



University  
of Wrocław

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Evaluation of the European  
Capital of Culture  
Wrocław 2016

Participation in culture

in the perspective of the European Capital

of Culture Wrocław 2016

**REPORT FROM CATI RESEARCH**

**WITH PARTICIPATION OF THE RESIDENTS**

**OF WROCŁAW AND THE REGION**

**OF LOWER SILESIA**



# Evaluation of the European Capital of Culture Wrocław 2016

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# 1. Scope of the research

The study presented here discusses results of research consisting of a series of three measurements conducted as part of the evaluation of the programme of the European Capital of Culture Wrocław 2016 (ECoC Wrocław 2016)<sup>1</sup>. Their subject were contexts of participation in culture in the ECoC year, attitudes created towards the series of cultural events organized most of all in the space of Wrocław and their impact in the individual dimension – on the participants, as well as in the strategic dimension – on the potential and image of the city. The thematic area of particular research themes encompassed:

## **Zakres tematyczny poszczególnych wątków badań obejmował pomiar:**

- social profile of the respondents,
- level of interest in the events,
- generalized assessment of the ECoC,
- range and scale of participation in the ECoC events,
- cognitive effects related to the participation in the ECoC events,
- individual advantages – motives for participation in the events,
- subjective assessments of the implementation of the strategic goals of the ECoC.

## **Apart from issues directly related to the ECoC, the research also encompassed:**

- attitudes of Wrocław residents towards culture,
- regularities in the ways of spending free time.

According to the developed concept, the research was conducted using CATI technique (telephone interviews) among the residents of Wrocław and the agglomeration (districts adjacent to Wrocław). The research was cross-sectional and longitudinal. It encompassed all the residents of the city and the region fulfilling the minimum age requirements for participation (above 15 years old). The series of three measurements, with a few months interval: for the end of the first half of the ECoC year, the end of the second half of the year and after the end of the ECoC – was implemented using identical assumptions about the researched population and based on the same topic of the research. The questions in the prepared questionnaire (see Annexe) were supplemented in the following measurements, in order to encompass subsequent events of the ECoC. Some number of questions – related to attitudes towards culture – were posed only to the residents of Wrocław in the second measurement, before the end of the ECoC.

Both the content and the concept of the research were drawn up most of all for the purpose of evaluative needs, including the strategic goals of the ECoC<sup>2</sup>, which is the reason why many of the questions have an inventory character and concern, among others, confirmation of contact with the ECoC events. On the other hand, the research had a very important illuminating dimension, and it was assumed from the very beginning that the acquired results will become a basis for joining the discussion on issues currently widely debated by researchers of culture and sociologists of the city.

To the foreground comes the **phenomenon of participation in culture**, presented in its urban specificity.

This theme appeared naturally, as it is directly linked to the diversified character of the evaluated events. The ECoC Wrocław 2016, as one could have learned even before it, for example by skimming the programme book – *Spaces for Beauty*, promised to be a complex event, engaging various circles of creators and organizers of culture, addressed to a diversified group of recipients. And it fulfilled this promise. The events which took place were characterized by a variety of subjects and scale. They implemented various forms of participation: from typically passive “being a viewer” to active participation and fully involved “prosumption” of culture. As a result, one can risk the statement that the ECoC was an example of functioning of various circuits of culture, which revealed

1 As part of the research project *Evaluation of participation in the events of the European Capital of Culture Wrocław 2016*, conducted by the university of Wrocław on commission and in cooperation with Wrocław Municipality, over a dozen various thematic research projects were implemented, using both quantitative and qualitative research techniques. Their results are presented in separate studies and report available in the public domain at the Repository of the University of Wrocław and in the prepared book publication.

2 They are described in the programme book of the ECoC (version 06.2015) entitled *Spaces for Beauty: Designed* <http://www.wroclaw2016.pl/ksiazkaprogramowa>

themselves in the city space as a juxtaposition of two dimensions: the cultural offer (access to culture) and practices of participation in culture (consumption of culture).

The main ECoC events were encapsulated in the structure of the calendar year and happened between January and December 2016<sup>3</sup>. Some had a traditional form of one-off events – performances, meetings and concerts, others were spread over a longer time period and had many threads, which in the best way presented both the processual character of the ECoC and the related conventionality of assigning subject (curatorial) domains to them. Those are exactly the reasons why one of the main challenges faced by the organizers was efficient implementation of the process of communication of such a large number of events (estimated to be over 1000) and the ECoC itself, as well as confrontation of this message with its social surroundings, the most important element of which were the recipients. The sphere of communication (information, discussion on the ECoC) was for an external observer probably the best rendering of the specificity of the ECoC – especially in the initial phase of organization of events, when the expectations of the public opinion are particularly huge and nobody, apart from the organizers, knew “how it would be”. On the one hand, which is obvious, communication is the responsibility of the organizers, and the message is initially sent by the originators and creators of events. On the other hand, recipients create their own message, which they direct at creators and organizers of events. Communication becomes also an important element of the developed public opinion. At the same time, here appears the difference in cognitive perspectives, because messages of the recipients are formulated on the basis of direct (or just mediated by the public opinion) experience related to the event. The messages of the organizers and creators are planned and coordinated, while opinions and assessments of the recipients can be fragmentary, impulsive, contextual, etc. In this way, the sphere of communication is complemented and at the same time driven by the force of the dialectic difference in cognitive perspectives of the senders and addressees of the message, and is simultaneously the effect of the confrontation of the cultural offer with practices of participation in culture.

In relation to the specific function performed by the city described here, evaluation of the events couldn't treat the ECoC itself as an “object”. The subject of evaluation treated as a whole wasn't “one-time”, wasn't contained in the formula of unity of time and space, didn't have precisely drawn borders, scale or domain. It all translated into the method of designing the research (and in more general terms – all the evaluative activities). That's why in the case discussed here, they were designed as consisting of three measurements separated by several months, which was the consequence of the processual character of the ECoC. Invited to the research were residents of Wrocław and Lower Silesia without any conditions formulated in regard to participation in the ECoC events. This method, according to the authors of the research, allowed to follow the events developing in time – observe crystallizing attitudes, search for significant differences, tendencies in interpreting the ECoC, as well as in the influence of the ECoC on the city and its residents, and finally in the way of understanding culture and dimensions of cultural policy in its urban form. The area of research defined in this way agrees with the accepted directions of the analyses and is expressed in the structure of the report.

Apart from the processual character, in the research of participation, very important is the issue of open formula of research, available for many potential respondents – not only those who can be defined as belonging to the group of the ECoC participants. To fulfil the condition of openness, the researchers consciously didn't focus on searching for a particular type of audience of the ECoC events, but addressed the research to all the residents of Wrocław and the region and – in the last measurement – residents of the Lower Silesia voivodeship. This was made easier by the fact that, as it was assumed, taking into consideration the scale of the ECoC events, the knowledge about this event was common in the population encompassed by the research.

The second theme in the process of evaluation is the widely understood issue of the so called **ECoC effect**. The phrase “ECoC effect” itself, in the circle of the organizers and researchers of the ECoC (but not necessarily creators of culture), was used already when the ECoC was happening, and even, as in the case of the research conducted in 2016 by the team from the Jagiellonian University, it was used to describe institutional effect on the border between self-government authorities – social partners, observed in the cities involved in the process of preparation and competition for the title of the European Capital of Culture 2016. The authors of the report explain<sup>4</sup>:

<sup>3</sup> It is, however, a certain simplification, as we should remember that some of the events from the programme of the ECoC Wrocław 2016, for example “Bridge Builders,” the first event in the cycle of the so called Flow Quartet – happened before the official beginning of the ECoC year, in 2015.

<sup>4</sup> Gierat-Bieroń, B., Kubicki, P., Orzechowska-Wałaszewska, J. *The ECoC effect. Long-term results of competing for the title of the European Capital of Culture 2016. Research report*, 2016.

*The aim of the research project discussed here was an analysis of long-term changes triggered by the ECoC competition in Poland in the years 2007-2011, both in the socio-cultural and in the institutional sphere. The assumption behind the research was a hypothesis stating that in case of Poland the application process for the ECoC title took place in a uniquely favourable context [Gierat-Biedroń, et al. 2016:5].*

Regardless of the variously directed research on the ECoC effect, connected also, among others, to image, economic and development aspects<sup>5</sup> important in the area of shaping city policies, **for the evaluative team, the most important manifestation of this effect was the social context, related to the presence of culture in the city space, reactions of residents to this event and transformations taking place in the feeling of connection to the city and the development of the urban sphere of consumption, in which culture has some role.** What is surprising, those aspects of the research on the ECoC effect are often not mentioned enough in the main current of the ECoC assessments, which is dominated by image, economic and attendance. On the other hand, the attention of public opinion, experts and organizers (producers) of culture is too one-sidedly focused on current issues, as well as on a particular performance, cultural event of the ECoC. As a result, in the professional view often the influence of the whole ECoC on the type of relationship between the city and its residents<sup>6</sup> is not discussed enough. In particular, the assessment of the sphere of cultural practices and motivation for participation in culture doesn't become more important, especially if you take into consideration constantly fashionable discussions on the condition of creative industries and image-creating potential of an event for building the brand of a place.

It should be stressed here, as an attempt to point out proper proportions for research themes, that the ECoC was designed as a year-long cycle of events of a unique intensity happening in the city space. That's why the ECoC is also a kind of a mass social intervention – an experiment, in which the residents of the city – region played an active role. Verification of the assumption whether the implementation of the ECoC Wrocław 2016 project contributes (in a short-term perspective) to the creation of this effect, is associated with several assumptions – hypotheses:

- “reviving” the cultural life in the city,
- transforming ways and forms of participation in culture,
- raising the competitiveness of Wrocław.

Obviously, those hypotheses cannot be verified exclusively by referring to the results of the empirical measurement, one theme of the research. That's why results of the research presented here should be considered both in the context of the remaining themes of the evaluation and taking into account results of other projects implemented recently by several other research centres in Poland. We mention this fact in the summarizing chapter – “Access to culture and participation in culture – conclusions from the research”.

The proposed approach to the research of social effects of the ECoC is neutral for culture and its understanding. At least that's the assumption. It means that it treats its circuits, subject domains and aspects of participation in a descriptive way. Which also means that the starting point of the research and analyses wasn't any assumption hierarchizing spheres of culture, nor assuming a certain model of a cultural person in an understanding different than descriptive. That's why excluded from the research was the discussion on what culture is, although undoubtedly an important issue in the final stage of the research was establishing which function it should have to maintain social order of the city, as well as how the residents understand the term ‘cultural person’<sup>7</sup>. Apart from the issues of culture, outside the scope of discussion strongly stressed was the concept of participation in culture which singles out the most the urban phenomenon that culture itself, from the point of view of what is urban and at the same time social in it, is the basic element of practices of spending free time. Thus culture is here, in a default way, treated as a medium allowing for reproduction of urbanity perceived as a lifestyle, influencing social relations, building the image of the city and as an element of the identity of the city and its residents.

Introducing the issue of evaluation of the social effects of the ECoC, authors of the research consciously excluded some themes

5 See the very comprehensive in this regard research Impacts 08. Creating an impact. Liverpool's experience as European Capital of Culture. Garzia B., Melville R., Cox T. <https://www.liverpool.ac.uk/impacts08/> (access may 2017)

6 See M. Urbanek. “Festiwal festiwal. A przecież nie o to chodziło”, E. Sidorenko. “Przychylając nam nieba. Opowiadanie Wrocławia”, *Odra* no. 2/2017.

7 In the 2nd wave of cross-sectional research, and only in relations to the residents of Wrocław, an attempt to measure the function of culture as a firm of city policy as well as to verify the model of a cultural person was made. The issue of the function of culture is discussed in this report.

from their research. Firstly, any discussion on the artistic value of the ECoC programme. The research isn't about the assessment of the artistic content, which should be left to critics or specialists in theory of culture, literature, art, etc. What is relevant here, is only the extra-professional image of culture in its social and urban functions. Secondly, the subject area of the research was freed from the assessment of the financial issues. The evaluation doesn't assess the pertinence and accuracy of spending funds – we won't find here answers to questions which are usually the subject of a financial audit. And finally, the authors didn't undertake the issue if the ECoC was organized the proper way and if people working on it were competent<sup>8</sup>. Those issues were treated symbolically as a very generalized element of the attitude towards the ECoC together with the evaluation of the role of the city as the organizer of the ECoC.

Evaluation of social effects means that the main (though not only) research effort was focused on the **direct and indirect recipients** of the ECoC events. One should include in this category the residents of Wrocław and the region (Wrocław agglomeration).

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One shouldn't expect that this study verifies in detail all the mentioned themes. It is so, because inscribed into the whole evaluation process is a comprehensive view. The process is understood as a cycle of research, and the report presented here forms only a part of it. Facing the goal of the analyses, which is an effective presentation of quantitative data on participation in a series of cultural events and describing the ECoC effect, in the social understanding presented here, an outline of analysis pertinent to the concept of the research was used.

Structure of the report chapters corresponds with the key themes. In order to effectively analyse the data gathered in the process of measurements (repeated three times), it was aggregated to a uniform structure of data (database), keeping the information about following waves of measurement in the form of one special variable. This allowed for the presentation of statistical values for all three measurements or in a general way (averaging the measurements), depending on the purpose of the analysis. For example, where we wanted to present reliable estimates of, e.g. number of viewers, generalized assessments, attitudes, etc., they were not presented processually – in following measurements, but in relation to the whole set of data containing information in total from all three waves of measurement, which further eliminated the effect of the sample. In a similar way, data was analysed in the diagram of comparisons, the basis of which were isolated groups of respondents, in accordance with their socio-geographic profile (sex, age, place of residence) or profile of participation in the ECoC events (number of types of events, number of weekends). In the processual approach, on the other hand, the analysis used a variable sorting data from the first half of the ECoC year, the second half and “after the ECoC”. The Annexe presents detailed breakdown of answers, which helps to grasp the structure and number of variables used in the analysis, which were the basis for isolation of the comparative groups mentioned above.

## 2. Participation and participants of the ECoC events

The ECoC Wrocław 2016 programme was characterized, as mentioned before, by a wide variety of form and scale of cultural events. According to the information provided by Impart 2016 office, their number altogether for the ECoC was around 1000. This number is an approximate, and closely depends on how exactly we understand the phrase ‘cultural event.’ It seems that in relation to the ECoC, this notion was the more effectively losing its meaning, the more it was leaving traditional cultural institutions and was used to describe sets of activities, also processual, which had names – labels, but for the lack of a better name they were called events. Good examples of such difficulties in defining were all the activities organized within such programmes as Microgrants, Bibliopolis, A-i-R-WRO, City of the Future, Ukrainian Month, etc<sup>9</sup>. Presenting all “events” in an evaluative research would be disastrous. That's why they were controlled by building a special scale encompassing all **types of the ECoC events**. Secondly, the researchers concentrated (out of necessity) on the analysis of attendance at selected ECoC events – the

8 They were much wider analysed in other research threads of the programme of the evaluation of the ECoC – in cross-sectional focus interviews with the residents, as well as in the research on the audience of the series of 12 special weekends.

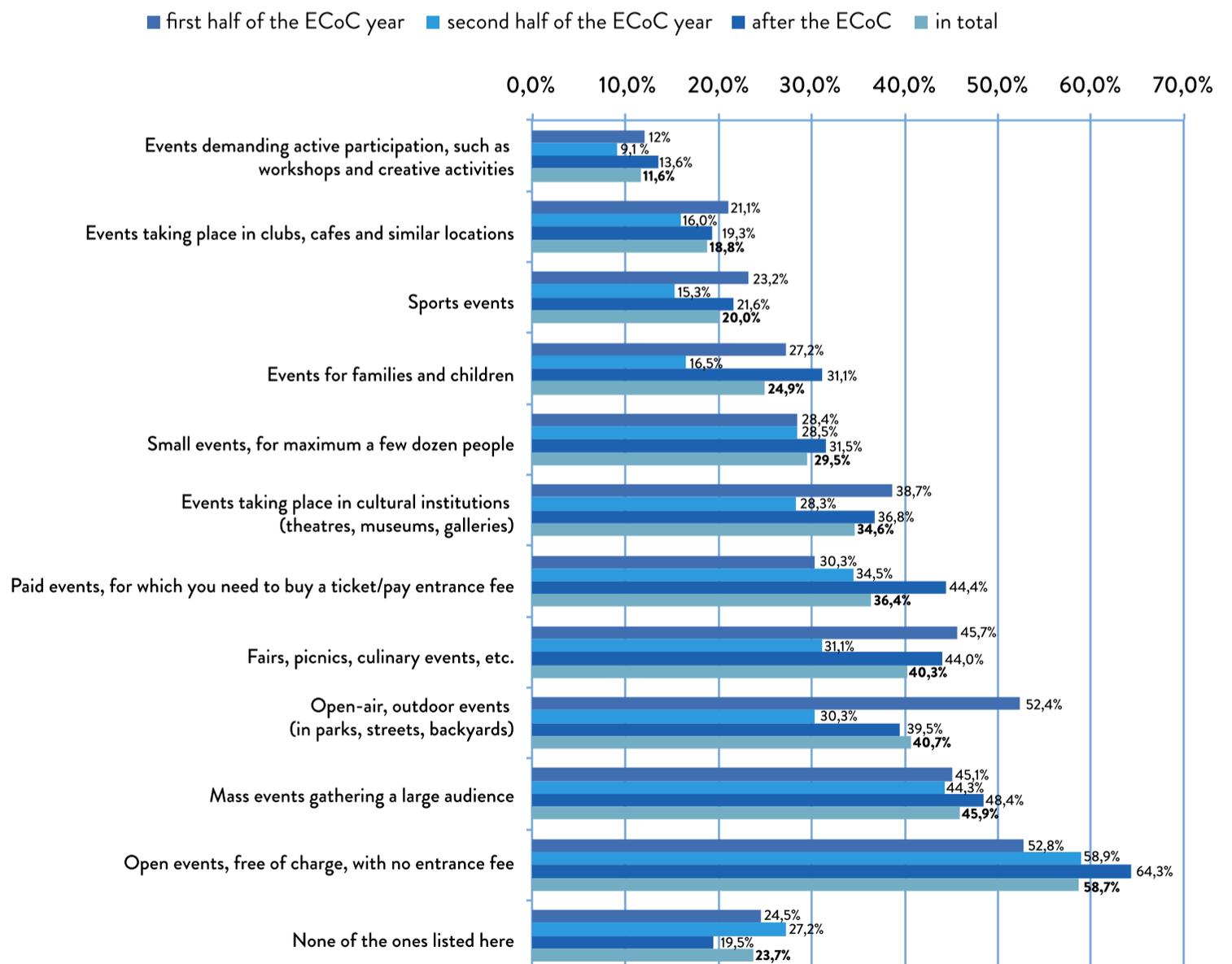
9 Selected threads of the ECoC programme were analysed in separate research studies, treating each of them autonomously. See: *Microgrants ECoC Edition 2016. Report*, Wrocław, February 2017, K. Dolińska (ed.). *A report from the evaluative research of Artists-in Residence Programme A-i-R Wro.* Wrocław, February 2017 Kamińska K., Wieszaczewska A. et. al. Wrocław, Krysiński D., Banaś J. *Wrocław – Backyard Door. Evaluative report from the project*, Wrocław, March 2017.

big and recognizable ones – in a series if **special weekend events**. And finally, some other events were identified, either because they were recognized or because of participation in them, and they formed **important themes – series of various activities** – for example the cycle Bibliopolis, Backyard Door, and Theatre Olympics. As mentioned previously, what was researched was the fact of participation in events or the fact of recognition of their aspects present in the public space of the city. Facing this aspect of participation, we indirectly find an important answer to the question: “Did the city live and breathe the ECoC”?

## 2.1. PARTICIPATION ACCORDING TO THE TYPES OF THE ECoC EVENTS

To determine methods of participation in the ECoC events, the researchers used an inventory of their forms. Although the applied categories are not exclusive, they allow for the reconstruction of a total model of participation in the ECoC. Types of events selected by the respondents in the research were organized in Chart 1 according to their popularity, certified by the percentage of the respondents who were in contact with them. Percentage statistics contain data in total for all three measurements, and comparatively also separately for different waves. The basis for the calculation of percentages were all respondents in samples, which allows for estimating popularity of events in the population of the residents of Wrocław and the region.

### In which types of events organized as part of the ECoC Wrocław 2016 have you participated so far?



**Chart 1. Participation in types of the ECoC events – data according to waves of measurement and in total (n=2250\*)**

\*Data for Wrocław and the agglomeration – without Lower Silesia – in the measurement “after the ECoC”

One could formulate several observations on the basis of the results presented in Chart 1. Firstly, absolutely the most popular in the range of the ECoC events were mass events in the form of open (free) participation. On average, 59 % of the respondents (in the course of the year-long ECoC project) heard about open (free) events, while 46% of the respondents declared participation in them. Also popular were events in the form of fairs – combined with elements of play or in the form of culinary events (40%). Secondly, also noticed were events located in public spaces of the city: parks, streets, squares (41%). Those results undoubtedly shape the subjective reception of the ECoC as a whole, as consisting in general of mass and open events. It should also be mentioned here that a high percentage of people indicated contact with the ECoC in locations ascribed to the so called high culture, such as museums, theatres and galleries (34%). Undoubtedly this result, close to the indications of paid forms of participation in culture (36%) shows the potential of institutions organizing them, which is important in the discussion on new spaces and ways of presenting those forms of culture on the basis of the already existing institutions.

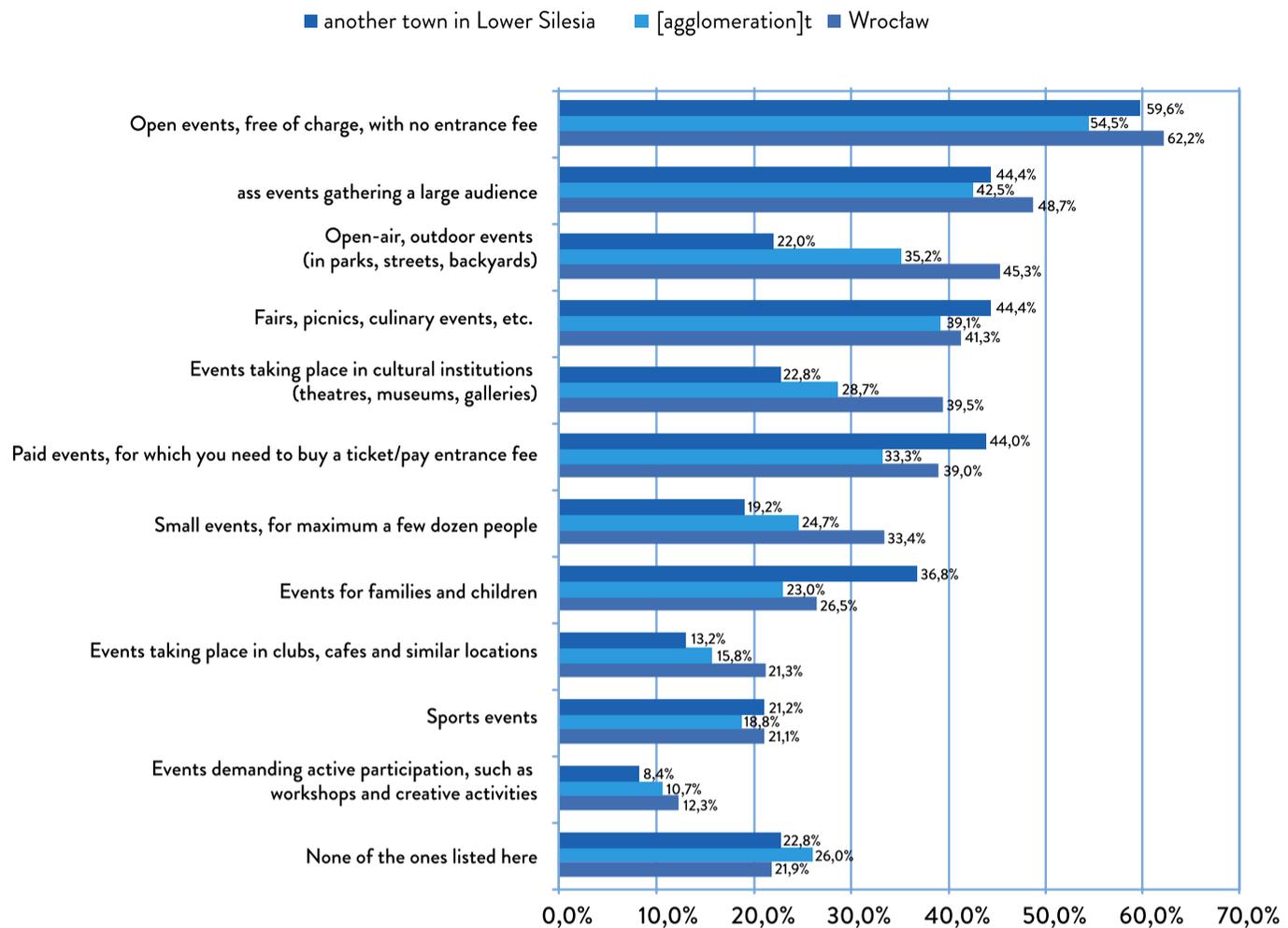
The second dimension of the ECoC is related to manifestations of the seasonal character of participation in culture. This issue, however, can become slightly complex in regard to the character of the identified relation. On the one hand, the ECoC calendar of events was created in such a way as to culminate the number of events in the summer and holiday season, which is also the most attractive for guests from the outside. This had to be followed by appropriate attendance. In an ideal situation, in subsequent measurements in the first and second half of the year and after the ECoC, the percentage of people who had contact with a certain type of event should have a growing tendency, as a result of the culminating participation. It happens this way in case of open (free) events, paid and small events. On the other hand, a characteristic decrease of the declared participation takes place in the second half of the year (the research was conducted in November), in comparison with the first half of the year (when the research was conducted during high season – in July), to increase again after the ECoC. This very peculiar “low” in participation<sup>10</sup> was noticed for such events as:

- fairs, games, picnics, festivities,
- outdoor events,
- events in cultural institutions,
- sports events,
- workshops, creative activities.

Does this effect prove (in a concealed way) the seasonality of those categories of events, related to their subjects, necessary base and method of implementation? Data confirm it could be so. And yet another characteristic situation appears here, showing the seasonal effect in the most general dimension, i.e. in relation to those people who had no contact with the events (they didn't participate in the ECoC). Their percentage in the first half of the year was 24.5%, it grew slightly in the second half of the year to 27.2%, and lowered significantly after the ECoC to 19.5%.

Interesting information about the profile of participation is brought by data presented in the territorial breakdown (see Chart 2). Here, all measurements were taken together, and isolated were respondents living in Wrocław, the Wrocław agglomeration (adjoining districts) and persons living in the Lower Silesia voivodeship (in the third measurement “after the ECoC”).

## In which types of events organized as part of the ECoC Wrocław 2016 have you participated so far?



**Chart 2. Participation in types of the ECoC events – data according to place of residence (n=2500)**

If we look at profiles of participation isolated in this way: Wrocław, the agglomeration and regional (Lower Silesian), we see a similar general percentage of people indicating any contact with the ECoC events during the calendar year. The range of the ECoC measured in this way, therefore, is similar in “the scale of the region” – which should be considered a success. Because looking “indirectly,” we see a similar percentage of people not having contact with any type of event, and so with the ECoC as well, in all categories of respondents. It fluctuates between 22 and 26%. And here the similarities end. In case of intensity of the contact, the profile of residents of Wrocław declaring contact with types of events obviously dominates, apart from three cases in which the residents of Lower Silesia presented proportionally higher participation in comparison to other groups of residents, in such categories as:

- fairs, picnics, events with elements of fun,
- paid events,
- events for families and children.

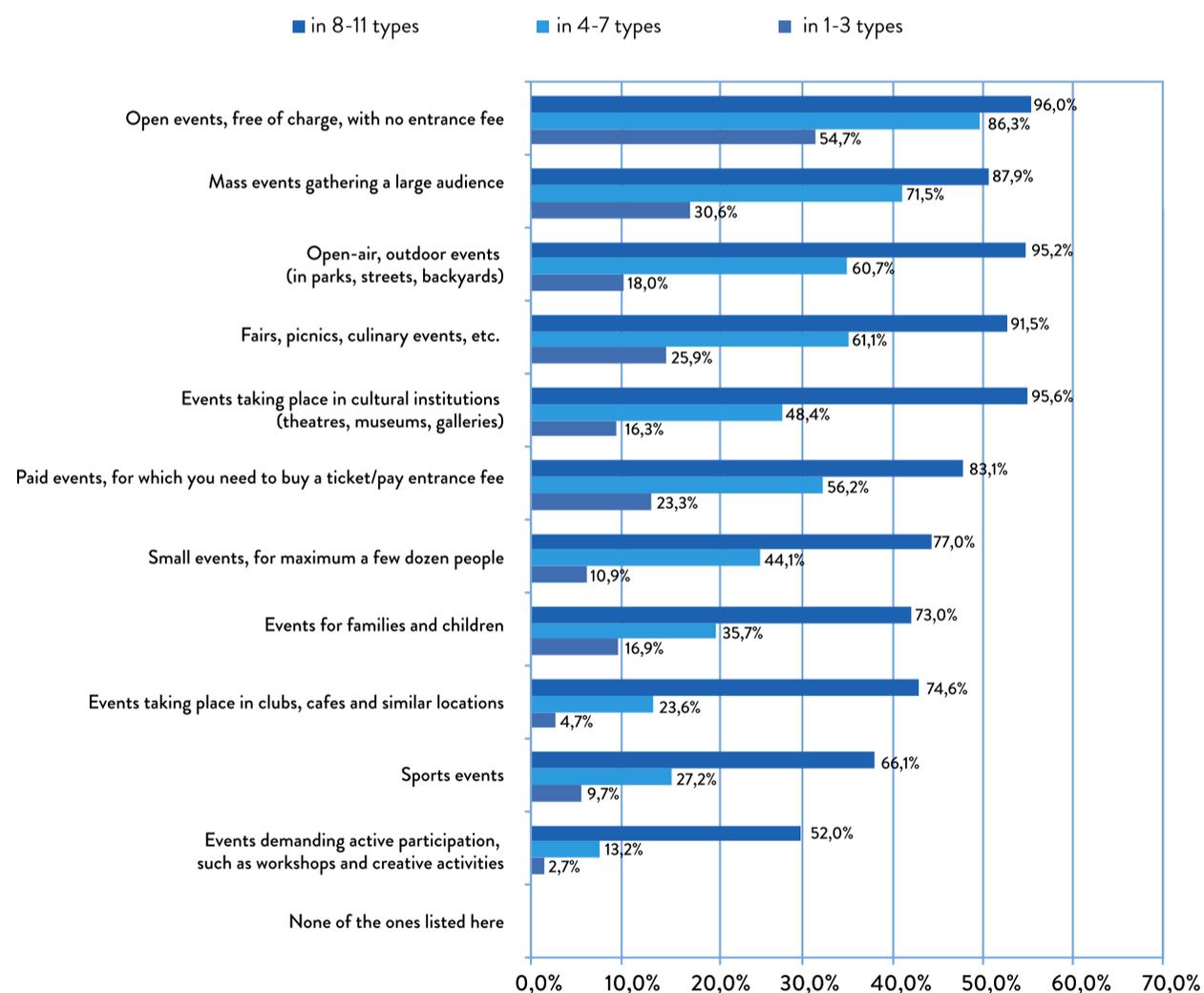
The biggest disproportion was revealed in family events, where the difference between residents of Lower Silesia and Wrocław reaches 10%, and in the remaining cases don't exceed 5 percent, i.e. are within the sample error. What can we gather from these data? It seems that for the residents of the region, the attractiveness of Wrocław as a stage on which the ECoC was played wasn't rooted in the fact that there was “simply more culture,” but in the fact that Wrocław became a place where they could have a nice time with family, and “there were places to have fun”. In other words, **in opposition to the residents of Wrocław, residents of the region considered particularly attractive the events associated with entertainment, and what is more, often paid entertainment. What singles out residents of Wrocław in the area of contact with culture, on the other hand, is the fact that they could be in touch with it simply in the public space of the city.** In this case, the disproportion between the residents of

the city and visitors is considerable. Contact of the residents of Wrocław with culture in public spaces of the city, parks, streets and backyards, in comparison with the residents of the agglomeration, is twice as high on its scale, and also significantly higher (10 percent) in comparison with the residents of the region. It seems as if the outsiders came most of all for concrete events, limiting their perception of culture in places “other” than those assigned to it and those they aren’t used to. While residents of Wrocław used this privilege of being “surrounded by culture” much more often.

Chart 3 presents distribution of participation in events using the same scale of choices, but at the same time in an aggregated way. On the basis of breakdown of data about the sum of types of events, with which they had actual contact (people who **had contact with none of the events /not present/ formed 23%** of the total sample n=2500), the respondents were divided into three categories:

- people who selected few types of events (1-3) from the catalogue of 11, and at the same time represented a **passive way of using** the cultural offer of the ECoC; share in the total sample (n=2500) 25.6%,
- people **actively using** the ECoC offer, participating in 4-7 types of events, share in the total sample (n=2500) 40.8%,
- people whose declarations indicated **full and comprehensive use** of the offer, participating in 8-11 types of events, share in the total sample (n=2500) 9.9%.

**In which types of events organized as part of the ECoC Wrocław 2016 have you participated so far?**



**Chart 3. Participation in the ECoC events – data according to the level of participation in types of events (n=2500)**

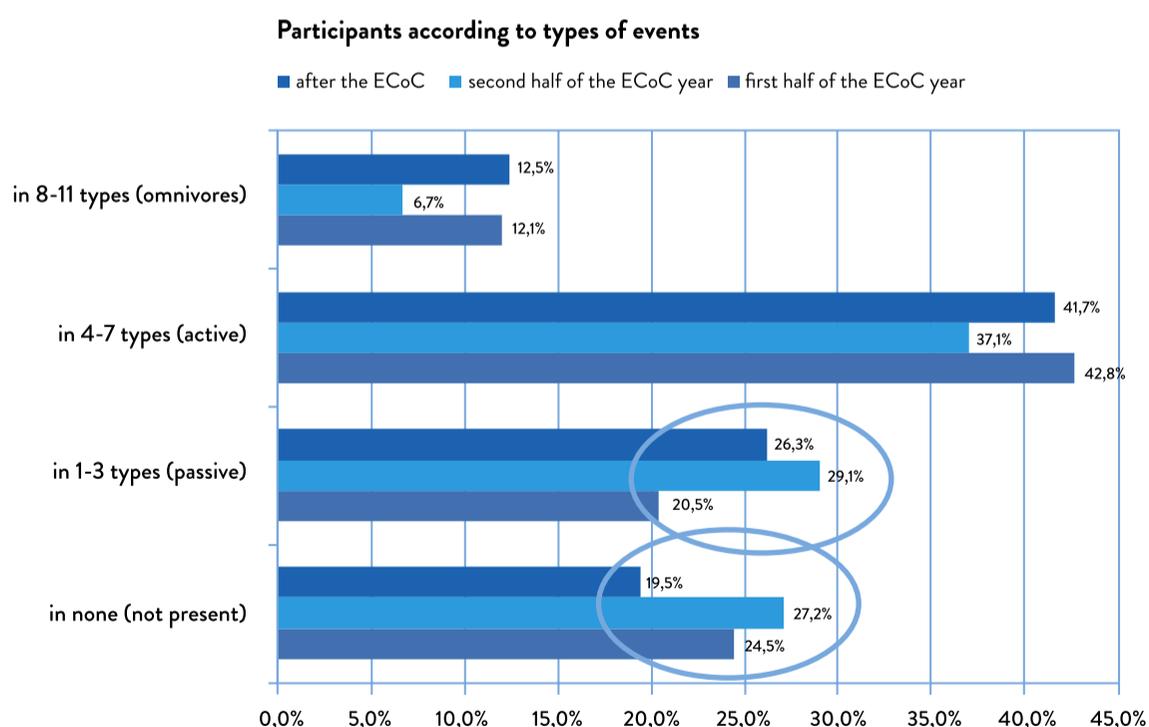
Using the differentiation of respondents according to the three categories creating the scale of difference in participation and presenting the distribution of participation in each category of the respondents, we can answer the question: *What forms the aggregated preferences – what are the revealed patterns of participation in the ECoC?*

People presenting **full and comprehensive participation** (8-11 events) provide an example of their cultural „omnivorousness,” presenting high in this profile saturation with declared participation, over 70% in 9 out of 11 types of events. Nevertheless, even in this case there are revealed – which we can see in the chart – differences, which can characterize them most of all (similarly to others) as those who value ludic participation – in open events, fairs, mass, open-air and culinary events. At the same time, and that’s the reason of their omnivorous character – they select both visits in traditional cultural institutions, and sports events or workshops.

The profile of people **actively (moderately) using the events** (4-7 types) is, speaking in the most general way, similar in its structure to the earlier profile. What links those two categories of respondents is a very high will to participate in open, free events they definitely look forward to. Still a high percentage of them selected participation in mass events. They’re not as open to various ways of participation in culture as omnivores, but they’re interested in cultural events and are active in those areas in which they are easily accessible (popular) and connected to the currently widespread way of spending free time (fairs and picnics). To a lower degree, they are interested in profiled events: for families, sports events, club events and workshops. Decrease of interest in those events is relatively much higher than in case of omnivores.

The last category are people who **in the least intensive – passive way** used the diversity of the offer of events, and selected them in a very one-sided manner – as if accidental (dispersed). Slightly more than half of those people had contact with culture through free, mass events of festive character, but also paid ones. They are characterized also by very sporadic participation in culture in any manifestation, which might be proved by the fact that for many types of events the declared contact did not exceed 20% of respondents. In other words: this category of respondents is characterized by functioning outside the circuits of culture and events taking place in clubs, small events, sports events, and especially in workshops and creative activities.

From the point of view of the accepted strategic goals of the ECoC, without a doubt not only the patterns of participation in culture are of great importance, but also the potential for growth in “particular segments of culture” – which in the research would be observed as moving of the consumers of culture from the category of moderate diversity of participation to great diversity of participation. Helpful in settling this issue is data presented in Chart 4. It shows aggregated numbers of types of events and percentages of people participating in them in following CATI measurements. What is important here, is not only the division itself, but its percentage breakdown in particular waves of measurement.



**Chart 4. Differences in participation in events according to aggregated scale (n=2250\*)**

\* Data for Wrocław and the agglomeration – without Lower Silesia – in the measurement “after the ECoC”

Chart 4. presents the dynamics of the flow of participation on its “qualitative” scale, which is determined by the progressing complexity of types of events (their number). In an ideal situation, in time (the flow of the calendar ECoC year) the number of various events grows, and so the chance to participate in them. If “structural” factors are of importance in moderating the patterns of participation, among them tastes (patterns of consumption) and factors of status, determining the social position of the respondents in regards to education, income, etc., then the percentage of particular categories of types of participation aggregated here in following measurements would remain the same, or at least it wouldn’t move “up” automatically. That is, the percentage of participants of more and more diversified types of events in following measurements wouldn’t grow. Whereas if, together with the offer, we broaden the forms of contact with culture, then with following measurements the number of respondents not participating in the ECoC events would lower, as well as those participating in a small number of categories of events, and a gradual expansion “upwards” would happen, towards a bigger number of events. It’s quite a simple attendance (supply) mechanism, broadening the base of participation in time. That’s how an ideal situation would look like. In an obtained empirical model, described on the basis of the series of three measurements, we deal with moderate working of the supply mechanism. If we compare data from the measurement “first half of the ECoC year” with the measurement “after the ECoC”, we’ll see a certain outflow of the proportion of people not participating in the ECoC (decrease from 24.5% to 19.5%) and raise in the proportion of participation in the category 1-3 types of events – respectively from 20.5% to 26.3%, with stable results in higher categories.

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Participation of respondents in types of cultural events and celebrations – as well as the “quality” of this participation – is an important cultural distinction, which is based on (assumed by default here) individually motivated choice, the lifestyle, related to **grading the diversity of using the cultural offer**. This important aspect of participation, contained in aggregations of numbers of types of events in which the respondents participated, will be mentioned in the following parts of the report many times.

## 2.2. PARTICIPATION IN THE CYCLE OF 12 SPECIAL WEEKENDS OF THE ECO C

Research on participation in the cycle of 12 special weekends – probably the most intensely communicated in the public space block of the ECoC events and programme, a flagship of the project, had an inventory character. In the following waves of the research, respondents were presented with a list of weekends-events and were asked to confirm participation in them. The question concerned both whole weekends – regardless of the number and types of events being a part of them, we well as – in isolated cases – the main events of a given weekend, if they particularly stood out. Following measurements were complemented with those weekend events which took place from the time of the measurement of the first wave. Breakdown of participation in particular weekends – comparatively for data in total and in following waves of measurement – is presented in chart 5 and 6.

**Among the three biggest – in terms of declared participation – events, there were:**

- Awakening – the Opening Ceremony of the ECoC,
- Thanks Jimi Festival – Guitar Guinness Record on the Main Square,
- New Horizons International Film Festival.

**24-25% of respondents declared participation in those events. They are mass events with open formula, and in case of the New Horizons Film Festival and the Guinness Record, also events with long-standing, recognizable brand.** Obviously, estimating participation in those types of events has to take into account the fact that many of those events are ticketed, which – next to interests and tastes – differentiates actual participation in them. The group of popular events includes also **Sky Web – the Closing Ceremony of the ECoC** (a free event with entry passes), **Jazz on the Odra**, Flow performance – the evening multimedia performance by the Odra river and the **concert of David Gilmour**.

Have you participated in person in any of the following events?

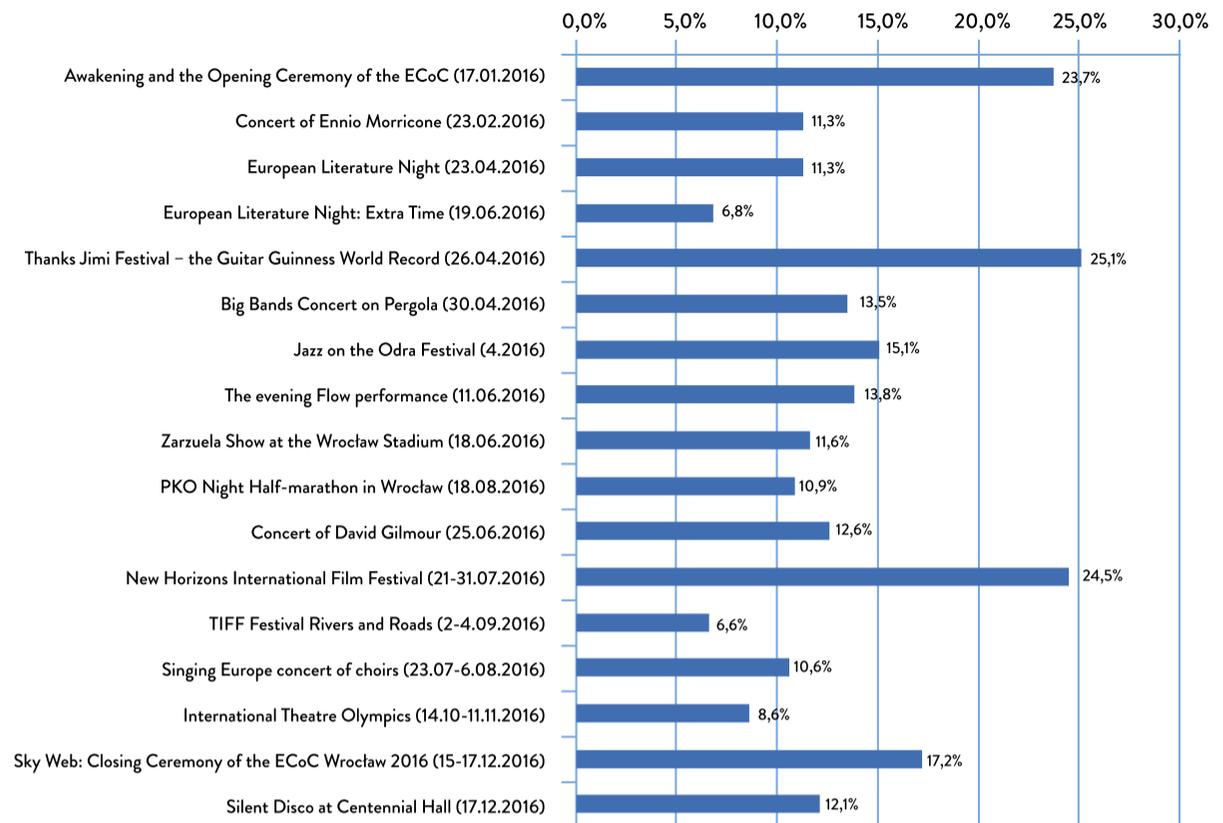
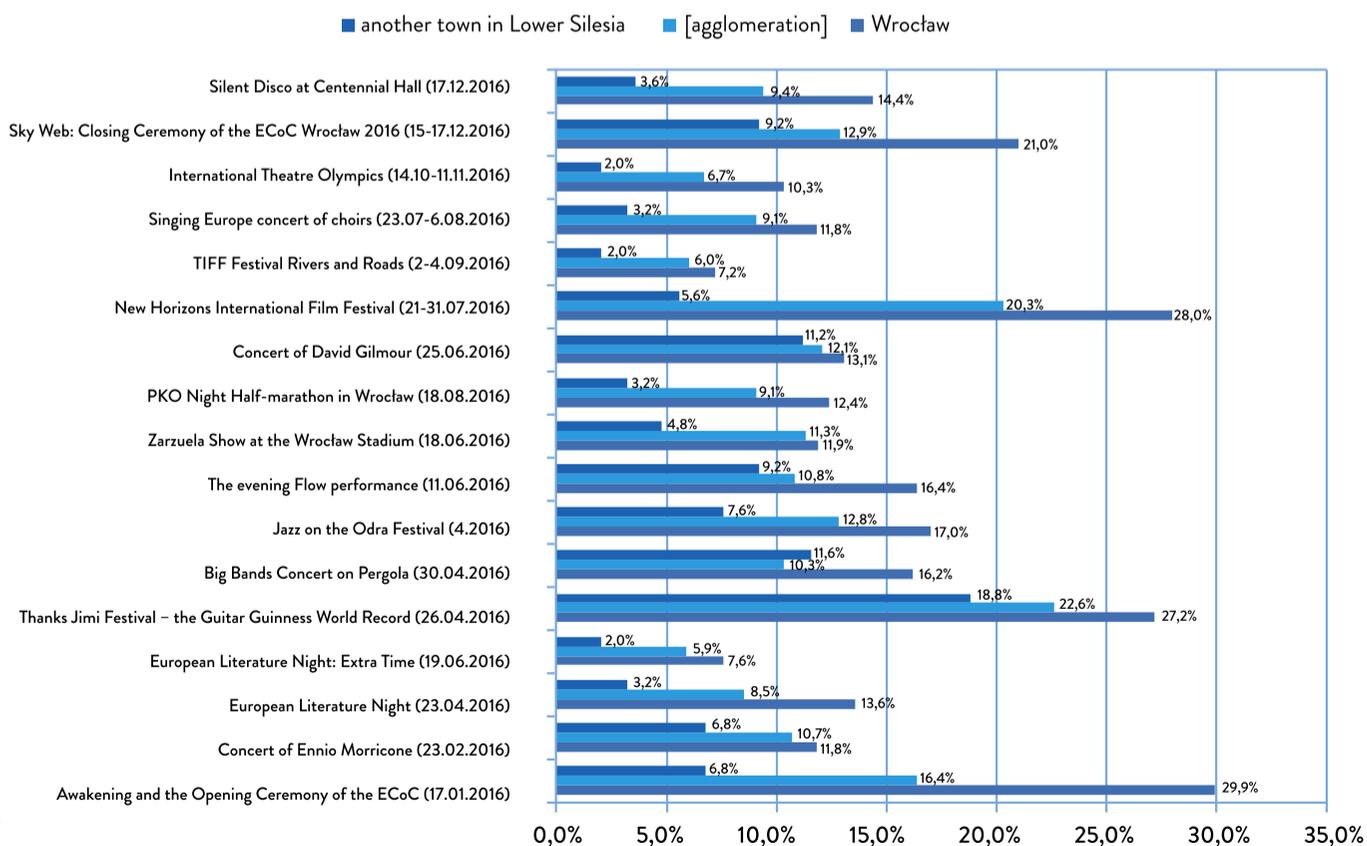


Chart 5. Participation in the cycle of 12 special weekends of the ECoC – data in total (n=2250\*)

\* Data for Wrocław and the agglomeration – without Lower Silesia – in the measurement “after the ECoC”

The obtained research results permit us to think that the events of the so called Flow Quartet (Bridge Builders, Awakening, Flow, Sky Web) were the most frequented cycle of the ECoC events. Whereas known Wrocław brands (Jazz on the Odra, New Horizons Festival) proved their position. **Altogether they undoubtedly gained the status of the driving force of the ECoC – building one of the possible images of the ECoC.**

Have you participated in person in any of the following events?



**Chart 6. Participation in the cycle of 12 special weekends of the ECoC – data according to place of residence (n=2500)**

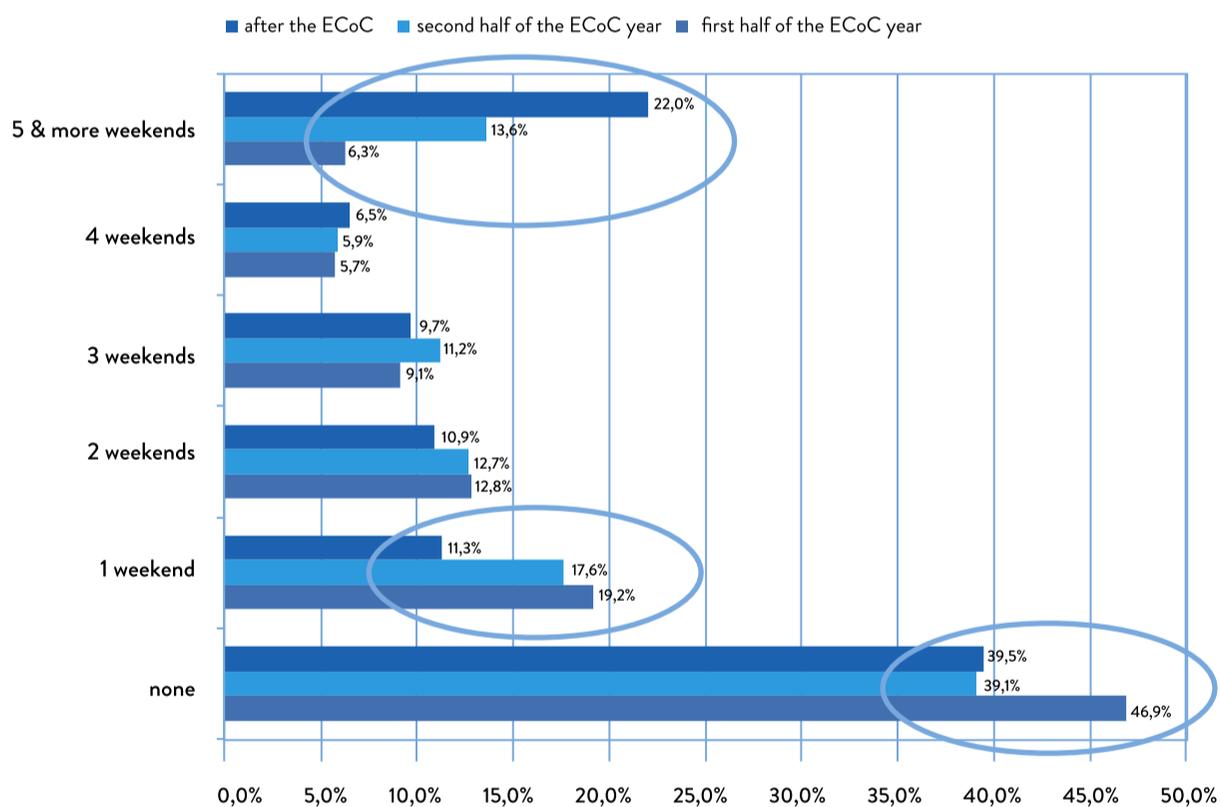
Significant differences in participation can be seen in case of the residents of Wrocław and the agglomeration and the remaining residents of Lower Silesia. It's rather easy to state which of the events were an attraction drawing public from the outside. Events with big regional potential include:

- Concert of David Gilmour
- Breaking the Guitar Guinness Record
- T-Mobile New Horizons International Film Festival
- Big Bands concert

Those events raised the biggest interest among people from outside of Wrocław or their interest in comparison with the residents of the city was big.

If we take into account the dynamics of participation in following waves of measurements, in which the number of weekends and special events grew, then raise of the scale of participation is as was expected (see Chart 7). Participation in five or more weekends systematically grows to the level of 6.3% of all residents of Wrocław and the agglomeration in the first half of the year, then 13.6 in the second half of the year, to finally reach the level of 22% after the end of the ECoC.

**Participants of events in the cycle of special weekends according to the number of weekends**



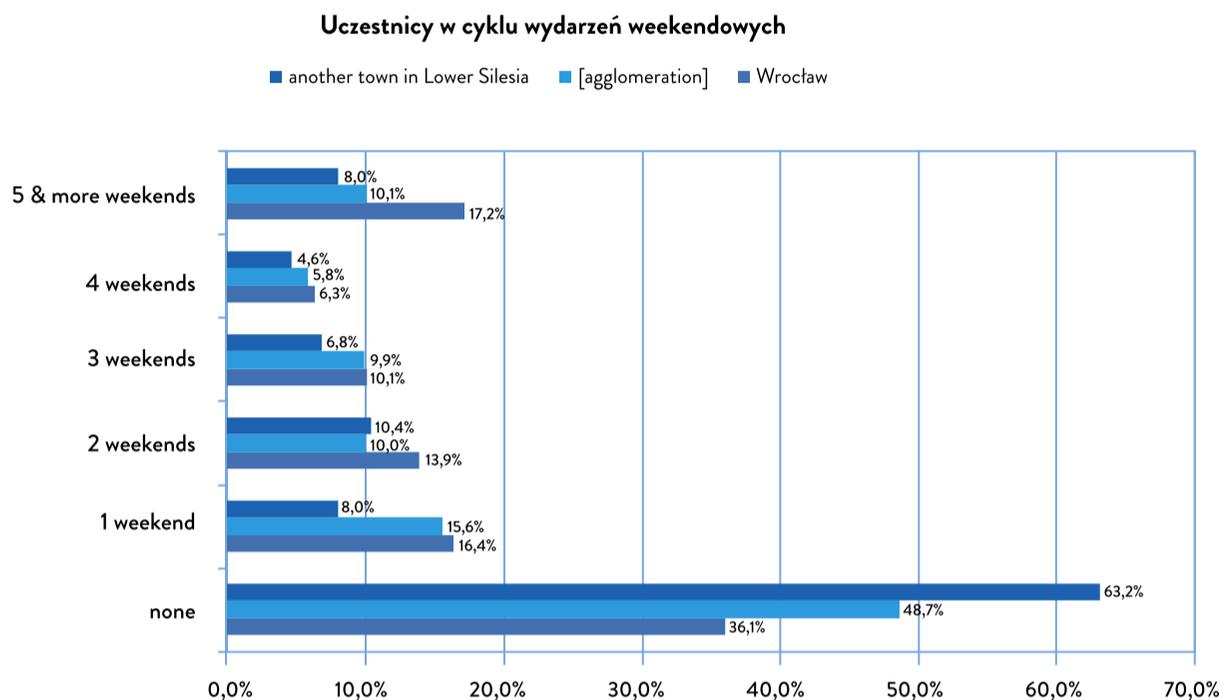
**Chart 7. Participation in number of events and special weekends – data aggregated according to measurement (n=2250) \***

\* Data in total for Wrocław and the agglomeration – without Lower Silesia in the measurement “after the ECoC”

**Among the data on aggregated participation in special weekends, two numbers are of particular importance:**

- percentage of people, residents of Wrocław and the agglomeration, who had no contact with big ECoC events in the cycle of special weekends is 39% in the 3rd measurement.
- percentage of people participating in at least 5 weekends and events (among the 17 included in the inventory) is 22% in the 3rd measurement (after the ECoC).

Breakdown of participation in the weekend circuit of the ECoC means that a considerable part of the residents of Wrocław and the agglomeration didn't come in touch with this form of the ECoC events during the year-long calendar of events. If, in order to estimate the "attracting power," we take into consideration the place of residence of the respondents (Chart 8), it will turn out that non-participation during the weekend events was declared by slightly more than 36% of the residents of Wrocław, 49% of the residents of the agglomeration and as many as 63% of the remaining residents of Lower Silesia.

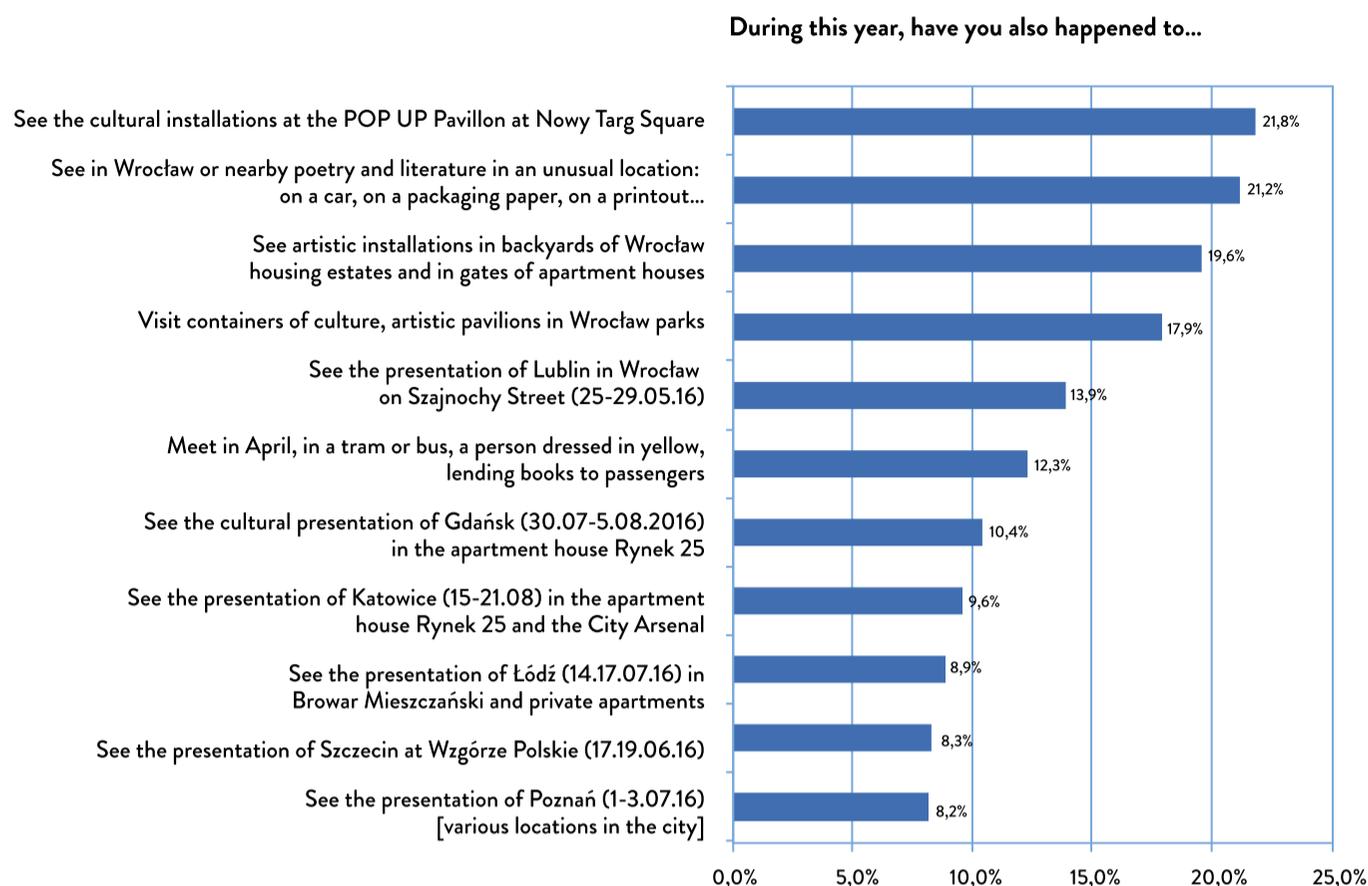


**Chart 8. Participation in number of events and special weekends – data according to place of residence (n=2500)**

Referring once again to the supply mechanism of enlarging the base of participation, i.e. raise in the consumption of culture (see commentary to Chart 4), analysed on occasion of the presented breakdown of participation according to categories of types of events, we can see now how it works also in this circuit of culture, and who knows if not most of all in this one. In relation to events – megaperformances, it seems to be much clearer, easier to grasp in action. **Therefore, the testimony of the participation success of the ECoC should be noted here, related to the systematic and considerable growth of people participating in at least 5 of the ECoC weekends – their percentage grew constantly with the number of implemented weekends from 6.3% in the first half of the year to 22% in the measurement “after the ECoC,” while the respective percentage of respondents declaring participation in only one special weekend systematically lowered.**

### 2.3. PARTICIPATION IN THE REMAINING EVENTS OF THE ECOC WROCLAW 2016

Apart from events in the cycle of special weekends, a special measurement in the area of participation was devoted also to a series of other events. They were present in various cultural circles, whose multidimensional character not only involved the residents as traditional participants of a concert or performance, but more often as an observer, a person experiencing something, acting, or speaking more broadly – being in touch with the event. The common feature of all those events was their presence in various locations in the public space of the city.



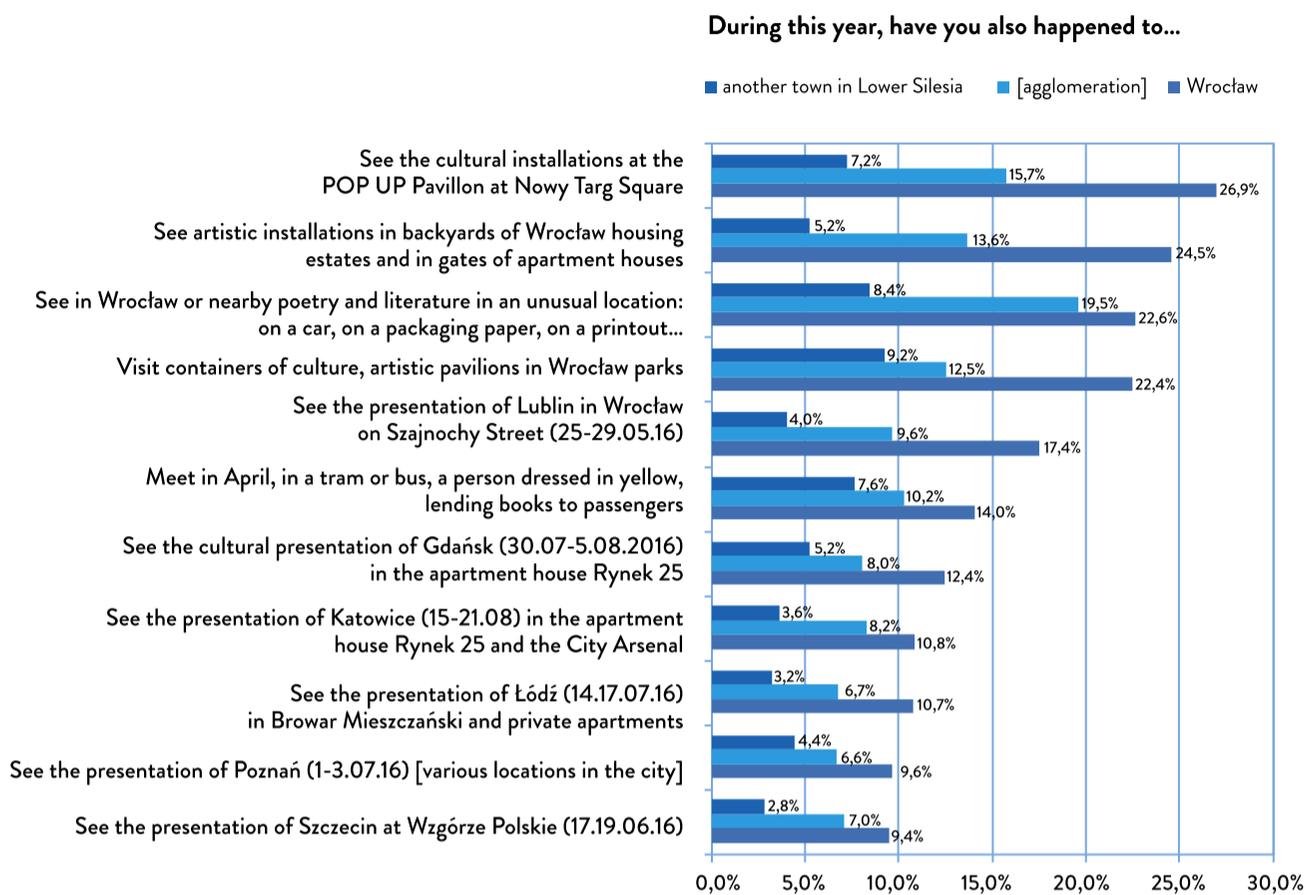
**Chart 9. Contact with selected events and festivals of the ECoC – data in total (n=2250\*)**

\* Data for Wrocław and the agglomeration – without Lower Silesia – in the measurement “after the ECoC”

The breakdown of answers to questions about the declared evaluation of contact, i.e. seeing or participating, was presented in Chart 9. The data seem to be interesting in comparison with answers about participation in the events of the special weekends (see Chart 5). The percentage of people having contact with cultural actions remains quite high, if we agree on a border of 15% of respondents declaring contact with an event or phenomenon. In this respect, the first position is taken by the widely available installation Goethe Institut POP UP Pavillon<sup>11</sup>, placed in the form of a glass container in the middle of Nowy Targ Square. Every willing resident or tourist could approach it. It functioned in that location between April and July 2016. Another noticed event was a series of literary actions and interventions in the city space organized as part of the Bibliopolis – City as a Library programme, which lasted for the whole 2016<sup>12</sup>. Among the remaining actions with considerable recognizability, we should mention artistic interventions in backyard and housing estate spaces of Wrocław<sup>13</sup> organized as part of the cycle “Backyard Door” and presentations of Gdańsk, Lublin, Łódź, Katowice, Poznań and Szczecin as part of the City Coalition<sup>14</sup>. Even though they weren’t individually pointed out on top positions, each of them was noticed. It’s significant that those events, even though they sometimes lasted much longer than the weekend events discussed earlier, were much less recognizable on the scale of contact than those organized as part of special weekends. Obviously, it’s difficult to explain this phenomenon without detailed analysis, apart from an obvious guess that the event circuits of culture – and Special Weekends are the best examples of such circuits – presented in this way their advantage, at least in the area of recognizability, over many other forms of cultural life in the city. Of course, the scale of direct contact depends not only on marketing activities, which always accompany events, but also on their location in the public space (open – widely available spaces vs. closed spaced of institutions, backyards), duration of the events, etc.

11 See: <https://www.goethe.de/ins/pl/pl/kul/sup/wro.html>  
 12 Zob. <http://www.wroclaw2016.pl/bibliopolis>  
 13 Zob. <http://www.wroclaw2016.pl/podworze>  
 14 Zob. <http://koalicjamiast.wroclaw2016.pl/#>

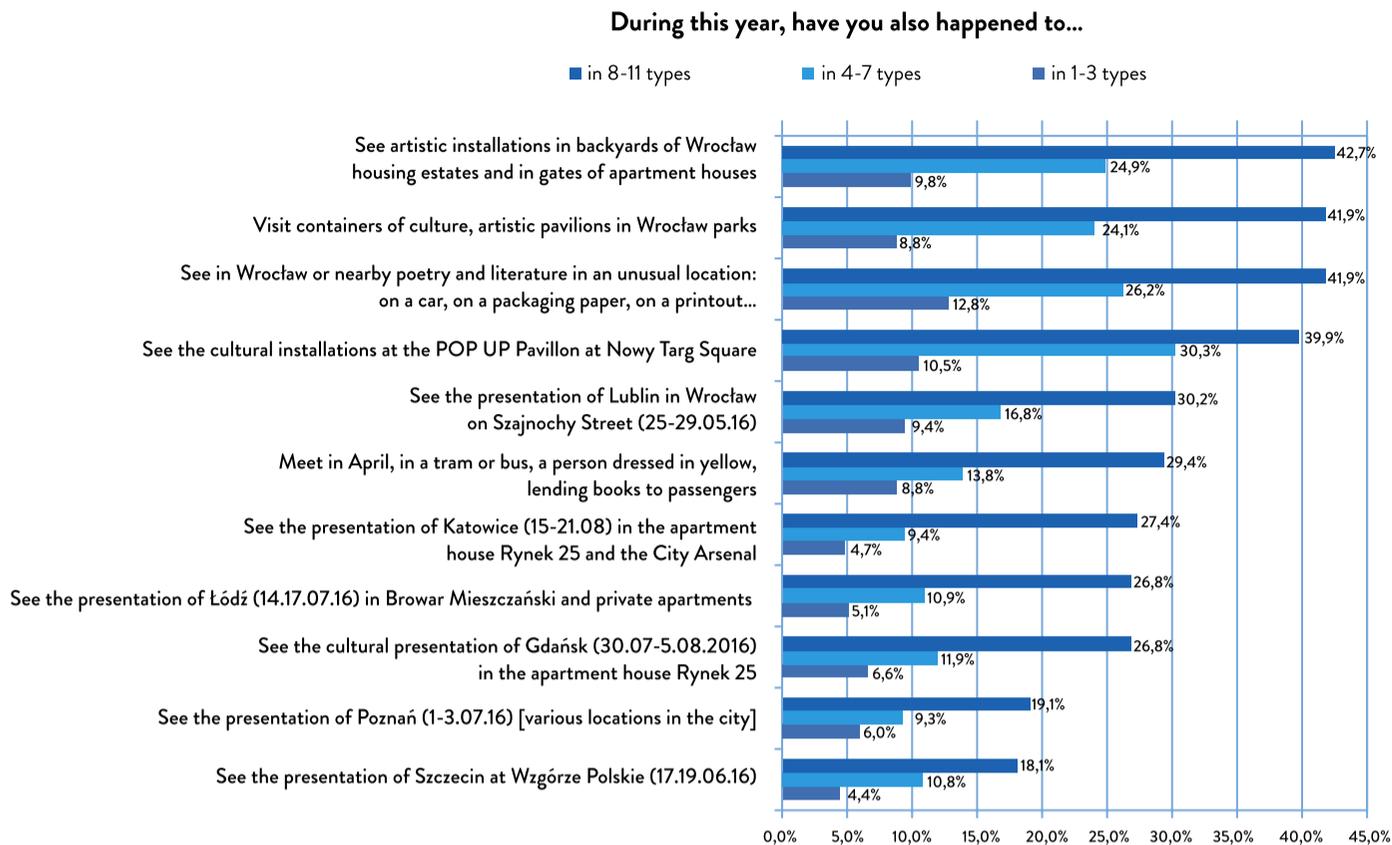
Information gathered on the contact with events of residents of the city, the agglomeration and Lower Silesia brings new data useful in the analysis (see Chart 10).



**Chart 10. Contact with selected events and festivals of the ECoC – data according to place of residence (n=2500)**

Maintaining a generally similar tendency in contact with cultural events, residents of the agglomeration the most often, different than the residents of Wrocław, indicated contact with events in the cycle Biliopolis. Different situation happened in case of the residents of Lower Silesia – we cannot point out a dominating event here, as the whole spectrum of events is strongly “flattened” in relation to the percentage of respondents declaring contact with the events. So the image we receive differs from declarations of participation of residents of Lower Silesia in weekend events. Some of the latter ones drew a much bigger part of the residents of the region – as if conscious why they wanted to participate. While the participation in events declared here, was as if, or only, some “background noise” for the big events.

To complement the information on the participation in other events of the ECoC, we present an analysis of contact taking into account the intensity of participation in the ECoC (see Chart 11).



**Chart 11. Contact with selected events and festivals of the ECoC – data according to the intensity of participation in the ECoC (n=2500)**

The gathered profile information forms certain **patterns of participation in culture**. In case of “omnivores” – people using the ECoC offer in full, we can notice, apart from generally high values of indications, a noticeable irregular gradation of participation in several various types of events. But we cannot indicate here a certain “subject” key of gradation explaining the gradual differences in the scale of contact. Respondents in this profile presented intensive interest in literature, as well as artistic installations, also in backyards, presentations in parks (the latter ones functioned in a quasi-professional or even amateur circuit). In each case, contact with them was declared by over 40% of people in this category. It should be noted that – apart from Bibliopolis – we deal here with rather small events, at least with regard to the audience gathered at one time.

Respondents consuming the ECoC **in a moderate way** (participants of 4-7 types of events) in the poll of four most often indicated events, were identical in their preferences to the omnivores, although it seems significant that they the most often indicated POP UP Pavillon, which stood in the most accessible space, and its looks and interior raised the biggest excitement and were drawing new participants.

While the declarations of **passive participants of the ECoC** suggest much more flattened preferences (or rather lack of clear preferences), with much lowered scales of contacts.

## 2.4. SOCIAL PROFILE OF THE PARTICIPANTS OF THE ECoC EVENTS

The findings presented so far on the subject of participation in the ECoC events, taking into consideration both types of events, cycles of special weekends and the remaining selected categories of events, revealed most of all the ludic character of the ECoC. While as far as other scales of participation are concerned, the most visible is rather moderate intensity of contacts of the residents with the ECoC, although the research unambiguously reveals profiles of residents who become clients of varied circuits of culture.

What is more, the impact of the ECoC, the one going beyond Wrocław, was revealed most of all in mega-events and projects with well-known brands, which were the “driving force” of the ECoC. And finally, the probably **most important finding**

in the context of strategic goals of the ECoC – the enlarged supply of events in a moderate way broadened the spectrum of participation in the ECoC, measured with aggregated number of types of events in which the respondents took part. At the same time, this effect of broadening influenced by the distributive-existential mechanism, was more visible in the circuit of special weekends.

A supplement of the image we received so far is the reflection on the social dimension of participation in events. Which means answering the question not so much about the dimensions of circuits of culture, but about the characteristics of their participants. For this purpose, Table 1 presents a set of statistics presenting the socio-demographic profile of respondents in comparative groups identified by types of participation in culture. Out of necessity, to limit the detail of the analysis, the Table doesn't present all the comparative groups, but only the most important ones, identifying profiles of participation according to number of types of events, weekends and comparing participation in selected types of events. The latter division first of all isn't exhaustive, and secondly, doesn't create exclusive groups of respondents. Which means that a respondent identified as a participant of family events could also be identified as a participant of other events, for example mass. The analysis of differences was conducted both between comparative groups, but also in relation to data for the whole sample in total.

Profile categories: (share in the total sample n=2500=100%)	Participants according to no. of types of events				Circuits of culture – participation in:								Sample in total N=2500 =100%
	none (23,6%)	1-3 types Passive (25,5%)	4-7 types Active (40,8%)	8-11 types Omnivores (9,9%)	Fairs, pic- nics, culinary events, etc.	Events in theatres, museums and galleries	Mass events	Workshops and creative activities	Sports events	Events for children and families	In none of the weekends	in 5 and more weekends	
<b>Sex</b>													
Woman	45,0%	50,5%	52,8%	61,3%	55,8%	58,0%	50,7%	61,2%	41,1%	59,3%	47,6%	59,9%	51,2%
Man	55,0%	49,5%	47,2%	38,7%	44,2%	42,0%	49,3%	38,8%	58,9%	40,7%	52,4%	40,1%	48,8%
<b>Age</b>													
16 -24 years	10,3%	12,8%	16,6%	14,1%	13,2%	12,1%	18,5%	12,8%	20,4%	8,1%	10,0%	16,5%	13,9%
25 - 34 years	20,5%	20,0%	26,3%	22,6%	24,5%	20,7%	26,2%	23,1%	26,6%	24,0%	21,7%	25,4%	23,0%
35 - 44 years	18,8%	18,1%	20,6%	28,2%	21,7%	20,6%	20,8%	28,5%	19,4%	32,3%	18,4%	24,9%	20,3%
45 - 54 years	14,9%	16,4%	14,9%	15,7%	14,1%	17,8%	15,5%	15,7%	15,3%	14,5%	14,6%	16,5%	15,4%
55 - 70 years	35,5%	32,7%	21,6%	19,4%	26,5%	28,7%	19,0%	19,9%	18,3%	21,0%	35,3%	16,8%	27,5%
<b>Education</b>													
primary/middle school	7,3%	9,2%	5,4%	6,0%	8,4%	3,6%	7,0%	6,0%	6,9%	6,7%	8,4%	3,9%	6,9%
vocational	20,5%	18,4%	17,0%	6,0%	14,5%	9,8%	14,9%	13,9%	17,1%	14,5%	20,5%	13,2%	17,1%
secondary	43,3%	42,5%	37,9%	41,9%	41,4%	38,1%	40,2%	37,7%	43,1%	38,1%	41,8%	38,3%	40,8%
higher	28,9%	29,8%	39,7%	46,0%	35,8%	48,5%	37,8%	42,3%	32,9%	40,6%	29,4%	44,6%	35,2%
<b>Family situation</b>													
Supported by parents.	7,1%	8,9%	11,8%	12,1%	9,3%	8,3%	14,1%	10,3%	15,1%	6,6%	6,6%	11,1%	10,0%
Independent.	23,4%	17,0%	22,0%	21,8%	19,4%	21,0%	22,8%	23,8%	24,8%	12,6%	21,0%	25,1%	21,0%
I support a child/ children.	28,8%	32,7%	34,9%	41,5%	37,5%	33,9%	34,6%	38,4%	33,1%	53,4%	31,0%	35,6%	33,5%
In a relationship without children.	10,3%	15,2%	13,7%	12,1%	12,4%	14,5%	14,7%	11,7%	12,3%	10,3%	12,9%	15,6%	13,1%
I no longer support my children.	30,5%	26,3%	17,6%	12,5%	21,4%	22,4%	13,8%	15,7%	14,7%	17,2%	28,4%	12,6%	22,4%
<b>Assessment of financial situation</b>													
I live poorly	20,0%	13,6%	8,6%	9,7%	11,5%	8,3%	9,9%	11,8%	8,2%	11,7%	16,7%	6,9%	12,7%
I live modestly	42,6%	44,7%	46,5%	39,7%	47,9%	43,3%	44,6%	38,9%	44,5%	43,6%	45,2%	40,5%	44,5%
I live well	30,5%	35,2%	37,0%	36,8%	33,6%	38,2%	36,8%	35,7%	37,0%	35,4%	31,7%	39,9%	35,0%
I live very well	6,9%	6,6%	7,8%	13,8%	7,0%	10,2%	8,7%	13,6%	10,3%	9,4%	6,4%	12,6%	7,9%

**Table 1. Socio-demographic profiles of the audience according to categories of participation in the ECoC events (n=2500)**

As a result of comparing socio-demographic profiles of the ECoC audience, on the basis of mean results of the observations from all waves of measurement, we can venture an association of social characteristics of the respondents and circuits of culture. The basis for analysis and formulated conclusions are differences in percentages indicating certain tendencies of changes or differences over 5% (estimate sample error). All the effects mentioned here are marked red in the Table. The presented characteristics take into account first of all the most dominant features of differences, going beyond the expected several percent high sample error. Taking into account the breakdown of data, we can say:

- **structural factors determining the status position of the respondents moderate (control) participation in culture.** The universality of this mechanism of control of participation in culture was confirmed unambiguously by the situation of the year-long experience of the ECoC in various dimensions mentioned here. Taking into consideration the number of categories of events, we see a growing tendency for higher education and an opposite (declining) dependence in case of people with weaker material status. Those two dimensions – education and economy – strongly influence the social image of the consumers of culture. Sex and age also moderated participation in culture. The declared number of participants in the age group 55-70 was systematically lowering with the declared number of categories of events. While undoubtedly positive was the fact, especially in comparison with former experiences from the Wrocław Social Diagnosis in 2014<sup>15</sup>, that the participation of people in the age categories 35-44 and 45-54 was neutral. Which means that in those cases age is not a factor for self-exclusion from culture,

On account of the revealed dependencies, we can characterize **circuits of culture** as:

- **culture for women** – promoting events in cultural institutions, workshops and creative activities, events for families and children, weekend events,
- **culture of the young** – promoting mass, sports and weekend events),
- **culture of “adults”** (35-44 years old) – omnivorous, active and creative,
- **culture of the (self) excluded not present** – as non-participation of the oldest and the poorest,
- **culture of the rich and educated** – omnivorous, active, creative and weekend.

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Undoubtedly, taking into account the general scale of participation, the ECoC turned out to be a participation success – especially in case of the residents of Wrocław and the agglomeration. Growth of the number of events on the scale of the year caused, as was expected, systematic decrease in the number of people who had no contact with culture. It was a success visible to a large extent in events and well-known brands, which could also draw the residents of the region. But statistically, only to a small extent the offer of the ECoC, during the calendar year, broadened total participation in a bigger number of circuits of culture jointly – in other words, only to a small extent added to a qualitative progress, expressed in a number of types of events in which we can observe growth in participation.

Analysis of patterns of participation in culture, taking into account the type of event and socio-demographic profile of the respondents, highlighted the segmentational character of the circuits of culture. Which means, on the one hand, that a varied method of participation in culture is a fact – if we take into consideration the divisions used in the analysis into omnivores, active and passive consumers of culture. On the other hand, we should remember that a considerable percentage of people in researched samples didn't actively participate in the ECoC events, or rather didn't have contact with culture as part of this project. Therefore, if we take into consideration all, without any exceptions, participants of the research and various types of events, the moderating role of the factors of social position and related to them socio-cultural dependencies will be revealed. They are typical for sociological analyses of participation in culture. If we describe them as certain barriers, then the most important one is economy. People with the lowest economic status are subject to self-exclusion from participation in culture. Similar dependencies were revealed in the age category

55+, while the opposite happens in the categories of people with good financial situation and well educated.

Obviously, the mechanisms mentioned here, reproducing patterns of participation in culture, are nothing new, but the **key issue is the fact that in the situation of such intensified cultural offer as that available thanks to the ECoC, status factors revealed their unmovable, one could say, effectiveness. They seem to be independent of the scale, diversity of the repertoire of events, and artistic value of the created offer. We can rather assume that the status factors “ordered” (reproduced) patterns of participation in thus enlarged offer. In this sense, the distributive mechanism (supply impulse) of creating participation in culture is efficient only to a limited extent, only in relation to some (mass, ludic, event) forms of participation in culture.** The supply impulse influences general raise in participation – frequency of using the cultural offer grew in the course of the ECoC. On the other hand, results of the research show that the most **complex cultural offer, such as workshops, events which couldn't be inscribed into traditional division into viewer-audience, was to a large extent used by educated people with good material situation, more often women. They could and would use this offer regardless of the fact of the appearance of the ECoC on the cultural map of Wrocław and the region. The offer of events was for them yet another occasion for (perhaps even more) intense participation in the urban system of consumption of free time, which in that period was dominated by cultural events. Also in this meaning, the most desired – for many reasons – model of participation was fulfilled by the “omnivorous” form, and concerned only a small percentage of the respondents (10% in the sample), and taking into consideration the social composition of this category of participants of the ECoC, it was revealed in the form of the so called St. Matthew's effect<sup>16</sup>.**

### 3. Individual advantages and social contexts of participation in the ECoC events

The issue of individual advantages of participation in the ECoC events was presented using an inventory of statements referring to emotional elements and cognitive attitudes: emotions, knowledge, reflections. What is more, the inventory presents also social aspects of participation – maintaining social relations, as well as raising the subjective feeling of prestige as an effect of the participation. In this particular case – by referring to the issue of refining participation in the practices of spending free time, as well as refining oneself through this participation. And finally, the opposite side of advantages was the possibility to declare negative emotions (disappointment) or simply neutrality. Table 2 presents statistics for answers to the questions in the form of mean attitude measured on a 5-grade scale of answers (1 – never, 2 – sporadically, 3 – sometimes, 4 – often, 5 – very often).

<sup>16</sup> This phenomenon of dividing growing resources adequately to the status of social classes having access to them was described in sociology by Robert K. Merton and was named after a quote from the Bible: “For unto every one that hath shall be given, and he shall have abundance: but from him that hath not shall be taken away even that which he hath” (Matt. 25:29, King James Version).

please say if – in a general way – the participation in the ECoC Wrocław 2016 events: Scale: 1 point – never, 5 points – very often	first half of the ECoC year n=561	second half of the ECoC year n=510	after the ECoC n=400	in total* N=1471	other town in Lower Silesia N=98
provided an opportunity to spend time in an interesting way	3,8	3,9	3,9	3,8	4,3
provided an opportunity to have good fun	3,7	3,8	3,8	3,7	4,2
became a topic of conversation with friends and acquaintances	3,4	3,7	3,6	3,6	4,0
provided moving experiences, positive emotions	3,4	3,6	3,4	3,5	3,8
provided an opportunity to learn/experience something new or unique	3,3	3,5	3,6	3,4	3,7
was an opportunity to meet family and friends	3,2	3,5	3,7	3,4	4,0
broadened knowledge of some subject	3,2	3,6	3,5	3,4	3,8
inspired reflection, own interpretations	3,1	3,4	3,3	3,3	3,8
made you feel better, more refined?	2,7	2,7	2,8	2,7	3,0
Was an ordinary and known experience	2,3	2,5	2,4	2,4	2,6
Inspired the feeling of disappointment	1,5	1,8	1,9	1,7	2,0

**Table 2. Declared advantages of participation in the ECoC events**

\* Data for Wrocław and the agglomeration – without Lower Silesia – in the measurement “after the ECoC”

The breakdown of mean answers to the question testifies to the fact that participation in the ECoC events is interpreted in terms of advantages (mean scale of grades over the acceptance threshold equal to 3 points on the scale). At the same time, beyond the acceptance threshold were graded attitudes pointing out to refinement as an advantage of participation (2.7 points in total), “ordinariness,” which could accompany participation (2.4 points) and a particularly low grade – confirming its actual rejection – was given to the attitude related to the feeling of “disappointment” (1.7 points).

**It seems that the sense of created attitudes of the respondents towards the ECoC was definitely ludic – fun, entertainment. The offer of access to culture was considered by the respondents as one of the pleasant forms of spending free time, and what is more, it is important that those advantages (or rather functions of culture as a method of spending free time) were accompanied by positive emotions and experiences.**

**The assessment of social advantages** seems interesting against this background, as it actually complements and reinforces the ludic theme. The respondents explicitly pointed out to using the events and celebrations as an occasion to meet in the circle of friends (3.6 points) and family (3.4 points).

Feelings related to that which was experienced and reflection on it, and so attitudes the most strongly associated with artistic or aesthetic experience, were pointed out as advantage slightly less often (3.3 points).

If we take into consideration the breakdown of assessments in time, then between the first and the second half a year we see a raise in mean values for all researched attitudes (refinement excluded), and in the following third measurement “after the ECoC,” we observe slight shifts of the assessment confirming its stabilization. Average results in the third wave of measurement, with one exception, are higher than in the first half of the ECoC year, which proves stabilization of results on a high level of gained advantages.

**Against the background of the data for Wrocław and the agglomeration, the data for Lower Silesia presents higher mean values, which in general is on accordance with the image of relatively more positive reception of the ECoC by the residents of the region (see following parts of this study).**

That’s all we can say about the general character of the created attitudes. Looking for their more detailed specificity, we used data taking into account differences in the level of consumption of the cultural offer (Table 3) and measurement of the social position of the respondents (Table 4)

Please say if – in a general way – the participation in the ECoC Wrocław 2016 events:	Participants according to no. of types of events			
	in 1-3 types “passive”	in 4-7 types “active”	in 8-11 types “omnivores”	In total
provided an opportunity to spend time in an interesting way	3,4	4,1	4,1	3,9
provided an opportunity to have good fun	3,3	3,9	4,1	3,8
became a topic of conversation with friends and acquaintances	3,2	3,7	3,9	3,6
provided moving experiences, positive emotions	3,1	3,6	3,8	3,5
provided an opportunity to learn/experience something new or unique	3,0	3,6	3,7	3,5
was an opportunity to meet family and friends	3,0	3,6	3,9	3,5
broadened knowledge of some subject	3,0	3,6	3,9	3,4
inspired reflection, own interpretations	2,9	3,4	3,7	3,3
made you feel better, more refined?	2,4	2,7	3,4	2,7
was an ordinary and known experience	2,3	2,4	2,8	2,4
inspired the feeling of disappointment	1,7	1,7	2,0	1,7

**Table 3. Differences in assessments of individual advantages in categories of the participants of the ECoC events (mean values on the scale 1 point never – 5 points – very often) In total n=1569\***

\* Data only for the participants of the ECoC events

Data in table 3 prove the existence of a correlation between the growing diversity (intensity) of participation in the ECoC and the raise in positive attitudes and advantages gained from participating in diversified events of the ECoC. The correlation mentioned above appears without exception in all analysed attitudes, while the biggest – in terms of scale – raise was noticed between passive and active participants, and the biggest advantages were declared by omnivores. The characteristic of the latter ones was also the fact that positive attitudes were accompanied by relatively the strongest feeling of living through something known and ordinary, although – which is important – the grade 2.8 didn't cross the threshold of acceptance for this attitude. **The correlation revealed here: “the more you consume, the more advantages you gain” reinforces the selective mechanisms in circuits of culture and adds to their consolidation (the St. Matthew effect). It's important especially in case of evaluation of the attitude of the passive participants, where mean values for 5 out of 11 types of attitudes oscillated around the threshold of acceptance (3.0). In this category, the balance of advantages was tipped exactly exclusively by the ludic aspects of advantages.**

In case of differences in assessment of advantages between categories of respondents with different socio-demographic profiles (Table 4), we should pay attention to women, who in every case gave slightly higher grades to all advantages mentioned in the research, and at the same time they didn't declare a level of disappointment higher than men. In case of age groups, relatively higher assessments of advantages of participation were presented by people aged 35-44. It should also be mentioned that the previously presented inclination of people aged 55-70 to smaller involvement in the ECoC events doesn't translate into a lowered level of advantages gained from participation.

The analysis presented so far shows that respondents with higher education were particularly overrepresented in the profile of omnivorous consumers of culture, they were more willing than others to participate in a significant number of weekends, and they visited cultural institutions and undertook creative activities (Table 1). Taking this into account, their assessment of advantages is unique as it is located on the level of mean assessments presented by the whole sample. In other words, those respondents, apart from paying less attention to the profit in the form of meeting friends and family, in no way stand out in the area of gained advantages. A totally different is the situation for people with primary (middle school) education, who more often paid attention to ludic and social advantages. Relatively smaller advantages were presented by respondents with vocational education.

Taking into consideration the mean value of the assessments of advantages it should be stressed that the category of respondents which was commenting on them the most moderately were people living modestly and poorly. Apart from ludic and social elements, which received mean grades of 3.4-3.5 points and were among the lowest, the remaining grades oscillated around

the threshold of positive assessments (2.9-3.1 points). So yet another, subjective aspect in their case confirmed the work of the mechanisms of self-exclusion from culture.

**It's worth mentioning that the scale of revealed differences in assessments of advantages of participation, in case of respondents characterized by their socio-demographic status, is generally smaller than in case of respondents described as passive, active and omnivorous participants of cultural events.**

Please say if – in a general way – the participation in the ECoC Wrocław 2016 events:	Sex		Age					Education				Assessment of financial situation				In total n=1568
	Woman	Man	16 -24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 70 years	Primary/ middle-school	vocational	secondary	higher	I live poorly	I live moderately well	I live well	I live very well	
provided an opportunity to spend time in an interesting way	4,0	3,8	4,0	3,9	4,0	3,7	3,8	4,2	3,7	3,9	3,9	3,4	3,9	4,0	3,9	3,9
provided an opportunity to have good fun	3,9	3,7	4,0	3,8	3,9	3,7	3,6	4,1	3,6	3,8	3,8	3,3	3,8	3,9	3,9	3,8
became a topic of conversation with friends and acquaintances	3,7	3,5	3,8	3,5	3,7	3,5	3,5	4,0	3,4	3,6	3,6	3,3	3,6	3,7	3,7	3,6
provided moving experiences, positive emotions	3,6	3,4	3,5	3,4	3,7	3,5	3,4	3,5	3,2	3,5	3,5	3,1	3,5	3,6	3,5	3,5
was an opportunity to meet family and friends	3,6	3,3	3,7	3,6	3,5	3,2	3,2	3,8	3,5	3,5	3,3	3,1	3,5	3,5	3,5	3,5
provided an opportunity to learn/ experience something new or unique	3,6	3,3	3,6	3,5	3,6	3,4	3,3	3,6	3,3	3,5	3,5	3,1	3,4	3,6	3,5	3,5
broadened knowledge of some subject	3,6	3,3	3,6	3,4	3,5	3,4	3,3	3,5	3,2	3,5	3,4	3,0	3,4	3,6	3,5	3,4
inspired reflection, own interpretations	3,4	3,2	3,3	3,3	3,4	3,3	3,2	3,3	3,2	3,4	3,3	2,9	3,3	3,4	3,4	3,3
made you feel better, more refined?	2,8	2,6	2,8	2,5	2,8	2,9	2,7	3,0	2,5	2,8	2,7	2,4	2,7	2,8	2,9	2,7
was an ordinary and known experience	2,4	2,5	2,5	2,3	2,6	2,4	2,4	2,6	2,4	2,4	2,4	2,3	2,4	2,5	2,6	2,4
inspired the feeling of disappointment	1,7	1,7	1,8	1,8	1,8	1,7	1,7	1,9	1,8	1,7	1,7	1,7	1,8	1,7	1,6	1,7

**Table 4. Assessments of individual advantages according to socio-demographic profiles of the respondents (mean values on the scale 1 point never – 5 points – very often) In total n=1569\***

\* Data only for the participants of the ECoC events

On the other hand, the research results indicate that the dimensions of social differentiation are related to the differentiation of advantages and as a result – we might assume – also to the motivation for participation in cultural events. Even though the correlation mentioned here is weaker (less visible) than the one observed in case of passive-omnivorous participation in the ECoC events, those correlations complete each other, and create the image of the participation in culture as a configuration of lifestyles expressed through the fulfilled needs and motivations. This also applies to differences hidden behind various habits (socially rooted individual competences for the consumption of cultural content) which explain why omnivores and people actively consuming culture gain more satisfaction from involvement in cultural events and why ludic motivations are so important for people with vocational education, and finally why people with vocational education and living modestly are less willing to give grades proving gaining a lot of satisfaction from the participation. In that case, it's not so much a result of certain "contemplation" of expectations, but rather the evaluation of experiences – patterns of practices of participation in culture gained by the participants.

## 4. Impact of the ECoC on the city and its residents

W kolejnych trzech podrozdziałach raportu uwagę skupiono na ocenie spełnienia celów strategicznych ESK, które dotyczą kolejno: ogólnych wymiarów organizacyjnych, budowanego związku między mieszkańcami a miastem oraz subiektywnego przekonania mieszkańców o wpływie ESK na potencjał rozwojowy i wizerunkowy miasta.

### 4.1. POINFORMOWANIE, ZAINTERESOWANIE ORAZ ORGANIZACJA ESK W OPINII RESPONDENTÓW

After the end of the year-long cycle of events we might say that the ECoC Wrocław 2016 was present in the minds of the residents of Wrocław and the agglomeration. The question: *Have you ever heard that Wrocław is the European Capital of Culture (ECoC Wrocław 2016)?* was answered positively, according to mean data from all three waves of measurement, by 91.7% of the questioned residents of Wrocław and the agglomeration (n=2225). The first measurement was significantly inflating this result (98.3%), which was related to the sample effect. The percentage for residents of Lower Silesia was lower – 75.2% (in the 3rd wave). It seems that on the scale of the region (not all-Poland) the percentage of people identifying the fact that Wrocław organized events under the slogan of the European Capital of Culture is located slightly below the aspiration and expectations. In the cross section of age categories, the differences between people identifying the fact of organizing the ECoC are not particularly high. The situation is different for people living modestly (79.8%) and with vocational education (77%).

The measure of contact with the ECoC was not only hearing about the event itself, but also the level of being informed about it and interest in it of the respondents. The first and the second issue was researched using a 7-level scale, in which 1 point meant total lack of interest or information, and 7 points meant maximum interest and information.

Both dimensions of attitudes towards the ECoC researched here are formally different, and the differences between them can be grasped conceptually – on the level of intentions. Because being informed doesn't have to mean an active attitude: it can be exclusively a testimony of the effectiveness of the social communication of the event. Interest, on the other hand, is an expression of an active attitude, directed at the events. That's why it is for us a more reliable indicator of the attitude towards the ECoC. In practice, being informed and being interested are dependent on each other<sup>17</sup>.

And finally the last important dimension of the generalized attitude was the assessment of Wrocław in the role of the European Capital of Culture, measured on a 5-point scale where all positions were labelled. From 1 point – indicating Wrocław was very bad in the role of the ECoC, through the neutral value 3 points – indicating partially good and partially bad fulfilment of that role, to 5 points – meaning very good performance of this role by the city.

Table 5 presents comprehensive statistics of percentage values and mean grades for interest, being informed and assessment of Wrocław in the role of the ECoC, and also partial grades in the form of means among the respondents differing in socio-demographic profile and type of participation in the ECoC.

	Interest in the events of the European Capital of Culture in Wrocław 2016. Scale: 1 – I'm not interested at all; 7 – I am very interested		Being informed about the events of the European Capital of Culture Wrocław 2016. Scale: 1 – I'm not informed at all; 7 – I'm very well informed		Assessment of Wrocław as the European Capital of Culture in 2016 Scale: 1 – very bad 5 – very good		
Percentages in total for the whole sample	Scale points	Percentage n=2252	Scale points	Percentage n=2251	Scale points	Percentage n=2135	Percentage of valid
	1 point	6,5	1 point	6,8	Very bad	0,8	0,9
	2 points	7,6	2 points	11,2	(1 point)	2	2,3
	3 points	14,8	3 points	17,7	Bad	17,2	20,1
	4 points	22,9	4 points	21,8	(2 points)	41	<b>48</b>
	5 points	26,9	5 points	21,8	Partially bad. partially good	24,5	<b>28,7</b>
	6 points	12	6 points	11,3	(3 points)	85,4	100
	7 points	9,2	7 points	9,3	Good	24,6	
In total	100	In total	100	(4 points)	100		
Place of residence (total sample)	Mean points n=2252		Mean points n=2251		Mean points n=2135		
Wrocław	4.3		4.2		3.9		
[agglomeration]	4.3		4.1		4.0		
Other town in Lower Silesia	4.3		4.0		<b>4.3</b>		
Measurement without Lower Silesia	Mean points n=2064		Mean points n=2063		Mean points n=1978		
First half of the ECoC year	4.3		4.0		3.9		
Second half of the ECoC year	4.2		4.1		3.9		
After the ECoC	4.4		4.3		<b>4.2</b>		
Sex	Mean points n=2252		Mean points n=2251		Mean points n=2135		
Woman	<b>4,5</b>		<b>4,3</b>		4,1		
Man	4,1		3,9		3,9		
Age	Mean points n=2252		Mean points n=2251		Mean points n=2135		
16 -24 years	4,1		4,0		<b>4,1</b>		
25 - 34 years	4,1		3,9		3,9		
35 - 44 years	4,3		4,0		3,9		
45 - 54 years	4,2		4,1		4,0		
55 - 70 years	4,6		4,4		<b>4,1</b>		
Education	Mean points n=2252		Mean points n=2251		Mean points n=2135		
Primary/middle-school	4,1		3,8		3,9		
vocational	4,1		3,9		4,1		
secondary	4,3		4,1		4,1		
higher	4,4		4,3		3,9		
Family situation	Mean points n=2252		Mean points n=2251		Mean points n=2135		
Supported by parents	4,1		4,0		4,1		
Independent	4,4		4,2		4,0		
I support a child/children	4,2		4,0		4,0		
In a relationship without children	4,2		4,0		4,0		
I no longer support my children	4,4		4,3		4,1		
Assessment if financial situation	Mean points n=2252		Mean points n=2251		Mean points n=2135		
I live poorly-modestly	4,0		4,0		3,9		
I live moderately well	4,2		4,0		4,0		
I live well	4,4		4,3		4,0		

	Interest in the events of the European Capital of Culture in Wrocław 2016. Scale: 1 – I'm not interested at all; 7 – I am very interested	Being informed about the events of the European Capital of Culture Wrocław 2016. Scale: 1 – I'm not informed at all; 7 – I'm very well informed	Assessment of Wrocław as the European Capital of Culture in 2016 Scale: 1 – very bad 5 – very good
I live very well	4,5	4,2	4,1
<b>Participants in categories of the ECoC events</b>			
non (not present)	3,4	3,5	3,7
1-3 types (passive)	4,0	3,8	3,9
4-7 types (active)	4,6	4,4	4,2
8-11 types (omnivores)	5,1	4,9	4,3
<b>Participants of weekends</b>			
in none	3,7	3,6	3,8
1 weekend	4,2	3,9	3,9
2 weekends	4,5	4,3	4,0
3 weekends	4,6	4,4	4,1
4 weekends	5,2	5,0	4,3
5 weekends and more	5,1	5,0	4,4
In total	4,3	4,1	4,0

**Table 5. Scales: information-interest about the ECoC Wrocław 2016 events according to categories of respondents (data for people who heard about the ECoC)**

Studying the three dimensions of the generalized attitudes and referring to their value in total for all measurements together, we can say that the highest grade went to Wrocław as the organizer of the ECoC (grade good – 4.0 points on the 5-point scale – almost 77% of people who heard about the ECoC confirmed good or very good grade for Wrocław). The interest in the ECoC was rated above average (total value 4.3 points, 21.2% of the residents of Wrocław and the agglomeration gave the highest note to the ECoC: 6-7 points). Also above average was the evaluation of the level of being informed about the ECoC (total value 4.1 points on the 7-point scale, 20.6% of the residents of Wrocław and the agglomeration gave the note 6-7 points).

Thus, overall results confirm that in the opinion of the respondents, Wrocław definitely was up to the challenge of organizing a series of cultural events; worse, because only slightly above expected average of 3.5 points, was the level of being informed, and the interest in the events was evaluated practically on the same level.

The breakdown of differences between grades given by respondents characterized in various ways is yet another example of the work of mechanisms which condition the attitudes towards the ECoC both on the level of possessed cultural competencies (measured by education), financial situation, and the level of involvement in the events in the role of viewer and participant.

As far as fulfilling the role of the ECoC goes, relatively higher grades are given by women, the oldest and the youngest people, people with vocational and secondary education, in very good economic situation. But we have to point out here that the scale of differences in grades is very small and amounts here to 0.1-0.2 points. Much bigger and more interesting differences of about 0.6 points are revealed in case of participation in types of events, as well as number of weekends. While the observed dependence shows that the grades get higher the bigger the number of events the respondents participates in and the stronger their involvement.

An important aspect of the discussed evaluation of fulfilling the role of the organizer of the ECoC is the fact that the positive assessment of Wrocław was stable in the following half of the ECoC year (3.0 points), and even grew significantly after the ECoC (4.2 points). Similarly, the residents of Lower Silesia assessed the role of the city much higher (4.2 points).

Considering the differences in assessment of interest and being informed, we should say that in general it is similar to the assessment of organization, and secondly, it reveals similar dependencies. The most optimistic in regard to interest and being informed were omnivores and participants of at least 5 weekend events – and so the most involved and at the same time aware participants of the ECoC. Differences between the involved and uninvolved participants of the ECoC in the level of being interested and informed

were as high as 1.5 points on a 7-point scale, and so they were significant and definitely bigger than those observed between respondents characterized by their socio-demographic profiles.

#### 4.2. VALUES AND IDEAS – SOCIAL CONSTRUCT OF THE NOTIONS ABOUT THE ECoC

Key values and ideas contained in the programme book are the leading slogans of the ECoC, which present ideological content related to the postulatory character of culture itself, and especially its social functions. On the one hand, culture should be a tool for creating the image of the city and the region, an event important for the residents of Wrocław, Lower Silesia and Europe, but also an area of social inclusion. As the authors of the ECoC announced at the beginning of the celebrations:

*2016 is a time and space to discuss the metamorphosis of culture – past, present and future. It will be a holiday. We'll celebrate it after eight years of interesting, fascinating work. Our activities begun in 2008 allow for the co-creation of culture which is closer to people, more accessible and touching on myriad areas of life. We want to prove that civilization can't develop without culture. Wrocław 2016 has created open, dynamic and friendly spaces to fulfil the need for contact with culture and art for beauty.*

[Spaces for Beauty: Designed, p. 7]

In the evaluative research, the official catalogue of values (see Table 6) was enriched also with negative content which could be the basis for building the narrative of that part of the public opinion of the residents of Wrocław who do not agree with **idea of the ECoC** being a kind of a created event, and more generally reject this type of dimension of the city policy, as well as with – for example – the method of implementation of this idea in the end leading to the appearance of an **anti-idea of the ECoC** – excluding understanding of culture and the ECoC itself as an event of the authorities, addressed for the rich, the chosen ones, etc.

Taking into consideration the indicated circumstances, we can ask the basic question: *In the course of the year-long experience, have the ideas created through the ECoC related to culture, its relationship with city and its residents been accepted by the attitudes of the residents motivated by the experience of participation in those events?*

People speak in various ways about what the ECoC in Wrocław is and how to evaluate it. Please tell how accurately, in your opinion, do they describe the ECoC Wrocław 2016?	Points on the scale of answers for all measurements without Lower Silesia						In total** (1-5 points)		In total*** (1-5 points)	
	I decisively DISAGREE (1 points)	I rather DISAGREE (2 points)	I partially agree, partially do not (3 points)	I rather AGREE (4 points)	I decisively AGREE (5 points)	I don't know, difficult to say	mean	n	średnia	n
	Impulse for cultural development and education for culture	2,1%	3,0%	14,4%	30,8%		45,3%	4,3%	4,2	2163
Freedom to experience art for everyone	2,3%	4,3%	16,4%	28,7%	44,1%	4,2%	4,1	2165	4,1	1977
Lower Silesian events	4,8%	4,5%	13,8%	26,6%	46,6%	3,8%	4,1	2173	4,1	1985
A time to experience culture and meet with beauty	2,7%	4,1%	18,0%	31,1%	40,5%	3,5%	4,1	2178	4,1	1990
Reclaiming friendly urban space, space for beauty	3,0%	4,3%	17,6%	30,6%	39,9%	4,6%	4,1	2157	4,1	1969

People speak in various ways about what the ECoC in Wrocław is and how to evaluate it. Please tell how accurately, in your opinion, do they describe the ECoC Wrocław 2016?	Points on the scale of answers for all measurements without Lower Silesia						In total** (1-5 points)		In total*** (1-5 points)	
	I decisively DISAGREE (1 points)	I rather DISAGREE (2 points)	I partially agree, partially do not (3 points)	I rather AGREE (4 points)	I decisively AGREE (5 points)	I don't know, difficult to say	mean	n	średnia	n
	A year-long celebration of Wrocław in Poland and Europe	3,4%	4,2%	18,6%	27,9%		41,8%	4,1%	4,0	2166
Freedom to create art for everyone	3,4%	3,8%	17,4%	31,3%	39,0%	5,1%	4,0	2146	4,0	1958
A year-long celebration of Poland and Europe in Wrocław	4,1%	6,1%	18,0%	28,0%	39,2%	4,7%	4,0	2154	4,0	1966
Activating culture	4,1%	4,9%	21,2%	29,7%	33,5%	6,5%	3,9	2116	3,9	1928
Permanent changes in the cultural life of the city	5,1%	7,6%	23,6%	29,9%	28,8%	5,1%	3,7	2146	3,7	1958
Discussion on our identity	6,6%	7,3%	24,6%	27,4%	26,7%	7,5%	3,7	2097	3,7	1909
An event exclusively for the residents of Wrocław ****	31,1%	30,1%	23,6%	10,6%	4,6%	0,0%	2,2	869	2,3	681
Unnecessary expenses	49,9%	20,2%	14,1%	6,9%	6,3%	2,6%	1,9	2198	2,0	2010
Propaganda of power	54,1%	19,8%	10,5%	5,0%	6,3%	4,2%	1,8	2164	1,8	1976
An event for the rich	52,5%	23,1%	12,6%	5,3%	4,2%	2,3%	1,8	2204	1,8	2016
An event for the chosen ones	55,3%	20,6%	11,4%	5,9%	4,6%	2,2%	1,8	2205	1,8	2017

**Table 6. Acceptance of values and ideas of the ECoC breakdown of answers according to scale of points and mean (1-5 points)\***

\* Sample encompasses people recognizing the ECoC, \*\*Total in sample, \*\*\*Total without Lower Silesia, \*\*\*\*Only the third wave.

A general answer to this question is possible in the light of the data presented in Table 6. It presents percentage breakdown of the answers of respondents on a point scale of attitudes towards statements which form an inventory of values and ideas as well as anti-ideas of the ECoC. **The presented data prove that the idea of the ECoC was unambiguously accepted and confirmed through the attitudes of approval, which in all statements presenting the idea of the ECoC received grades (“I decisively agree” and “I rather agree”) by over 50% of the respondents, with simultaneous decisive rejection of the anti-idea of the ECoC.** At the same time, very meaningful is a very low percentage of the respondents who in the course of all three measurements didn't have

an opinion in the studied matter (always below 8%). In other words, in the subjective opinion of the residents of Wrocław and the Lower Silesia, all the important messages of the ECoC were confirmed, creating a vision of culture described here – close to the residents, inclusive, alive, and finally strengthening the image of Wrocław and building the residents' identity. We would like to stress that this attitude is a socially construed, non-professional vision of the ECoC idea.

People speak in various ways about what the ECoC in Wrocław is and how to evaluate it. Please tell how accurately, in your opinion, do they describe the ECoC Wrocław 2016?	Measurement			Place of residence		
	first half of the ECoC year	second half of the ECoC year	after the ECoC**	Wrocław	agglomeration	Other town in Lower Silesia
impulse for cultural development and education for culture	4,3	4,4	3,9	4,1	4,3	4,1
freedom to experience art for everyone	4,4	4,2	3,8	4,1	4,2	3,9
lower Silesian events	4,1	4,5	3,8	4,0	4,2	4,3
a time to experience culture and meet with beauty	4,2	4,2	3,8	4,0	4,1	4,0
reclaiming friendly urban space. space for beauty	4,0	4,3	3,8	4,0	4,1	4,2
a year-long celebration of Wrocław in Poland and Europe	4,1	4,4	3,7	4,0	4,1	3,8
freedom to create art for everyone	4,0	4,3	3,8	4,0	4,1	4,1
a year-long celebration of Poland and Europe in Wrocław	3,9	4,3	3,8	3,9	4,1	4,1
activating culture	4,0	4,0	3,7	3,9	3,9	3,9
permanent changes in the cultural life of the city	3,7	4,1	3,5	3,7	3,8	3,8
discussion on our identity	3,5	4,0	3,5	3,6	3,8	3,8
an event exclusively for the residents of Wrocław ****	ndt	ndt	2,3	2,4	2,1	2,2
unnecessary expenses	1,7	2,0	2,2	2,0	1,9	1,6
propaganda of power	1,7	1,9	2,0	1,9	1,8	1,5
an event for the rich	1,6	1,8	2,1	1,9	1,7	1,7
an event for the chosen ones	1,7	1,7	2,0	1,9	1,8	1,6

**Table 7. Acceptance of values and ideas of the ECoC. Mean answers on the scale 1 point I decisively disagree – 5 points I decisively agree\* according to following measurements and the place of residence of the respondents**

\*Rozkłady średnich dla słyszających o ESK, bez odpowiedzi TP. \*\*Tylko w III fali.

On the one hand, the message of the ECoC is rooted in a clearly defined way in the consciousness of the residents of the region, but on the other – it doesn't mean that the created image is not diversified.

In order to further study this issue, the assessment of the values of the ECoC was used, presented in the form of a set of means from the scale of points, which characterize attitudes of the respondents grouped into categories standard for the conducted analysis.

**A comparison of means from scales of answers according to following measurements shows that the peak of the acceptance of the idea of the ECoC happened by the end of the cycle of events, in the second half of the year, and it dropped significantly later, after the end of the project. Those decreases should be considered important, as in particular cases they reached 0.5 to 0.7 points on a 5-point scale. That's a lot.** What is more, this decrease is equal for all studied values of the ECoC – although it should be clearly stated that the assessment continues to express a significant acceptance of the ECoC ideas, and the observed raise in attitudes supporting the anti-idea of the ECoC, even though systematic in following measurements, proves de facto the rejection of the anti-idea of the ECoC.

Perhaps one of the conclusions (if we exclude from the discussion the potential issue of the effect of the sample) is the assumption that what the most influences the residents' attitudes towards the ECoC and its values is rather the sphere of experiences and emotions, which demand constant simulation to become permanent in the minds and attitudes of the respondents – those assessments, then, would function to a large extent outside the sphere of convictions. This kind of explanation also shows that once a certain type of stimulator is gone, the attitude associated with it is clearly weakened.

People speak in various ways about what the ECoC in Wrocław is and how to evaluate it. Please tell how accurately, in your opinion, do they describe the ECoC Wrocław 2016?	Participants according to number of types of events				Participants according to no. of weekends	
	none (not present)	1-3 types (passive)	4-7 types (active)	8-11 types (omnivores)	none	5 or more.
Impulse for cultural development and education for culture	4,1	4,1	4,3	4,3	4,1	4,4
Freedom to experience art for everyone	4,0	4,0	4,2	4,1	4,0	4,3
Lower Silesian events	4,0	4,1	4,2	4,1	4,1	4,1
A time to experience culture and meet with beauty	3,9	3,9	4,2	4,1	4,0	4,2
Reclaiming friendly urban space. space for beauty	3,8	4,0	4,2	4,2	4,0	4,2
A year-long celebration of Wrocław in Poland and Europe	4,0	3,9	4,1	4,2	3,9	4,3
Freedom to create art for everyone	3,9	4,0	4,1	4,0	4,0	4,2
A year-long celebration of Poland and Europe in Wrocław	3,9	3,9	4,1	4,1	3,9	4,2
Activating culture	3,8	3,8	4,0	4,0	3,8	4,1
Permanent changes in the cultural life of the city	3,7	3,6	3,8	3,8	3,7	3,9
Discussion on our identity	3,6	3,6	3,7	3,9	3,6	3,9
An event exclusively for the residents of Wrocław ****	2,7	2,1	2,1	2,4	2,4	2,2
Unnecessary expenses	2,2	2,0	1,8	1,9	2,1	1,9
Propaganda of power	2,0	1,9	1,7	1,8	1,9	1,7
An event for the rich	2,0	1,9	1,7	1,9	1,9	1,8
An event for the chosen ones	2,1	1,9	1,6	1,8	1,9	1,6

**Table 8. Acceptance of values and ideas of the ECoC. Mean answers on the scale 1 point I decisively disagree – 5 points I decisively agree\* in comparative groups of the ECoC participants**

\* Breakdown of mean points for people who heard about the ECoC, without answers “difficult to say”. \*\*Only in the third wave. Data according to general mean 1-5 points

Similarly to the issues discussed above, also in this case the differences between assessments of respondents characterized by their socio-demographic position were smaller than in case of the intensity of participation in culture during the ECoC. The support for the ideas of the ECoC is strengthened with the rise in intensity of participation in the ECoC events – just like the rejection of the anti-idea of the ECoC.

#### 4.3. EVALUATION OF STRATEGIC EFFECTS OF THE ECO C WROCLAW 2016

Next to the axio-normative evaluation, expressed in the concept of the idea and anti-idea of the ECoC, the respondents were asked also about the pragmatic dimension of the “ECoC effect,” which was supposed to be related to advantages for Wrocław from the development of the economic base of the city and the positive image-building effect. Detailed comparison of attitudes related to the evaluation of the strategic effects were presented in Table 9.

To what extent do you agree that the ECoC Wrocław 2016	Points on the scale of answers					I don't know, difficult to say	In total (1-5 points)**		In total without Lower Silesia (1-5 points)***	
	I decisively DISAGREE (1 point)	I rather DISAGREE (2 points)	I partially agree, partially do not (3 points)	I rather AGREE (4 points)	I decisively AGREE (5 points)		n	mean	n	mean
	provides residents of Wrocław (the region) with interesting ways of spending free time.	1,0%	1,5%	9,1%	24,7%		62,2%	1,6%	2219	4,5
is (was)* an attraction which can (could) draw tourists.	1,1%	2,0%	8,8%	24,2%	62,3%	1,6%	2218	4,5	2030	4,51
allows residents of Wrocław to be proud of their city.	1,4%	1,7%	9,8%	24,2%	60,2%	2,6%	2198	4,4	2010	4,4
contributes to the development of the cultural life in Wrocław.	1,6%	2,0%	10,2%	26,6%	57,5%	2,1%	2208	4,4	2020	4,4
disseminates (ed) culture among the residents of Wrocław.	1,8%	2,4%	11,7%	27,8%	54,0%	2,2%	2205	4,3	2017	4,3
is (was) a good promotion of Wrocław in Europe	2,1%	3,0%	11,8%	25,6%	51,1%	6,4%	2119	4,3	1931	4,3
was known in Lower Silesia (third wave only)	1,3%	1,9%	15,7%	38,3%	42,7%	0,0%	869	4,2	681	4,2
is (was) one of the factors contributing to the economic growth of Wrocław (the region).	2,7%	4,8%	13,2%	26,4%	49,2%	3,7%	2175	4,2	1987	4,2
is (was) known in Poland.	2,9%	4,8%	16,7%	28,3%	40,5%	6,8%	2111	4,0	1923	4,1
is an event in which every resident of Wrocław / the region should participate****	5,0%	7,7%	23,1%	26,3%	37,9%	2,4%	2190	3,8	2002	3,8

**Table 9. Assessment of the strategic effects of the ECoC for the development of the potential of the city data in total for all three measurements together\***

The inventory of strategic effects used in the research is complementing the axio-normative layer, and since the method of measurement was identical, the first natural conclusion from the evaluation of the breakdown of answers is that the opinions of the respondents about the implementation of pragmatic goals are stronger rooted than the opinions about the implementation

of the ECoC ideas. Practically all measured strategic effects received confirming grades (“I rather agree” and “I decisively agree”) among more than 50% of the respondents. The percentage of the respondents without an opinion was small (below 7%) and comparable in size to the evaluation of the ECoC ideas. In this set of effects, we can single out a weaker level of acceptance for the obligation to participate in the ECoC by the residents of Wrocław and the region.

To what extent do you agree that the ECoC Wrocław 2016:	Measurement			Place of residence		
	first half of the ECoC year	second half of the ECoC year	After the ECoC**	Wrocław	[agglomeration]	Other town in Lower Silesia ***
provides residents of Wrocław (the region) with interesting ways of spending free time.	3,9	4,3	4,0	4,0	4,1	3,9
is (was)* an attraction which can (could) draw tourists.	-	-	4,2	4,2	4,2	4,4
allows residents of Wrocław to be proud of their city.	4,3	4,6	4,0	4,2	4,4	4,2
contributes to the development of the cultural life in Wrocław.	4,3	4,6	4,1	4,3	4,4	4,4
disseminates (ed) culture among the residents of Wrocław.	4,4	4,7	4,1	4,3	4,5	4,4
is (was) a good promotion of Wrocław in Europe	4,4	4,7	4,2	4,4	4,5	4,5
was known in Lower Silesia (third wave only)	4,5	4,7	4,2	4,4	4,5	4,5
is (was) one of the factors contributing to the economic growth of Wrocław (the region).	4,5	4,7	4,2	4,4	4,5	4,4
is (was) known in Poland.	4,1	4,6	3,9	4,1	4,3	4,3
is an event in which every resident of Wrocław / the region should participate****	3,7	4,2	3,6	3,8	3,9	3,9

**Table 10. Assessment of the strategic effects of the ECoC. Mean value of answers on the scale from 1 point I decisively disagree – 5 points I decisively agree\* according to following measurements and place of residence of the respondents.**

\*The sample encompasses people recognizing the ECoC, \*\*Total in sample, \*\*\* Total without Lower Silesia, \*\*\*\* In the third wave, Wrocław/the region, depending on the place of residence of the respondent.

To what extent do you agree that the ECoC Wrocław 2016:	Participants according to number of types of events				Participants according to number of weekends	
	none (not present)	1-3 types (passive)	4-7 types (active)	8-11 types (omnivores)	none	5 and more weekends
provides residents of Wrocław (the region) with interesting ways of spending free time.	4,0	4,0	4,1	4,1	3,9	4,3
is (was)* an attraction which can (could) draw tourists.	4,0	4,1	4,4	4,2	4,1	4,4
allows residents of Wrocław to be proud of their city.	4,2	4,2	4,3	4,4	4,2	4,4
contributes to the development of the cultural life in Wrocław.	4,1	4,3	4,4	4,4	4,2	4,4
disseminates (ed) culture among the residents of Wrocław.	4,2	4,3	4,5	4,5	4,3	4,5
is (was) a good promotion of Wrocław in Europe	4,2	4,4	4,6	4,5	4,3	4,6
was known in Lower Silesia (third wave only)	4,2	4,5	4,6	4,6	4,4	4,6
is (was) one of the factors contributing to the economic growth of Wrocław (the region).	4,3	4,4	4,5	4,5	4,4	4,6
is (was) known in Poland.	4,0	4,2	4,3	4,3	4,1	4,3
is an event in which every resident of Wrocław / the region should participate****	3,7	3,8	3,9	4,1	3,7	4,1

**Table 11. Assessment of the strategic effects of the ECoC. Mean value of answers on the scale from 1 point I decisively disagree – 5 points I decisively agree\* in comparative groups of the ECoC participants.**

\* In the third wave, Wrocław/the region, depending on the place of residence of the respondent.

There exist further similarities in the scale of differentiations of strategic and axio-normative effects. If we take into consideration data presented in Tables 10 and 11, we receive the same effect of the lowering of grades in the “after the ECoC” measurement in comparison with their peak in the second half of the year, as well as a rise in the assessments confirming strategic effects in case of growing participation in the ECoC events. This effect, however (see Table 11), is – in comparison to the axio-normative lever – marked much less convincingly.

## 5. Practices of spending free time and participation in the ECoC events

The urban system of consumption is a phrase used in relation to the city resources located in the public space and allowing the residents to, for example, spend free time in accordance with their tastes<sup>18</sup>. Such consumption is related to fulfilment of needs and implemented in the form of a certain pattern of practices, an important element of which – apart from having free time – are socially defined patterns of behaviour.

In accordance with the assumed concept of the research, patterns of practices were presented in the form of an inventory measuring the regularity of selected activities undertaken during free time at weekends. The researched practices are in majority dependent on the urban system of resources with a differentiated structure of ownership and implemented most of all in the public space of the city. We must remember that those practices encompass a wide variety of human activity. From the perspective of the goals of the research, we wanted to evaluate descriptively the regularity of cultural, sports, social activities as well as passive rest.

Cultural practices were described broadly and their understanding was not limited to any particular understanding of culture. It should be stressed that although considerable possibilities and freedom in access to resources express the specific character of urban consumption of free time, the year 2016 should be considered unique in this regard, as the urban system of consumption (opportunities for spending free time) was significantly dominated by culture, in regards to the scale of the offer and its attractiveness.

The progressive measurement implemented in three waves provided an opportunity for empirical verification of the ECoC effect in the form of a documented increase of the declared frequencies of spending free time during the calendar year of the ECoC and shortly after its end.

**Therefore, the basic issue discussed in various parts of the Report were the mechanisms with the use of which one could explain the attitude towards consumption of the cultural offer and regularities related to it. In accordance with the assumed hypothesis, attention was paid not so much to the individual stimulants of the motivation to participate, forming a variety of styles of consumption, but to the contexts of events and properties of social circumstances conditioning them, which performed the function of stimulants/de-stimulants for practices of consumption and were treated as their moderators.**

**The hypothesis of the intervening role of the ECoC (the ECoC effect) assumes the effectiveness of the supply mechanism in broadening the basis of participation, through enlarging the offer of available cultural events. Opposite to it, there functions a set of factors reproducing the consumption of culture, in this case working as a certain de-stimulator of participation**

<sup>18</sup> The notion of the system of consumption has been for some time discussed as a certain issue of the sociology of the city. Consumption, perceived in institutional terms, becomes one of the problems in the theoretical reflection on the post-Ford city. Depending on the assumed perspective, it is a particularly sensitive area of the analysis of social change within the city as well as the city itself, and in extreme cases – it is discussed normatively as an element of pathology of its development. In other places, the authors of this report initiated discussion on the importance of the Wrocław system of consumption for the observed forms of social problems of a big city. See: Błaszczuk M., Kłopot S., Pluta J., 2010: Stare i nowe problemy społeczne wielkiego miasta. Socjologiczne studium konsumpcji na przykładzie Wrocławia. Warsaw: Wydawnictwo Naukowe „Scholar”. Błaszczuk M., Pluta J. 2015 „UCZESTNICY-KONSUMENCI-MIESZKAŃCY. Wrocławianie i ich miasto w oglądzie socjologicznym” Warsaw: Wydawnictwo Naukowe „Scholar”.

More general intuitions hidden behind the issue of consumption force to perceive it as a graded property: both of individual behaviour, as well as the form of societies and the global society in their interrelations. In the classic Marxist scheme, defining the types of relations between production, consumption and exchange is one of the most important models for analysing social processes and phenomena in its structural properties.

**in culture, a manifestation of which is the St. Matthew's effect mentioned earlier (see commentaries below chart 4 and 8 and summarizing noted in the point 2.4).**

The description and interpretation presented so far can be considered a verification of the detailed hypothesis, referring most of all to the specific case of “direct effects”, related to the cultural events themselves, being an intervening factor and influencing strongly but briefly the motivation to participate. As a result of a comprehensive data analysis, a moderate effectiveness of the supply mechanism was proved, as broadening the base of participation in certain types of the ECoC events (most of all in the event, ludic circuit). At the same time, it was observed – regardless of the general raise in access to the offer – that consumption is strongly influenced by status factors, differentiating the social position of the respondents and their socio-cultural profiles, which influenced the method of segmentation of the “consumers of culture” and allowed for simple revealing of cultural circuits.

Now we speak about the justification of extending this interpretation to the model of spending free time in general, in relation to the expected change in lifestyle into “openness towards culture”. So it is more a verification of the permanence of this type of the ECoC effect, which we can call the general hypothesis.

The general hypothesis of broadening the base of consumption in relation to the intervening character of the ECoC offer assumes that the perceived effect in the form of raise/fall in the regularity of practices could be cautiously treated as a manifestation of consolidation of the change in habits. In this case, the analysis is much deeper than a simple recognition of the ECoC events and “arranging” patterns of participation in accordance with them. What is more important here, is whether contact with cultural events is translating into a subjective change of the habits of spending free time – a change in lifestyle. This issue was analysed by referring to general categories of spending free time and only in the quantitative dimension. So it was limited from the perspective of qualitative interpretation, which we should be aware of.

However, in accordance with the understanding assumed here, organizing the measurement, it was assumed that the discussed type of dominance of the cultural offer, in the consumption system of the city, had to influence the everyday practices of organizing free time of the residents of the city and the agglomeration, raising the intensity of using the consumption system of the city in general and adding to changes in lifestyle of the residents, observed in the form of changing frequency of declared practices. To what scale and extent it could happen – and so the question about the type of the ECoC effect observed here – remains an open case.

Contrary to the detailed model, the general model and general hypothesis are based on the accepted assumption that raising the repertoire of cultural offer has some synergic features for the social environment (of participatory and existential character), and their work leads to simulating a permanent lifestyle change<sup>19</sup>. This assumption and the model of explanation accompanying it stems from the way of interpreting one of the strategic goals of the ECoC, related to access to culture. In the programme book quoted before, it was written:

#### **Access to culture and participation**

- *citizens will co-create culture, and will benefit from its variety without limits.*
- *they will have easier access to both cultural and educational programmes.*
- *public space, friendly for social activities and shaping pro-social and civic attitudes, will be created, noticed, described or found.*

[Spaces for Beauty: Designed, p. 9]

Although the authors of the programme book didn't directly set the goal of broadening participation in culture, we can assume it was an expected situation, and in the context of the postulated “permanent changes in cultural life” – practically obvious. In that way, it is not only about researching the simple numbers of participation in the ECoC events, which was the subject of previous analyses. It's about tracking, through knowledge about raise in supply of the offer of spending free time, the influence of

<sup>19</sup> The synergic effect combines the increase in the mass of cultural events (we mentioned the number going beyond 1000 events during the year) with the existential dimension, understood here as immersion of the residents of the city – agglomeration in their surroundings – social environment. As a result, this environment focused on culture permeates the conditions of living of the residents, giving them an **unavoidable** (planned or not) opportunity to come into contact with cultural events.

the ECoC on changes in the practices of participation in culture and creation of desired habits of spending free time in general, which means referring to more broadly understood practices, not necessarily directly related to the domain of culture. The ECoC itself should be treated, which was mentioned many times before, as a tool for social intervention, which opposes the privatisation of free time, individualisation of consumption limited to the private sphere, and so mainly outside the public spaces of the city.

Pragmatic aspects of the research influenced, firstly, limiting the number of studied practices of spending free time to the most important (typical) ones, and secondly, in relation to the character of the ECoC events and strong emphasis on organization of big events during days off, they made questions about the frequency of practices of free time refer to weekend practices. Thirdly, the conducted measurements with several-month intervals had a quasi-longitudinal character – i.e. in the following measurements, the same conditions for participation within the same populations and research techniques were defined, but the participation of the same research units was not guaranteed – i.e. the respondents (see Annex). An additional, fourth complicating factor was the fact that the point of reference for the studied process of change is research in the first measurement implemented by the end of the first half of the ECoC year – and so we don't have a full knowledge of the "0 effect", from the period before the ECoC had started, which could help in the interpretation of the data<sup>20</sup>.

Obviously, those limitations influence the power of interpreting the results, inclining to certain caution in building explanations having the status of fully confirmed facts or analyses of a cause-effect relationship.

Table 12 presents breakdown of frequency of practices of spending free time in the whole sample – and also mean values for their frequency is presented, measured on the scale of points where 1 point is never, 3 points – from time to time and 5 points – very often. The inventory of practices was ordered from the highest to the lowest mean values.

How do you usually spend your free time during weekends?	Never (1 point)	Rarely (2 points)	From time to time (3 points)	Often (4 points)	Very often (5 points)	Mean in total without L.S. n=2250	In total n=2500	WSD 2014*
I meet my family and friends	2,4%	5,3%	22,9%	48,0%	21,4%	3,8	3,8	3,1
I rest at home, watch TV	7,5%	18,7%	25,2%	33,4%	15,3%	3,3	3,3	4,0
I do sports and spend time actively	14,4%	12,0%	24,6%	32,6%	16,4%	3,2	3,2	-
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Raławicka, Ostrów Tumski etc.)	13,0%	18,0%	34,0%	28,0%	7,0%	3,0	2,9	-
I go to the cinema	13,8%	28,4%	34,6%	19,6%	3,6%	2,7	2,7	1,8
I frequent pubs, restaurants, cafes	17,9%	30,7%	25,1%	20,5%	5,9%	2,7	2,7	2,3
I do gardening	42,6%	11,3%	16,8%	18,8%	10,5%	2,4	2,5	-
I watch live sport events	36,1%	26,4%	19,6%	12,1%	5,7%	2,2	2,2	-
I visit theatres, galleries	32,4%	28,5%	25,6%	11,5%	2,0%	2,2	2,2	1,5
I go to events, workshops and fairs with children	43,7%	20,4%	21,3%	11,2%	3,5%	2,1	2,1	-
I participate in concerts of classical music	47,6%	26,1%	17,8%	7,0%	1,6%	1,9	1,9	-

**Table 12. Weekend practices of organizing free time percentage breakdown on the scale of points and mean values for all measurements in total (scale 1 point never – 5 points very often)**

\*In the research Wrocław Social Diagnosis 2014 (CAPI, sample n=2000, age: 15-80) the question was: please say how in the last 12 months have you been spending your free time. Scale of answers – identical.

Breakdown of practices of spending free time reveals a domination of their social functions, which fulfil the need to maintain social bonds (meeting with friends and family) and passive rest in the private sphere of the family home. Anyway, both resting at home and social gatherings can take place in one's own home or family or friends' homes, and remain quite neutral for the city system of consumption of free time. It is similar with the manifestations of sports activities, which are located on the high third

position of practices of spending free time – a significant information pointing to a crucial sphere of lifestyle changes. It's worth confronting this information with data on methods of participation in the ECoC (Chart 3, Chart 5). To remind: participation in the night half-marathon was declared by 10% of the respondents. Against the background of the indicated types of practices, into which we should also include visiting tourist attractions, participation in culture understood as practices of frequenting cultural institutions, i.e. cinema, galleries and theatres is not among the intense ones<sup>21</sup>. It's enough to mention that not visiting or visiting very rarely such cultural institutions as theatre or gallery was declared by 60% of the respondents, and the case was similar with declarations of participation in concerts of classical music. While not going or going very rarely to the cinema was declared by more than 50% of the respondents. The survey of practices of spending free time during weekends reveals a generally low level of using the offer for free time in the city among the residents of the agglomeration – not only in the sphere of precisely defined cultural practices – and it all takes place during the ECoC year. That data, however – to the extent they can be compared, prove a raise of practices of spending free time where we can bring them close to the data from Wrocław Social Diagnosis 2014 (meeting with friends, frequenting the cinema, pubs, restaurants, theatres, galleries, and at the same time lowering the frequency of resting at home and watching TV<sup>22</sup>).

The key issue remains the answer to the question about the change in the declared frequencies of practices in following waves of measurement. Data in this area – based on mean values – are presented in table 13. The list was prepared jointly for the residents of Wrocław and the agglomeration, and only for the residents of Wrocław.

How do you usually spend your free time during weekends?	Measurements in total without L.S. Means in total n=2250			Measurements in total only Wrocław n=1227 in total		
	first half of the ECoC	second half of the ECoC	after the ESK	first half of the ECoC	second half of the ECoC	after the ESK
I meet my family and friends	3,9	3,8	3,8	3,8	3,7	3,7
I rest at home, watch TV	3,0	3,6	3,3	2,9	3,6	3,2
I do sports and spend time actively	3,4	3,2	3,2	3,4	3,2	3,2
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Racławicka, Ostrów Tumski etc.)	3,1	2,8	3,0	3,2	2,8	3,1
I go to the cinema	2,5	2,8	2,9	2,5	2,8	2,8
I frequent pubs, restaurants, cafes	2,4	2,7	2,8	2,5	2,7	2,7
I do gardening	2,7	2,4	2,2	2,3	2,2	2,0
I watch live sport events	2,4	2,1	2,2	2,3	2,2	2,2
I visit theatres, galleries	2,3	2,1	2,3	2,4	2,2	2,4
I go to events, workshops and fairs with children	2,2	2,0	2,1	2,1	2,0	2,1
I participate in concerts of classical music	1,8	1,9	2,0	1,9	2,0	2,0

**Table 13. Practices of organizing free time and participation in culture during weekends (mean values on the scale 1-5 points) according to measurements for the Wrocław agglomeration and Wrocław**

The breakdown of data is not clear in the key issue. **Fluctuations of grades both in the case of Wrocław and the agglomeration and only for Wrocław don't yield unambiguous result or show a change tendency. The latter ones concern frequency of going to the cinema, café, restaurant, pub (clear rise), participation in concerts of classical music (weak rise) and gardening (clear fall).**

So is the hypothesis inferred at the beginning about the rise of the basis of participation in practices of spending free time not justified? To answer this question more precisely, we used sets of aggregated answers in percentage breakdowns for sequences of measurement. Following tables present those sets in configurations for the respondents from Wrocław

21 Similar conclusions on the intensity of practices of spending free time and participation in culture are contained in the report Wrocław Social Diagnosis 2014  
22 We will be able to compare data on the whole spectrum of practices thanks to the planned research Wrocław Social Diagnosis 2017.

and the agglomeration (Table 14) and additionally only for the active participants of the ECoC events with the analysis of tendencies to change.

How do you usually spend your free time during weekends?	Measurement								
	first half of the ECoC*			second half of the ECoC*			after the ECoC*		
	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often
I meet my family and friends	8,10%	20,70%	71,20%	6,10%	25,60%	68,30%	8,80%	22,40%	68,80%
I do sports and spend time actively	24,70%	20,80%	54,50%	28,70%	25,20%	46,10%	25,70%	27,90%	46,40%
I rest at home, watch TV	40,70%	19,70%	39,60%	16,10%	23,10%	60,80%	21,70%	32,70%	45,60%
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Raclawicka, Ostrów Tumski etc.)	29,90%	27,60%	42,50%	36,00%	34,30%	29,70%	27,10%	40,00%	32,90%
I go to the cinema	53,50%	28,40%	18,10%	38,30%	37,10%	24,70%	34,70%	38,40%	26,90%
I frequent pubs, restaurants, cafes	59,10%	19,90%	21,10%	44,10%	26,50%	29,30%	42,40%	28,80%	28,80%
I visit theatres, galleries	61,60%	23,60%	14,80%	62,80%	24,80%	12,40%	58,30%	28,30%	13,50%
I do gardening	49,90%	11,50%	38,70%	52,90%	18,90%	28,10%	58,90%	20,00%	21,10%
I go to events, workshops and fairs with children	63,10%	17,60%	19,30%	65,70%	21,20%	13,10%	63,50%	25,10%	11,50%
I watch live sport events	62,70%	13,20%	24,10%	65,10%	19,70%	15,20%	60,00%	25,90%	14,10%
I participate in concerts of classical music	77,30%	14,00%	8,70%	73,10%	17,60%	9,30%	70,70%	21,70%	7,60%

**Table 14. Weekend practices of organizing free time percentage breakdown aggregated on the scale of points in following measurements**

\*Data without Lower Silesia in the measurement “After the ECoC”. In the following measurements n in total=750=100%

In regard to intensive participation in practices of spending free time (often and very often marked in the following measurements in red) there appear even falls in the percentage of participants – except for going to the cinema, frequenting pubs and restaurants, with stable percentages for visiting galleries and theatres. But this information is still not full. Following data concerns percentage of people not participating or rarely participating in given practices (blue colour). Here favourable falls were noted in going to the cinema, pubs, restaurants, cafes, galleries, theatres and concerts of classical music. **Therefore, the data are slightly more favourable for the verification of the general hypothesis and prove average shift from non-participation to any type of participation in practices of free time. And so series of data without any colour indicate in the sequence of measurements growth tendencies. We can still state with caution that we deal with a situation of slight diminishment of the sphere of insufficient participation in practices of free time, but at the same time an outflow of intense participation towards moderate with local “islands” of changes in the form of raising participation in urban entertainment, such as cinemas and restaurants.**

How do you usually spend your free time during weekends?	first half of the ECoC n in total=566			second half of the ECoC n in total=546			after the ECoC n in total=604			change tendencies		
	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often	grade for never-rarely (poorly)	grade for from time to time (averagely)	grade for often and very often (intensively)
I meet my family and friends	7,1%	20,1%	72,8%	4,2%	22,7%	73,1%	6,3%	20,4%	73,3%	stabilisation	raise-fall	stabilisation
I do sports and spend time actively	21,9%	21,2%	56,9%	25,1%	24,7%	50,2%	20,4%	28,5%	51,2%	raise - fall	raise	fall - stabilisation

How do you usually spend your free time during weekends?	first half of the ECoC n in total=566			second half of the ECoC n in total=546			after the ECoC n in total=604			change tendencies		
	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often	never-rarely	from time to time	often-very often	grade for never-rarely (poorly)	grade for from time to time (averagely)	grade for often and very often (intensively)
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Racławicka, Ostrów Tumski etc.)	25,1%	26,7%	48,2%	28,9%	37,0%	34,1%	19,9%	43,2%	36,9%	raise - fall	raise	fall - stabilisation
I rest at home, watch TV	42,4%	20,0%	37,6%	16,5%	22,7%	60,8%	21,4%	34,3%	44,4%	fall - raise	raise	raise - fall
I do gardening	50,7%	10,2%	39,0%	54,9%	16,5%	28,6%	58,3%	21,0%	20,7%	raise	raise	fall
I go to the cinema	50,5%	29,7%	19,8%	31,7%	40,3%	28,0%	28,5%	40,9%	30,6%	fall	raise - stabilisation	raise
I visit theatres, galleries	54,6%	27,6%	17,8%	59,2%	26,0%	14,8%	54,1%	30,8%	15,1%	raise - stabilisation	stabilisation - raise	fall - stabilisation
I frequent pubs, restaurants, cafes	55,1%	21,2%	23,7%	39,4%	28,4%	32,2%	38,6%	31,0%	30,5%	fall	raise	raise - stabilisation
I go to events, workshops and fairs with children	60,8%	17,7%	21,6%	63,9%	20,9%	15,2%	60,4%	26,8%	12,7%	raise - fall	raise	fall
I participate in concerts of classical music	73,5%	15,9%	10,6%	72,7%	17,4%	9,9%	68,0%	23,2%	8,8%	fall	fall	fall
I watch live sport events	61,3%	13,6%	25,1%	66,1%	17,4%	16,5%	59,4%	26,3%	14,2%	raise - fall	raise	fall

**Table 15. Weekend practices of organizing free time percentage breakdown aggregated on the scale of points in following measurements. Data for active participants in the ECoC with analysis of change tendencies.**

\*For active participants of the ECoC taking part as a viewer at least in one type of the ECoC event.

During further exploration of data, it was decided to analyse them only in relation to active participants of the ECoC. i.e. those who – during the calendar year – participated in at least one of the ECoC events (Table 15). Also, an auxiliary analysis was performed, of the breakdown of change tendencies in profiles of small or mediocre participation, but it seems that the general conclusions agree with previous analysis, i.e. dominance of falls or stabilization of practices of intense participation (unfavourable), with a majority of raises in mediocre participation (favourable) and fall – outflow from passive participation (favourable). In this case beneficiary was the raise in the percentage of people who preferred passive rest and gardening.

**A general assessment of the observed tendencies seems to be more difficult due to:**

- lack of unambiguous references to declared numbers of participation before the beginning of the calendar year of the ECoC – and using only the data from Wrocław Social Diagnosis 2014
- a revealed seasonal effect in the sense that the first half of the ECoC year seems to be better in terms of intensity of practices than the second half, which could prove the revealed scheme of practices good-bad-stabilization.

Undoubtedly, the effect of raising the intensity of practices was observed in case of going to the cinema and spending free time in pubs, restaurants, and cafes. It seems, therefore, that the hypothesis about the influence of higher supply of the cultural offer on consolidation of mechanisms of access to culture through permanent “raise in participation” and creating more offensive – aiming at using the urban consumption system – lifestyles wasn’t adequately and certainly confirmed in relation to the general population of the residents of Wrocław and the agglomeration. The final verification of those results, however, will only be possible during the planned research of Wrocław Social Diagnosis 2017.

Further analyses concentrate on varied profiles of participation in the ECoC events and profiles of practices of participation in the territorial layout. Once again an analysis of the breakdown of means in properly profiled categories of respondents was used.

How do you usually spend your free time during weekends? Mean n=2500	Place of residence		
	Wrocław	[agglomeration]	Other town in Lower Silesia
I meet my family and friends	3,8	3,9	4,0
I rest at home, watch TV	3,2	3,4	3,8
I do sports and spend time actively	3,3	3,2	2,8
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Racławicka, Ostrów Tumski etc.)	3,1	2,9	2,4
I go to the cinema	2,7	2,7	2,5
I frequent pubs, restaurants, cafes	2,7	2,6	2,6
I do gardening	2,2	2,7	2,7
I watch live sport events	2,2	2,3	1,8
I visit theatres, galleries	2,3	2,1	1,8
I go to events, workshops and fairs with children	2,1	2,2	2,0
I participate in concerts of classical music	2,0	1,8	1,6

**Table 16. Weekend practices of organizing free time breakdown of means on the scale 1-5 points according to place of residence**

Table 16 shows that from the point of view of the consumption system and practices of spending free time, the populations of the residents of Wrocław and the agglomeration are very similar in the aspect of the implemented lifestyles, as opposed to the residents of the remaining regions of Lower Silesia, who have fewer occasions for it as a result of lack of direct access to some types of resources of the system of consumption, or poorer offer of especially such resources as tourist attractions and the Zoo, sports events, cultural institutions such as theatre, a gallery, infrastructure for sports activities.

How do you usually spend your free time during weekends?	Participants of types of ECoC events: categorized number				Participants of special weekends					
	none (not present)	1-3 types (passive)	4-7 types (active)	8-11 types (omnivores)	none	1 weekend	2 weekends	3 weekends	4 weekends	5 and more weekends
I meet my family and friends	3,6	3,8	4,0	3,9	3,7	3,8	3,9	4,0	4,1	4,0
I meet my family and friends	3,6	3,8	4,0	3,9	3,7	3,8	3,9	4,0	4,1	4,0
I rest at home, watch TV	3,4	3,5	3,3	3,0	3,5	3,4	3,3	3,3	3,1	3,1
I do sports and spend time actively	2,8	3,0	3,4	<b>3,7</b>	2,9	3,2	3,3	3,6	3,6	3,7
I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Racławicka, Ostrów Tumski etc.)	2,4	2,8	3,2	<b>3,6</b>	2,5	2,9	3,1	3,4	3,4	3,5
I go to the cinema	2,2	2,6	2,9	3,2	2,3	2,7	2,8	3,0	3,3	3,3
I frequent pubs, restaurants, cafes	2,3	2,5	2,9	3,0	2,3	2,6	2,8	3,1	3,1	3,2
I do gardening	2,6	2,5	2,4	2,5	2,6	2,4	2,3	2,4	2,5	2,3
I watch live sport events	2,1	2,1	2,2	<b>2,7</b>	2,1	2,2	2,2	2,3	2,4	2,4
I visit theatres, galleries	1,8	2,0	2,4	<b>2,8</b>	1,8	2,2	2,2	2,5	2,7	2,9
I go to events, workshops and fairs with children	1,8	2,0	2,1	<b>2,8</b>	1,9	2,2	2,1	2,2	2,3	2,3
I participate in concerts of classical music	1,6	1,7	1,9	<b>2,5</b>	1,6	1,8	1,9	2,0	2,3	2,5

**Table 17. Weekend practices of organizing free time breakdown of means on the scale 1-5 points according to level of participation in the ECoC events**

And finally, in the last stage of this part of analyses we looked at how the urban consumption system is used by those who at the same time differed in the way of using the cultural offer during the calendar year of the ECoC (see Table 17).

In accordance with an assumption one could form on the basis of previously revealed regularities, the most active part of the ECoC audience was at the same time that which the most actively and versatily use the urban system of opportunities in the sphere of the organization of free time. **And the activity is most of all combined with high activity in the role of the ECoC public, i.e. participation in 8-11 types of events from the inventory of the ECoC events. It can be clearly seen if we compare the lifestyle of active and omnivorous in the way of using the system of consumption – the latter ones much more often practice going to the theatre, galleries, to fairs with children (and so cultural education), sports activities. And here we see yet another testimony of the St Matthew's effect.** It's worth noticing that growing participation in the number of weekend events doesn't result in huge leaps in the intensity of using the urban system of consumption by the participants of a large number of events – the observed raise is more gradual.

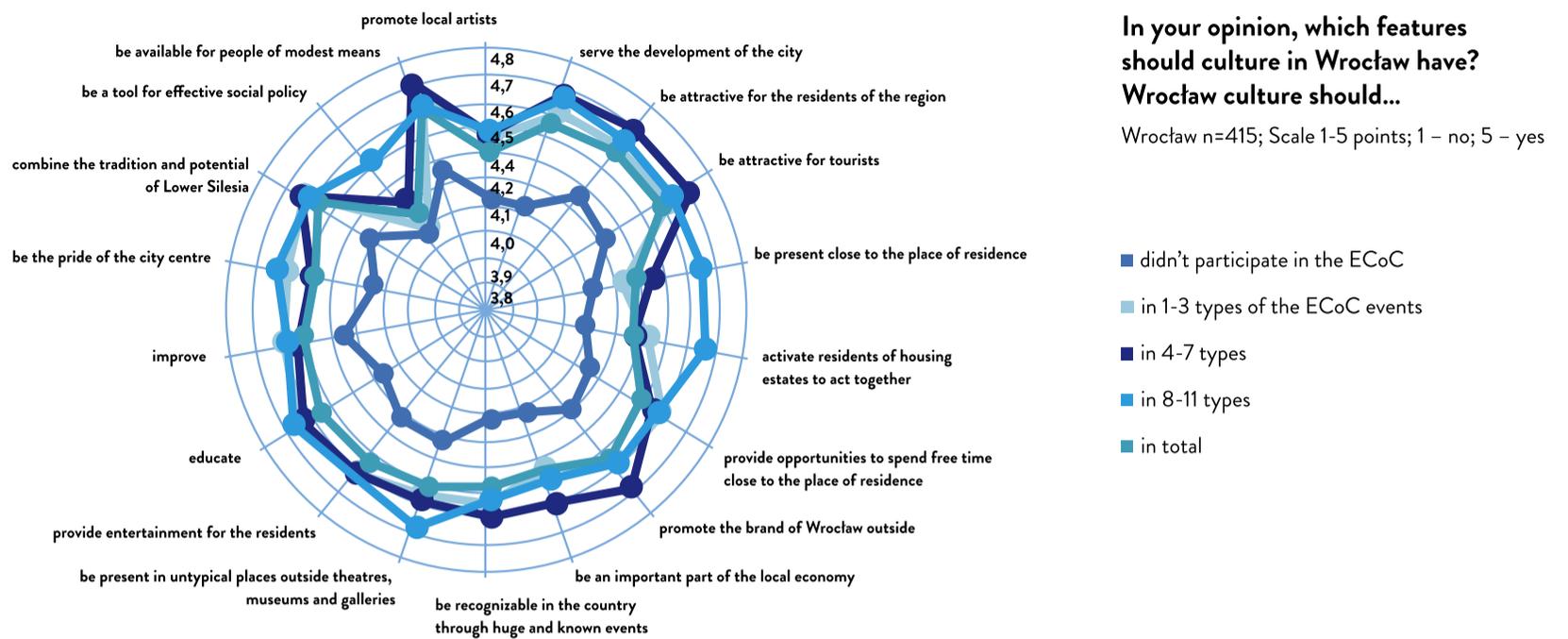
## 6. Culture and expectations towards it in the context of the events of the ECoC Wrocław 2016

Within the scope of the conducted research on social consequences of the participation in the events of the ECoC Wrocław 2016, the issue of social expectations towards the role of culture was undertaken. The measurement was conducted through an inventory of over a dozen proposed to the respondents evaluations of the function of culture, which present its various aspects and which can become a basis for conducting the city policy in the sphere of culture. In other words, we didn't aim to evaluate what this culture should be, specifically, in the sphere of transferred content and values, but which individual and social needs it should fulfil.

The layout of the received expectations expressed by people not participating in the ECoC events and those participating intensely in them is presented in Chart 12.

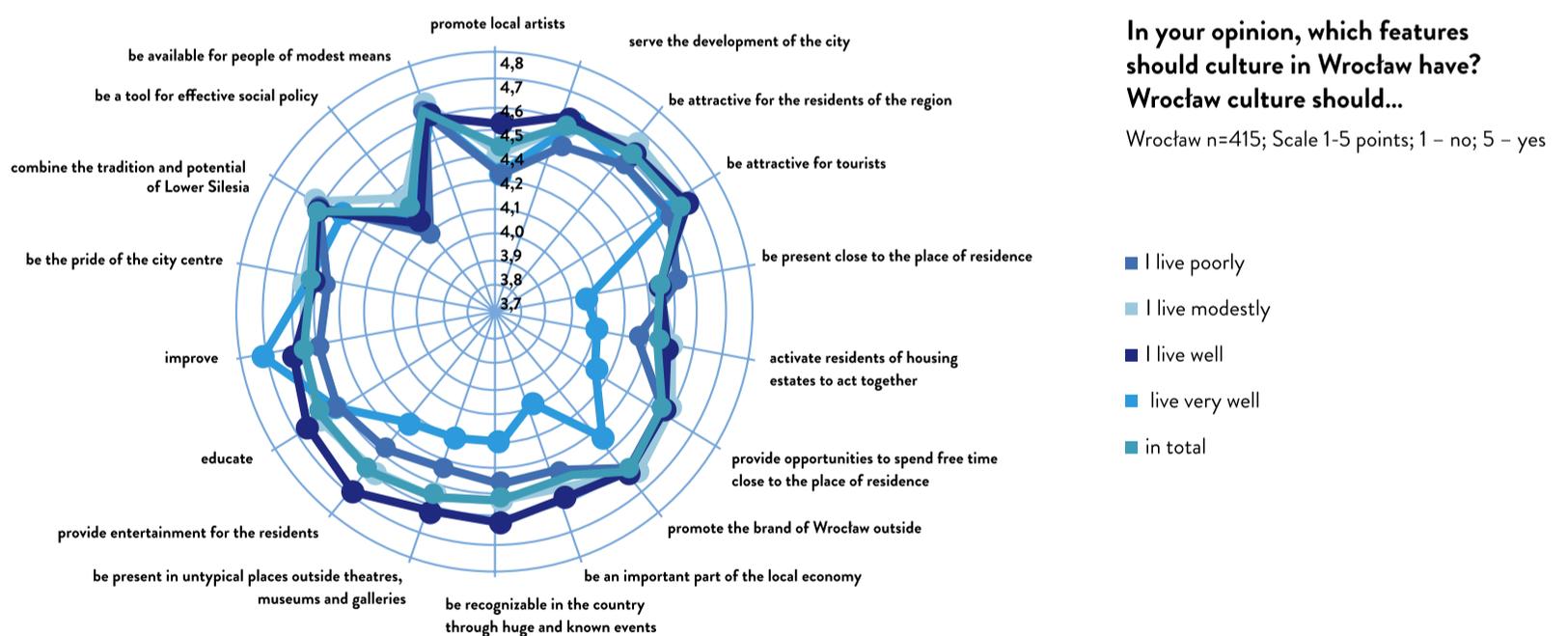
The first thing worth considering is the relatively **lowered, in comparison to others, level of expectations towards social attributes and functions of culture among people who weren't participating in the ECoC events.** If we interpret the fact of participation in the ECoC as related to participation in culture, then the obtained data prove a tendency to relatively self-exclude, not only from participation in culture – and let us remind that the declaration of non-participation in the ECoC concerns 27% of the respondents<sup>23</sup> – but also from the expectation towards its active function. In case of this category of people, the lowest grades refer to culture understood as a plan of actions for social policy or culture being an element of the environment close to the place of residence.

The observed lowering of expectations is obviously not big in absolute numbers – but it is visible in relation to evaluations of other categories of residents highlighted here. Mean values of expectations of people not participating in the ECoC directly oscillate on the level of 4.2 points on a 5-point scale – and so they are still positive. But they significantly differ from the expectations expressed by the participants of the ECoC events.



**Chart 12. Differences in assessments of the function of culture in the urban perspective. Assessments of residents according to the intensity of participation in the ECoC events (questions posed to the residents of Wrocław)**

The second conclusion from the presented data is an **abrupt raise in expectations towards culture declared by the category of the most devoted public of the ECoC – participants of 8-11 types of events (omnivores)**. The raise in expectations is not level and concerns the most the sphere of social functions of culture as a tool for social integration – an indispensable condition for which is the presence of cultural offer very close to the place of residence. In case of the evaluation of the remaining functions, expectations of all categories of participants in the ECoC are on a similar level.



**Chart 13. Differences in assessments of the function of culture in the urban perspective. Assessments according self-estimates of the economic situation of the residents of Wrocław.**

Views on the role and functions of culture presented through the eyes of the residents differing in financial position, reveal a general opposition between the views of wealthy people and the rest on what culture should be in its role. The latter group

includes both very poor people, and financially stable ones. On the other end – as was mentioned – are located very wealthy people. A big difference between the mentioned categories of residents is **in case of wealthy people a clearly visible tendency to highlight a traditional, status-building function of culture. In their opinion, culture should be aiming at refinement – that's its key role.** What is more, stressing the egalitarian, and as a result social function of culture is – among the rich – treated as marginal against the background of valorisation by them of status and image functions in relation to the city as a brand. In the minds of wealthy people, culture to a large extent is understood autonomously and freed from the necessity to permeate others than representative spheres of the city.

## 7. Access to culture and participation in culture – conclusions from the research

Conducting a series of research and discussing the results becomes a pretext for some more general reflections on the undertaken problems related to the evaluation of strategic goals of the ECoC, as well as – in a broader perspective – related to the issue of participation in culture and the field of culture as an important attribute of urbanity. The form of the report doesn't allow for detailed discussion of the revealed results, as it would demand a simultaneous broad discussion of literature on the subject which, taking into consideration the character of this study, would not be in accordance with the accepted form. Nevertheless, presenting in general terms the proposed conclusions and hypotheses from the research, we want to focus the Reader's attention on the fact that the issues of transformations of cultural life related to circuits of culture, social functions of culture, roles of the actors and organizers of cultural life, as well as changes in the ways of practising and perceiving participation in culture are a subject of an academic debate among experts and creators and organizers of culture. The readers can broaden their knowledge with a context for the conclusions presented here by reading for example selected recent publications on the subject, including: *Praktyki kulturalne Polaków*, WN UMK Toruń 2014. Drozdowski R., et. al., *Kulturowa hierarchia. Nowe dystynkcje i powinności w kulturze a stratyfikacja społeczna*, IKM Gdańsk 2016. A. Bachórz et. al., Krajewski M., Schmidt F., *Animacja/Edukacja. Możliwości i ograniczenia edukacji i animacji kulturowej w Polsce*, Wydawnictwo MiK, *Punkty styczne: między kulturą a praktyką (nie)uczestnictwa*, IKM Gdańsk 2014. A. Bachórz et. al.

Presenting in the final part of the report the selected conclusions, we reserve at the same time the privilege to fully develop them in a planned book publication, in which the discussion on the problem, through references to other research and conclusions, will be an important part.

### 7.1 SUCCESS, SUCCESS?!

Research results indicate that in the eyes of the respondents the ECoC was, generally speaking, a success. If we use here a 5-point students' scale of grades, then according to the respondents, the city managed in the role of the organizer of the ECoC and received grade "good". There are several empirical testimonies confirming this thesis. Next to advantages for individual participants (see Table 2), one of the more important ones are declared attitudes confirming on the axio-normative level the acceptance and approval for the construed idea of the ECoC, with simultaneous rejection of the anti-idea of the ECoC (see Tables 6, 7, 8). Similarly the evaluation of expected pragmatic effects, related to the influence of the ECoC on the development potential of the city and its image was confirmed in the eyes of the respondents (Table 11). At some point one could get the impression of a certain lack of criticism of assessments – exaggeration of the respondents in their opinions, if we compare them to the professional opinions of artists, organizers of culture, revealed in other parts of the research, as well as with the known statements in the media, especially right after the beginning of the ECoC. Undoubtedly, results of CATI research don't reveal a full spectrum of answers, regardless of the existing conflicts and tensions. On the other hand, evaluating the whole of the results, we have to

constantly keep in mind that such is the social view of the events, that beyond assessments and attitudes presented here, there are hidden social images functioning in the extraprofessional circuit of culture.

The second plane of assessments is related to the evaluation of participation, and more broadly defined way of experiencing the ECoC. Respondents (residents of Wrocław and the agglomeration) in mean measurements had high (reaching 90% of declarations) knowledge that Wrocław is the ECoC and that – speaking colloquially – “something happens here”. But the identification didn’t automatically mean participation. The research implemented in three series – by measuring the scales of types of participation – on the one hand revealed the positive influence of the ECoC in the form of a significant decrease of the number of people who had no contact with the ECoC events (decrease of percentage of non-present in culture from 24.5% in the first half of the year to 19.5% in the measurement after the ECoC). On the other hand, raise of the intensity of participation was relatively small and noted only in the categories of participants of 1-3 events of the ECoC – on the side of the passive participants. While the proportions of “active” and “omnivorous” practically didn’t change between the 1st and the 3rd measurement. Those results go in pair with the influence of the ECoC on general practices of consumption of free time. In other words – from the point of view of the organizers – high subjective opinions on the ECoC don’t have to automatically translate into a spectacular increase in practices of participation measured by their diversity or intensity. We realize that the change we mean here is extremely difficult. Mean percentages of particular categories of participants in cultural events were such that **people who didn’t participate** in any type of events of the ECoC in the whole sample in the calendar year of the ECoC were 23.6%, **passive participants** 25.5%, **active** 40.8%, and **omnivorous** 10%.

And here we reach the issue of method of participation itself – or rather its structure. Looking both at the type of events marked by the respondents on the scale of participation, and on particular events pointed out by them, in which they declared participation – we notice the popularity of especially those which give the participation in culture – in its very urban specifics – most of all ludic character (see Chart 3). Mass, outdoor, culinary events, which provide fun but at the same time the feeling of participating in a unique event, such as the Flow quartet and the concert of David Gilmour. Others, through their specific brand and method of participation<sup>24</sup>, provide also the opportunity to socially confirm the fact of participation, and at the same time are a testimony of a certain group norm. That’s why another important dimension of participation is its social context. It’s one of the faces of the ECoC, the well-defined and popular one. The other was created both by omnivores and (to a large extent the same) participants of niche events such as the Literature Night, Theatre Olympics<sup>25</sup>, Photography Festival, containers of culture, presentations of cities, etc. (see Chart 11).

The third dimension of the assessments is related to something we can call permanence of the effect. Obviously permanence has to be evaluated in relation to the appointed criterion. Here, thinking about the ECoC, it will quickly be revealed that the assessments of permanence are dependent indeed on the appointed criteria, and so the answers vary. Certainly the most durable are image-related effects. On the basis of the conducted analyses we can risk a statement that the year of the ECoC events is yet another experience building the prestige of the city and so the reason that the majority of the respondents are its proud residents. When the residents of Wrocław were asked directly about such elements of strategic assessments as development of the city through culture, general feeling of pride, a vast majority gave positive answers (see Table 9). And the point here is not to provide numerous examples confirming this situation – more important is the fact that this image encounters, through the new experience of the ECoC, a well-developed situation, strengthening the stereotypical image of Wrocław in the eyes of visitors and residents. Other permanent effects, those related to habits and lifestyle, are much more difficult to grasp. As proved by the research (see Tables 14, 15), changes in declared practices of organizing free time didn’t yield unambiguous conclusions, and thus the evaluation of the permanence of their effects is particularly difficult.

<sup>24</sup> Me mean here, for example, breaking the guitar Guinness record on Wrocław Main Square.

<sup>25</sup> It’s an interesting fact that in the online part of the research concerning the special weekends, during the Opening Ceremony – Awakening, over 2300 people participated in it in a very short time, while during the Theatre Olympics – a significantly smaller number, slightly below 100, and half of them declared professional link to theatre and culture.

## 7.2. CIRCUITS OF CULTURE AND THEIR PARTICIPANTS

One of the experiences of the evaluation of the ECoC is that a huge supply of cultural events made everyone who experienced it realize that what we usually call culture, from the point of view of cultural offer, cannot be lumped together. There's no need to do it, anyway. Various types of events can surely coexist in such a large city. The method of consuming them, if we look at it from the point of view of patterns of participation, proves that we dealt with quite clearly emerging circuits of culture<sup>26</sup>. As shown by the research, they were related not only to the attractiveness of the events, their form or marketing campaign accompanying them, but much more were constituted in relation to more broadly defined patterns of participation in culture. We identified them in the research by grouping the respondents on the basis of number of types of events in which they could participate in the ECoC year. It's a universal division which worked perfectly well in all three measurements. In further analysis, we described those participants of the ECoC differing in the area of the range of consumption of cultural events as **non-present, passive, active and omnivores**. In the course of comprehensive analysis, it turned out that the division described here always generated strong differences on the side of profiles of practices, assessments, motivations for participation in the ECoC – even stronger than the traditional ones related to socio-demographic variables, and especially education, financial situation and age. In other words, although the research confirmed the existence of mechanisms of self-exclusion from participation in culture among people aged over 55, with vocational education or in bad financial situation, the full power of segmentational divisions in motivational attitudes was revealed through the method of consumption of cultural events. On the other hand, socio-demographic profiles of passive users, active ones and omnivores reveal the discriminative power of such features of social position as age, education and financial situation (see Table 1).

The obtained empirical testimonies allow us to communicate that there's no one culture but still the culture of the self-excluded, of women, of the rich and educated remains a fact.

## 7.3. BROADENING PARTICIPATION VS CHANGE OF HABITS

Essentially, the importance of structural factors (dimensions of social position) in moderating the method of participation in culture is not a surprise for experts. Of importance is another element, related to the effect of the scale of the ECoC (the ECoC effect). Conclusions from the part of the research revealing the power of structural dimensions of the position, reproducing social models of participation in culture, can be juxtaposed with the assumption which formed the basis for probably the most important strategic goal of the ECoC – about broadening access to culture. A mass supply of the cultural offer should correlate with positive changes in access to culture, a change of habits, reflection on the culture itself. We called this change mechanisms a supply impulse (a detailed hypothesis) and a distributive-genetic influence of social surroundings (a general hypothesis). Both the detailed and the general hypothesis behind it all were confrontational towards the mechanism of reproduction of participation in culture and mechanisms of self-exclusion. Because the point is to juxtapose structurally conditioned habits of participation, and especially of non-participation in culture with what we gather from the ECoC experience through a mass supply of culture in the urban system of consumption. Let's remember that it is not ordinary supply, that what we deal with here is a kind of social intervention. We already mentioned is quantitative scale, but it's worth stressing again the fact that the presence of culture literally in spaces of the city and especially its long-term exposition (events under the ECoC brand begun already in 2015) causes the immersion of all, and at least a vast majority of the residents of Wrocław and the agglomeration in culture, in surroundings marked by culture. So what's the result of this confrontation? Surely, from the perspective of the duration of the ECoC, the mass offer caused most of all inclusion of some people not present in culture, very inactive, towards more lively participation in culture (confirmation of the detailed hypothesis). On the other hand, however, it very poorly influenced the declared habits of consumption of free time (see Tables 14, 15), which didn't provide enough reason to fully justify the general hypothesis. There exist circumstances, however, to assume that the level of participation in public practices of spending free time is higher than

before the ECoC (see Table 12). But first and foremost, as we signalled, the supply impulse itself doesn't change quality in the dimension of circuits of culture – and especially the phenomenon known to sociologists as the St Matthew effect. In other words, regardless of what and how was offered, everyone had most of all the tendency to participate in an event. Firstly because the ludic power of urban culture is huge, and secondly, everyone consumed culture their own way – as they were/are taught, and finally, the St Matthew mechanism of participation resulted in the fact that those who had consumed a big number of various cultural events, still did it and “even more,” although they weren't (and we speak about omnivores here) too numerous.

The results prove that although the ECoC built a huge positive aura and met with wide acceptance and recognition, it surely didn't turn out to be an event which drastically transformed the status criteria for participation. Even though the ECoC was a participatory and image success, we can say at the same time that it reached its important, but relatively easier goals. Could we have demanded more from the ECoC? Not necessarily, especially if we look at the problem of non-participation in culture as a broader social problem and those, as we know, are always unusually resistant to changes, as they have a complex genesis. Of course, this statement is a kind of cliché, but really the empirical data showing the correlation between education, income and non-participation in culture can be very frustrating for the efforts of organizers and creators of culture. Also true is the fact that non-participation in culture is rooted in deeply socialized habits. In this regard, the increased participation of omnivores in events in the type of fairs and workshops for children is very symptomatic (see Table 17) – as if they talked themselves about the role of the educational dimension of participation in culture. Participation in culture is also in itself a “cultural” mechanism, in regard to transferring the ethos of participation in a long-time perspective. We can see it especially when we go from Wrocław to such cities as Berlin or Prague, but also to small neighbouring cities. Everywhere, we can clearly see not only identical ludic methods of being in culture, but most of all that this being is performed by people of very different age.

The ECoC considered as a certain whole is not really an event building participation in culture in the same easy way, but it allows to consume and experience culture more. It doesn't mean that certain forms of participation weren't known and worked out, but this kind of information certainly goes beyond the formula of this research. We often had more contextual and multi-dimensional impression which hinted that the data said something fragmentary more than proved unambiguously, and that we need more subtle methods of measurement, using stronger research techniques, because does a more direct method for measuring quantitatively the power of participation in culture exist?

#### 7.4. CULTURAL POLICY AND POTENTIAL RISKS

Empirical findings proved that the declared positive reception of the ECoC is not enough reason to reveal “at once,” in a short-term perspective, changes in lifestyle open to culture. Looking from this perspective, creating participation in culture is definitely a “long march” and we should be aware of it. We should also be aware of the lesson of the ECoC. It's a type of experience which, as was mentioned before, totally escapes the CATI research, the aim of which was different and not connected to any particular control of such circuits of culture as artistic interventions and microgrants, activating the creative potential of the residents to self-organize participation in culture, or the efforts of the institutions and organizers of culture. We mentioned those factors in other threads of the evaluation<sup>27</sup>. It's certain that a positive institutional experience – the ECoC effect mentioned at the beginning – is definitely the Wrocław experience and it is undoubtedly a measurable value, which can change the ways of looking at the cultural policy through new areas of activity, institutional specialisation and organizational effectiveness.

The experience of the ECoC revealed also several risks. A certain inconvenience in describing them only on the basis of quantitative research is that what was revealed as a risk in quantitative parts of the research and in other implemented research projects, in quantitative research was only a certain echo of which one should be aware. Surely, one of such risks is the issue of skilfully designing and conducting social communication for such a complex set of events. In the following quantitative measurements, the ECoC among the general grades received the lowest one exactly for the “feeling of being informed” and the critique was strong especially in the initial phase of the ECoC. Context of other parts of the research reveals that often information circuits coincide with circuits of culture, creating certain hermetic circles not visible to each other.

Another risk is looking at the problem of participation in culture through the lens of numbers of attendance. It has been signalled before – but we should constantly remember that big attendance in events is most of all an impulse in consumption of culture, and not an impulse (motivation) for changing the style of participation in culture. We should stress it, to forestall distress related to the fact that most of all well-known stars and big events were the “driving forces of the ECoC”. With such an understanding, the whole sphere of individual experiences loses importance, and the increase in organizational competences on the side of organizers of culture becomes invisible. While looking from this organizational perspective, the ECoC year made the Wrocław system of consumption of free time different than before the ECoC<sup>28</sup>.

Another risk is the way of perceiving functions of culture (while accepting its artistic autonomy). The danger is in self-limitation of expectations towards culture in its social functions by people with very good financial situation, which seems a surprising manifestation of their conservatism in understanding its roles (see Chart 13). Another danger is comprehensive decrease of expectations of the non-participating in culture (see Chart 12). A mechanism of negative reproduction is created here, in which non-participation in culture is linked to relative lowering of expectations towards culture. It is particularly striking when juxtaposed with the expectations of the omnivores, who are the only ones (among all categories of respondents) to highlight more its role in the area of social policies and in creating quality of life in direct surroundings of the place of residence.

# 8. Annexes

## 8.1. RESEARCH METHODOLOGY

Research on participation in cultural events and access to culture, implemented among the residents of Wrocław and Lower Silesia, had a general and cross-sectional character. The condition for participation in it wasn't attending by the respondent any particular – only one event of the ECoC, but the fact of residing in the city and region where the ECoC was organized, and the age above 15 years. The issue of participation in the ECoC was treated very broadly as a coincidence of time (the calendar year of the ECoC) and place of events (mainly Wrocław). Such a decision is justified by the assumed goals of the research, taking into consideration both the scale and number of events and the fact that they literally filled the space of the city.

The designated area of the research encompassed Wrocław and the agglomeration, and in the last stage – also the residents of Lower Silesia. As a result, the perspective of impact of the ECoC was controlled in the context of stages mentioned in the ECoC programme book (Spaces for Beauty: Designed. Version 06.2015): Wrocław and Lower Silesian.

Another important dimension of the research was its processual character. The research was conducted in a series of three measurements (we also use the term waves of measurement interchangeably) using a uniform research procedure. In June-July, by the end of the first half of the ECoC year, the first measurement was implemented (1st wave), by the end of October/beginning of November the second measurement was conducted (2nd wave), and finally in January-February 2017, after the ECoC had finished, the last measurement was conducted (3rd wave).

When we were designing following waves of the research for a uniform population and samples, we wanted – on the one hand – to capture the residents' opinions on the ongoing events, as if live, at the time when they could access them. On the other hand, following the ECoC calendar allowed not only to complete the image with new details, but also to observe the process of creating attitudes towards particular events and the ECoC itself as a certain complex whole related to the city – the place of events. The basic characteristics of all measurements are presented in the table.

### The implementation of the research was based on a few assumptions:

- uniform definition of the respondent in each wave of the measurement (quasi-longitudinal research),
- qualifying all people to the research, regardless of their active participation in concrete types of cultural events,
- local and regional perspective of research encompassing the city of Wrocław and districts adjoining the city, composing the Wrocław agglomeration. In the last wave of the measurement, the territorial area of the research was broadened to include the residents of the whole Lower Silesia voivodeship,
- conducting the measurement by CATI – telephone interviews.

The research was of quasi-longitudinal character. Even though in the three following waves of measurements the same questions were asked of the same categories of respondents (residents of Wrocław and Lower Silesia, aged 16+), they weren't the same respondents. Conducting a fully longitudinal research, i.e. in the system of dependent measurement (each time in three waves we ask the same respondents, and not the same population) would be very costly, as it would demand using the survey technique (PAPI/CAPI), and very difficult logistically and risky, because it would demand conducting a full circle of research with short time intervals between measurements (3-4 months).

The most important issue in the methodology of research was using the telephone interview (CATI). Characteristics of this research technique with its advantages and disadvantages are thoroughly discussed in literature and we won't present them here in detail. The main reason for selecting it was related to the necessity of conducting three qualitative measurements during 10 months. In such a situation, research with CATI technique is much more effective than with any traditional method.

The main limitation of CATI research is the way of selecting respondents, not guaranteeing such a level of control of the

sample as traditional research techniques – using a pollster. The risk of this kind was adequately controlled during the research. Especially after conducting the first measurement, a range of procedures was implemented, verifying both the level of control of the sample, as well as the effect of the sample in the measurement itself. A raised control of representativeness in the 2nd and 3rd wave of measurement concerned the control of percentage of people with higher education in the sample – both among the residents of Wrocław and the agglomeration (and not on the level of the whole sample) as well as control of professional activity of the respondents in order to limit over-representation in the sample of people conducting their own business – which was a shortcoming of the implemented sample in the first wave of measurement.

Characteristics	1st wave (first half of the ECoC year)	2nd wave (second half of the ECoC year)	3rd wave (after the ECoC)
Date of measurement	from 20.06.2016, duration: 27 days	from 24.10.2016, duration: 31 days	from 20.01.2017, duration: 39 days
Respondent	Resident of Wrocław, Wrocław county and agglomeration, aged 16 – 70	Resident of Wrocław, Wrocław county and agglomeration, aged 16 – 70	Resident of Wrocław, Wrocław county and agglomeration, as well as Lower Silesia, aged 16 – 70
Population	Wrocław Agglomeration: districts of the Wrocław county neighbouring counties of Wrocław and the Wrocław county	Wrocław Agglomeration: districts of the Wrocław county neighbouring counties of Wrocław and the Wrocław county	Wrocław Agglomeration: districts of the Wrocław county neighbouring counties of Wrocław and the Wrocław county Lower Silesia: 5 sub-regions
Size of sample	n= 750. Share of Wrocław residents in the total sample 55.1%.	n= 750. Share of Wrocław residents in the total sample 55.3%.	n= 1000. Share of Wrocław residents in the total sample 55.11%, in Lower Silesia: 25%
Control of representativeness	<b>Sample controlled for the structure of sex, age and place of residence.</b> Participation of residents with higher education not bigger than 40%.	<b>Sample controlled for the structure of sex, age and place of residence.</b> Participation of residents with higher education not bigger than 40% (separately for Wrocław 40% and the agglomeration 40%).  In addition, the maximum quota of people declaring having their own business on the level of 20%.	<b>Sample controlled for the structure of sex, age and place of residence.</b> Participation of residents with higher education not bigger than 40% (separately for Wrocław 40% and the agglomeration 40%).  In addition, the maximum quota of people declaring having their own business on the level of 20%.
Use of numbers	<b>10970</b>	<b>12257</b>	<b>15107</b>
Disconnected	1231	1611	1113
Refusal	3191	4322	5971
Rescheduled	713	921	1121
Outside the sample	940	1258	2540
Implemented	750	750	1000

**Table 18. Characteristics of the CATI measurements**

## 8.2. SOCIAL PROFILE OF RESEARCH PARTICIPANTS IN THREE WAVES OF MEASUREMENT

According to the concept of the research, three waves of measurement were implemented subsequently, one for the first half of the ECoC year, one for the second half and one in the period directly following the end of the ECoC.

In the following measurements, the numbers of residents of Wrocław and the agglomeration were maintained on very similar levels, regardless of the altered proportions of the sample in the third measurement, i.e. enlarging the sample from 750 to 1000 observations. As a result, the number of samples for Wrocław and the agglomeration in all waves are practically the same, and in addition, in the third measurement, a sample for the remaining residents of Lower Silesia was implemented (outside of Wrocław and the agglomeration). In each of the three measurements, breakdown of selected parameters of the sample was controlled. They concerned the sex and age of the respondent, their place of residence – including the proportions between residents of Wrocław and the residents of Wrocław agglomeration and Lower Silesia.

Place of residence	1st wave (first half of the ECoC year)	2nd wave (second half of the ECoC year)	3rd wave (after the ECoC)
Wrocław	55,1% (413)	55,3% (415)	40,1% (401)
District neighbouring with Wrocław [agglomeration]	44,9% (337)	44,7% (335)	34,9% (349)
Other town in Lower Silesia	0%	0%	25% (250)
including			
JELEŃIA GÓRA region			8,4%
LEGNICA AND GŁOGÓW region			6,7%
WAŁBRZYCH region			9,9%
In total	n=750=100%	n=750=100%	n=1000=100%

**Table 19. Share of territorial areas of the research in particular CATI measurements (numbers are given in brackets)**

The table below presents the breakdown of socio-demographic features of the respondents, which provides the answer to the question who participated in the research, and allows the Reader to learn mutual proportions of numbers of the highlighted categories of respondents in the sample, from which comparative groups for the purpose of data analysis were isolated.

	1st wave (first half of the ECoC year)			2nd wave (second half of the ECoC year)			3rd wave (after the ECoC)				In total
	Wrocław	Agglomeration	In total	Wrocław	Agglomeration	In total	Wrocław	Agglomeration	Lower Silesia	In total	
<b>Sex</b>											
Woman	52,3%	49,9%	51,2%	52,3%	50,1%	51,3%	52,4%	50,1%	50,4%	51,1%	51,2%
Man	47,7%	50,1%	48,8%	47,7%	49,9%	48,7%	47,6%	49,9%	49,6%	48,9%	48,8%
<b>Age</b>											
16 -24 years	12,6%	15,1%	13,7%	12,8%	14,9%	13,7%	12,7%	15,5%	14,4%	14,1%	13,9%
25 - 34 years	24,9%	21,4%	23,3%	24,8%	21,5%	23,3%	24,7%	21,2%	20,4%	22,4%	23,0%
35 - 44 years	20,1%	20,5%	20,3%	20,7%	20,3%	20,5%	20,2%	20,3%	19,6%	20,1%	20,3%
45 - 54 years	14,5%	16,3%	15,3%	14,2%	16,4%	15,2%	14,5%	16,3%	16,0%	15,5%	15,4%
55 - 70 years	27,8%	26,7%	27,3%	27,5%	26,9%	27,2%	27,9%	26,6%	29,6%	27,9%	27,5%
<b>Education</b>											
Primary	2,9%	4,2%	3,5%	5,8%	6,9%	6,3%	3,5%	10,3%	19,6%	9,9%	6,9%
Vocational	4,1%	16,0%	9,5%	21,2%	24,5%	22,7%	13,0%	14,3%	34,0%	18,7%	17,1%
Secondary	35,1%	61,7%	47,1%	33,5%	35,8%	34,5%	46,4%	42,4%	29,2%	40,7%	40,8%
Higher	57,9%	18,1%	40,0%	39,5%	32,8%	36,5%	37,2%	33,0%	17,2%	30,7%	35,2%
<b>Family situation</b>											
supported by parents	7,5%	6,2%	6,9%	9,9%	11,6%	10,7%	10,2%	12,9%	12,4%	11,7%	10,0%
independent	21,8%	18,1%	20,1%	26,5%	14,3%	21,1%	22,9%	21,8%	19,6%	21,7%	21,0%
single with a child/children	5,6%	3,6%	4,7%	3,6%	3,0%	3,3%	3,5%	2,6%	2,0%	2,8%	33,5%
in a relationship without children	15,0%	9,8%	12,7%	15,4%	14,9%	15,2%	13,5%	12,0%	9,2%	11,9%	13,1%
in a relationship with children	33,7%	34,1%	33,9%	26,3%	31,9%	28,8%	28,4%	28,9%	26,0%	28,0%	22,4%
single, supporting children	13,1%	22,0%	17,1%	11,3%	16,1%	13,5%	13,5%	18,1%	21,6%	17,1%	10,0%
single, no longer supporting children	3,4%	6,2%	4,7%	7,0%	8,1%	7,5%	8,0%	3,7%	9,2%	6,8%	21,0%
<b>Social and professional situation</b>											
I go to school/ study	7,5%	5,6%	6,7%	9,9%	12,5%	11,1%	11,0%	10,6%	12,8%	11,3%	9,8%
I take care of the house	2,2%	4,2%	3,1%	3,4%	5,1%	4,1%	3,7%	6,3%	7,6%	5,6%	4,4%
I'm retired/a pensioner	13,8%	20,5%	16,8%	19,3%	24,8%	21,7%	23,7%	21,2%	26,8%	23,6%	21,0%
I'm unemployed	1,0%	2,7%	1,7%	3,6%	1,2%	2,5%	2,7%	4,3%	5,2%	3,9%	2,8%
I work full-time	27,6%	22,3%	25,2%	34,9%	27,8%	31,7%	38,9%	37,5%	37,2%	38,0%	32,3%
I do odd jobs	5,8%	6,5%	6,1%	8,4%	7,2%	7,9%	6,0%	5,7%	4,4%	5,5%	6,4%
I have a business/company	39,7%	35,6%	37,9%	17,8%	19,7%	18,7%	10,2%	11,5%	4,8%	9,3%	20,7%
Other situation	2,4%	2,7%	2,5%	2,7%	1,8%	2,3%	3,7%	2,9%	1,2%	2,8%	2,6%
<b>Economic situation</b>											
I live very poorly	2,4%	2,7%	2,5%	2,7%	0,6%	1,7%	2,8%	2,3%	0,4%	2,0%	2,1%
I live modestly	5,8%	9,5%	7,5%	13,5%	10,7%	12,3%	13,5%	10,0%	11,2%	11,7%	10,6%
I leave moderately well	40,0%	39,8%	39,9%	49,2%	48,7%	48,9%	43,8%	42,1%	49,2%	44,5%	44,5%
I live well	36,6%	37,4%	36,9%	27,7%	37,3%	32,0%	33,0%	39,5%	34,8%	35,7%	35,0%
I live very well	15,3%	10,7%	13,2%	7,0%	2,7%	5,1%	7,0%	6,0%	4,4%	6,0%	7,9%
In total n=100%	<b>413</b>	<b>337</b>	<b>750</b>	<b>415</b>	<b>335</b>	<b>750</b>	<b>401</b>	<b>349</b>	<b>250</b>	<b>1000</b>	<b>2500</b>

**Table 20. Breakdown of socio-demographic features of the respondents according to the order of comparative groups data for the three measurements and the sample in total**

Socio-demographic characteristics of the respondents illustrate the appointed measurement technique (CATI), properties of the basis of the sample, and to a smaller degree – the size of the sample. It should be highlighted that samples in all three measurements maintain an adequate structure in relation to sex, age, and place of residence, as all those features were fully controlled. In relation to the remaining variables, representativeness was not controlled or controlled in a limited way (education, professional activity).

In relation to the appointed method of measurement, the most critical turned out to be the issue of education, profile of professional activity of the respondents and self-assessment of financial situation. In this regard, the 1st measurement differs from the remaining ones and indicates the so called sample effect.

In general, the sample implemented in the 1st wave of the research presented an over-representation of people with higher education in Wrocław (57.9%), especially in comparison with residents of the agglomeration (18.1%). Whereas the percentage of people with higher education in Wrocław, estimated on the basis of existing data, is about 30%. Similarly with the percentage of people conducting business activity: in the 1st measurement, it was several times higher than what we know on the basis of research of economic activity of Poles conducted by the Main Statistical Office (BAEL). Even though control of the sample by weighing it in the first measurement in relation to professional activity and education didn't show significant changes in the characteristics of attitudes related to the subject of the research, in the following measurements the rules for selecting the basis of the sample (telephone base) were changed and additional restrictions regarding participation of people with higher education and conducting a business activity were introduced – in relation to known statistics concerning the researched population.

Thanks to the introduced changes, in the 2nd and 3rd wave of measurement much better parameters of the implemented sample were achieved, as it was characterized by a lower, and most of all levelled percentage of higher education among the residents of Wrocław and the agglomeration, as well as bigger percentage of people with vocational education, and what is more, those statistics in both measurements are stable, which is a proof of the cohesion of samples and credibility of data.

To the largest extent, those changes brought in effect lowering the percentage of self-employed people (37.9% in the 1st measurement, 18.7% in the 2nd measurement and 9.3% in the 3rd measurement) and raising the participation in the sample of people working full-time (from 25.2%, 31.7% to 38%), retired people and pensioners (from 16.8% to 21.7%, 23.6%) and people going to school/studying (6.7%, 11% to 11.3%). In comparison to the 1st measurement, the two following ones note also lowering the percentage of people declaring very good material situation (13.2%, 5.1% to 6%).

The obtained parameters of samples not only provide freedom in analysis of empirical material, thanks to the possibility of isolating comparative groups, but also – in the 2nd and 3rd measurement – significantly approximate parameters of sample achieved by research implemented using the traditional questionnaire technique.

All the treatments related to modification of the base of the sample and control of the breakdown of variables resulted in obtaining much better socio-professional characteristics, which are much closer to known characteristics of the population. **Interpretation of attitudes towards the ECoC and evaluation of participation in culture on the basis of all three sample is correct and doesn't give rise to significant research artefacts in relation to the subject of the research. Whereas, relating the data to socio-demographic features of the respondents in the 1st measurement, we should remember that they are in a relatively higher degree people with better education and with better economic situation, and with a different position on the job market.**

### 8.3. EXAMPLE OF QUESTIONS IN THE CATI RESEARCH 1ST-3RD MEASUREMENT

#### PARTICIPATION IN CULTURE IN THE CALENDAR YEAR OF THE EUROPEAN CAPITAL OF CULTURE WROCLAW 2016

Questionnaire for the CATI INTERVIEW FOR THE RESIDENTS OF WROCLAW AND THE REGION

Example of questions

Good morning, my name is [name and surname], we are currently conducting a series of surveys commissioned by the University of Wrocław, with participation of the residents of Wrocław and the region, concerning ways of spending free time, participation in culture and experience related to the events of the ECoC Wrocław 2016.

We care about your opinion on those subjects, so I invite you to participate in this short anonymous survey.

**[draft for the pollster]**

**K1. Are you the resident of:**

1. Wrocław
2. district neighbouring with Wrocław: Wrocław, Dzierżoniów, Świdnica, Środa Śląska, Trzebnica, Oleśnica, Oława or Strzelin county [agglomeration]
3. other town in Lower Silesia in the region of:
  - 3.1. Jelenia Góra,
  - 3.2. Legnica and Głogów,
  - 3.3. Wałbrzych.

**K2. Did you visit Wrocław in 2016**

[Questions for the residents from outside Wrocław (answer K1=2 or 3)]

1. for professional purposes
2. for personal and family purposes
3. for recreation – in relation to spending free time
4. in relation with participation in events of the ECoC Wrocław 2016
5. I haven't visited Wrocław in 2016 [answer excludes p7, p8]

**P1. How do you usually spend your free time during weekends?**

		never	rarely	rom time to time	often	very often
<b>A</b>	I frequent pubs, restaurants and cafes	1	2	3	4	5
<b>B</b>	I go to the cinema	1	2	3	4	5
<b>C</b>	I go to events, workshops and fairs with children	1	2	3	4	5
<b>D</b>	I participate in concerts of classical music	1	2	3	4	5
<b>E</b>	I visit theatres, galleries	1	2	3	4	5
<b>F</b>	I do gardening	1	2	3	4	5
<b>G</b>	I visit tourist attractions and recreation centres in Wrocław (ZOO, parks, Panorama Raclawicka, Ostrów Tumski etc.)	1	2	3	4	5
<b>H</b>	I do sports and spend time actively	1	2	3	4	5
<b>I</b>	I rest at home, watch TV	1	2	3	4	5
<b>J</b>	I meet my family and friends	1	2	3	4	5
<b>K</b>	I watch live sports events	1	2	3	4	5

**P2. Have you ever heard that Wrocław is the European Capital of Culture (ECoC Wrocław 2016)?**

[Remark to the pollster: the question is about just hearing about the ECoC, regardless of interest and knowledge]

1. Yes
2. No → selected answer excludes p3, p4, p5, p5a, p9, p10, p11.

While: P6 – change of content of the question for those who haven't heard about the ECoC]

**P3. How would you describe your interest in the events of the European Capital of Culture in Wrocław?**

To answer, please use the scale from 1 to 7, where “1” means “I’m not interested at all” and 7 means “I’m very interested”.

None	1	2	3	4	5	6	7	Very big
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**P4. To what extent did you feel informed about the events of the European Capital of Culture Wrocław 2016?**

To answer, please use the scale from 1 to 7, where 1 means “I’m not informed at all” and 7 – “I’m very well informed”

I feel not informed at all	1	2	3	4	5	6	7	I feel fully informed
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**P5. In your opinion, how did Wrocław perform as the European Capital of Culture 2016?**

1. Very bad
2. Bad
3. Partly bad, partly good
4. Good
5. Very good

[In case of lack of answers or the answer Difficult to say – leave an empty place]

**P5a. During 2016, have you participated in any events organized as part of the ECoC Wrocław 2016?**

[Pollster can mark answers 1 and 2 at the same time, answer 3 and 4 excludes the others]

1. Yes, in Wrocław
2. Yes, outside Wrocław
3. No
4. I don't know/Difficult to say

**P6. Please state in which types of events, organized as part of the ECoC Wrocław 2016 in Wrocław or outside it, did you participate in 2016:**

[Attention: We mean here the ECoC events taking place not only in Wrocław, but also in the region].

We ask everyone. AT FIRST ACCORDING TO THE CONTENT ABOVE. IF the respondent haven't heard about the ECoC and declared in P5a that he definitely wasn't or Difficult to say, then we READ THE QUESTION in the following VERSION:

Please state in which types of events, did you participate in 2016 during your free time:

		NO	YES
A	open events, free of charge, with no entrance fee	0	1
B	paid events, for which you need to buy a ticket/pay entrance fee	0	1
C	mass events gathering a large audience	0	1
D	small events, for maximum a few dozen people	0	1
F	fairs, picnics, culinary events, etc.	0	1
G	events taking place in cultural institutions (theatres, museums, galleries, cinemas, concert halls, etc)	0	1
H	open-air, outdoor events (in parks, streets, backyards)	0	1
I	events taking place in clubs, cafes and similar locations	0	1
K	events demanding active participation, such as workshops and creative activities	0	1
L	events for families and children	0	1
M	sports events	0	1

**P7. Have you participated in person in any of the following events in Wrocław:**

[Question only for residents of Wrocław and residents visiting Wrocław K2 was in Wrocław]

		NO	YES
A	Awakening and the Opening Ceremony of the ECoC (17.01.2016)	0	1
B	Concert of Ennio Morricone (23.02.2016)	0	1
C	European Literature Night (23.04.2016)	0	1
D	European Literature Night: Extra Time (19.06.2016)	0	1
E	Thanks Jimi Festival – the Guitar Guinness World Record (26.04.2016)	0	1
F	Big Bands Concert on Pergola (30.04.2016)	0	1
G	This year's Jazz on the Odra Festival	0	1
H	The evening Flow performance (11.06.2016)	0	1
I	The Spanish Night with Carmen - Zarzuela Show at the Wrocław Stadium (18.06.2016)	0	1
J	PKO Night Half-marathon in Wrocław (18.06.2016)	0	1
K	Concert of David Gilmour (25.06.2016)	0	1

L	New Horizons International Film Festival (21-31.07.2016)	0	1
M	TIFF Festival 'Rivers and Roads' (2-4.09.2016)	0	1
N	Singing Europe concert of choirs (Wrocław Stadium, NFM, Mary Magdalene Church, 23.07-6.08.2016)	0	1
O	International Theatre Olympics – performances, events (14.10.-11.11.2016)	0	1
P	Sky Web: Closing Ceremony of the ECoC Wrocław 2016 (15-17.12.2016)	0	1
R	Silent Disco at Centennial Hall (17.12.2016)	0	1
S	New Year's Eve on Wrocław Market Square (31.12.2016)	0	1

**P8. During this year, have you also happened to, in Wrocław:**

[Question only for residents of Wrocław and residents visiting Wrocław K2 was in Wrocław]

		NO	YES
A	See the cultural presentation of Lublin in Wrocław on Szajnochy Street (25-29.05.16)	0	1
B	See the cultural presentation of Łódź (14.17.07.16) in Browar Mieszczański, at Hubska Street	0	1
C	See the cultural presentation of Szczecin in a container at Wzgórze Polskie (17-19.06.16)	0	1
D	See the cultural presentation of Poznań (1-3.07.16)	0	1
E	See the cultural presentation of Gdańsk (30.07-5.08.2016) in the apartment house Rynek 25	0	1
F	See the cultural presentation of Katowice (15-21.08) in the apartment house Rynek 25 and the City Arsenal	0	1
G	Meet in April, in a tram or bus, a person dressed in yellow, lending books to passengers	0	1
H	See in Wrocław or nearby poetry and literature in an unusual location: on a car, on a packaging paper, on a printout	0	1
I	See the cultural installations at the POP UP Pavillon at Nowy Targ Square in Wrocław	0	1
J	Visit containers of culture, artistic pavilions in Wrocław parks	0	1
K	See artistic installations in backyards of Wrocław housing estates and in gates of apartment houses	0	1

**P9. Please say if – in a general way – for you the participation in the ECoC Wrocław 2016 event (in Wrocław or the region) was:**

[Please mix randomly the scale of answers. Question for those declaring participation in the ECoC P5a=1,2]

		Very often	Often	Sometimes	Sporadically	Never
A	was an opportunity to meet family and friends	5	4	3	2	1
B	provided moving experiences, positive emotions	5	4	3	2	1
C	provided an opportunity to learn/experience something new or unique	5	4	3	2	1
D	inspired reflection, own interpretations	5	4	3	2	1

E	provided an opportunity to spend time in an interesting way	5	4	3	2	1
F	became a topic of conversation with friends and acquaintances	5	4	3	2	1
G	made you feel better, more refined	5	4	3	2	1
H	provided an opportunity to have good fun	5	4	3	2	1
I	broadened knowledge of some subject	5	4	3	2	1
I	inspired the feeling of disappointment	5	4	3	2	1
J	were an ordinary and known experience	5	4	3	2	1

**P10. People speak in various ways about what the ECoC in Wrocław is and how to evaluate it. I will read a few of such statements now. Please tell how accurately, in your opinion, do they describe the ECoC Wrocław 2016?**

[Please mix randomly the scale of answers]

		I decisively disagree	I rather disagree	I partially agree, partially not	I rather agree	I decisively agree	I don't know, difficult to say
A	Propaganda of power	1	2	3	4	5	9
B	An event for the chosen ones	1	2	3	4	5	9
C	A time to experience culture and meet with beauty	1	2	3	4	5	9
D	Freedom to experience art for everyone	1	2	3	4	5	9
E	An event for the rich	1	2	3	4	5	9
F	Permanent changes in the cultural life of the city	1	2	3	4	5	9
G	Activating culture	1	2	3	4	5	9
H	Unnecessary expenses	1	2	3	4	5	9
I	A year-long celebration of Poland and Europe in Wrocław	1	2	3	4	5	9
J	Discussion on our identity	1	2	3	4	5	9
K	Reclaiming friendly urban space, space for beauty	1	2	3	4	5	9
L	A Lower Silesian event	1	2	3	4	5	9
M	Freedom to create art for everyone	1	2	3	4	5	9
N	A year-long celebration of Wrocław in Poland and Europe	1	2	3	4	5	9
O	Impulse for cultural development and education for culture	1	2	3	4	5	9
P	An event exclusively for the residents of Wrocław	1	2	3	4	5	9

**P11. To what extent do you agree that the ECoC ESK Wrocław 2016:**

[Please mix randomly the scale of answers]

For residents from outside Wrocław and the agglomeration, we read the phrase “region” instead of “Wrocław” and “Wrocław residents”

		I decisively disagree	I rather disagree	I partially agree, partially do not	I rather agree	I decisively agree
A	Was known in Poland.	1	2	3	4	5
B	Was known in Lower Silesia.	1	2	3	4	5

<b>C</b>	Was a good promotion of Wrocław in Europe.	1	2	3	4	5
<b>D</b>	Disseminated culture among the residents of Wrocław/ the region.	1	2	3	4	5
<b>E</b>	Contributed to the development of the cultural life in Wrocław/ the region.	1	2	3	4	5
<b>F</b>	Allowed residents of Wrocław to be proud of their city.	1	2	3	4	5
<b>G</b>	Provided residents of Wrocław /the region with interesting ways of spending free time.	1	2	3	4	5
<b>H</b>	Was an attraction drawing tourists.	1	2	3	4	5
<b>I</b>	Was one of the factors contributing to the economic growth of Wrocław/ the region.	1	2	3	4	5
<b>K</b>	Is an event in which every resident of Wrocław / the region should participate.	1	2	3	4	5

**P12. In your opinion, can we include into culture**

[Only in the 2nd measurement]

[Please mix randomly the scale of answers]

		No	Rather no	Sometimes yes, sometimes no	Rather yes	Yes
<b>A</b>	Patriotism	1	2	3	4	5
<b>B</b>	Cooking	1	2	3	4	5
<b>C</b>	Gardening	1	2	3	4	5
<b>D</b>	Music for the young	1	2	3	4	5
<b>E</b>	Morality	1	2	3	4	5
<b>F</b>	How we address each other	1	2	3	4	5
<b>G</b>	Pornography	1	2	3	4	5
<b>H</b>	Tradition	1	2	3	4	5
<b>I</b>	How we treat other nations	1	2	3	4	5
<b>J</b>	Television	1	2	3	4	5
<b>K</b>	The skill to guide conversation	1	2	3	4	5
<b>L</b>	Pop music	1	2	3	4	5
<b>M</b>	Computer games	1	2	3	4	5
<b>N</b>	Fashion	1	2	3	4	5
<b>O</b>	Photography	1	2	3	4	5
<b>P</b>	How we furnish our homes	1	2	3	4	5
<b>R</b>	Religion	1	2	3	4	5
<b>S</b>	Dance	1	2	3	4	5
<b>O</b>	Doing sports, running	1	2	3	4	5
<b>P</b>	Watching sports events live	1	2	3	4	5
<b>R</b>	Frequenting pubs, restaurants	1	2	3	4	5
<b>S</b>	Reading books	1	2	3	4	5
<b>T</b>	Watching TV	1	2	3	4	5
<b>U</b>	Trips and weekend excursions	1	2	3	4	5

**P13. In your opinion, which features should the culture in Wrocław have? Wrocław culture should.... [2nd measurement only]]**  
 [Attention questions only for the residents of Wrocław. Please mix the scale]

		No	Rather no	Sometimes yes, sometimes no	Rather yes	Yes
<b>A</b>	promote local artists	1	2	3	4	5
<b>B</b>	serve the development of the city	1	2	3	4	5
<b>C</b>	be attractive for the residents of the region	1	2	3	4	5
<b>D</b>	be attractive for tourists	1	2	3	4	5
<b>E</b>	be present close to the place of residence	1	2	3	4	5
<b>F</b>	activate residents of housing estates to act together	1	2	3	4	5
<b>G</b>	provide opportunities to spend free time close to the place of residence	1	2	3	4	5
<b>H</b>	promote the brand of Wrocław outside	1	2	3	4	5
<b>I</b>	be an important part of the local economy	1	2	3	4	5
<b>J</b>	be recognizable in the country through huge and known events	1	2	3	4	5
<b>K</b>	be present in untypical places outside theatres, museums and galleries	1	2	3	4	5
<b>L</b>	provide entertainment for the residents	1	2	3	4	5
<b>M</b>	educate	1	2	3	4	5
<b>N</b>	improve	1	2	3	4	5
<b>O</b>	be the pride of the city centre	1	2	3	4	5
<b>P</b>	combine the tradition and potential of Lower Silesia	1	2	3	4	5
<b>R</b>	be a tool for effective social policy	1	2	3	4	5
<b>S</b>	be available for people of modest means	1	2	3	4	5

## CERTIFICATE

### M1. Sex:

1. woman
2. man

### M2. Year of birth:

 year

### M3. Education:

1. no formal education/primary/middle school
2. vocational
3. secondary technical or general, post-secondary
4. higher [control of % max 40% separately for Wrocław and Lower Silesia in 2nd and 3rd measurement]

**M4. Place of residence**

1. Wrocław
2. A town over 40 thousand residents
3. A town below 40 thousand residents
4. Village

**M5. How would you describe your family situation?**

1. I am supported by my parents
2. I am independent
3. I am single and support a child/children
4. I live in a relationship without children
5. I live a relationship with children
6. I live in a relationship and no longer support my children
7. I am single and no longer support my children

**M6. How would you describe your financial situation? Which of the phrases below matches your situation the best?**

- I live very poorly, I cannot afford to cover even the basic needs,
- I live modestly, I have to economize every day,
- I live moderately – I have enough money for everyday needs, but I have to save for bigger purchases,
- I live well – I can afford a lot without saving especially,
- I live very well – I can afford some luxuries.

**M7. What's your professional situation?**

1. I go to school/study
2. I take care of the house
3. I'm retired/a pensioner
4. I'm unemployed
5. I work full-time
6. I do odd jobs
7. I have a business/company [attention control of structure max 20% of the sample in 2nd and 3rd measurement]
8. other situation



