

Istituto per gli Studi sulla Pubblica Opinione

**Contemporary art:  
the perception of the Italian population**

June 2008

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## Research objectives and method

**This research has the objective of collecting information on the interest of Italians in art, particularly contemporary art.**

**To develop an interest in this research, a sample of 1000 people were interviewed through a computer panel that were representative of the Italian population over 18, and which were given a structured questionnaire for analyzing the themes of the research:**

- ✓ interest and opinions on art in general and more specifically, on contemporary art;**
- ✓ visiting art venues (exhibits, displays, galleries, fairs, television programs on art);**
- ✓ willingness to purchase contemporary art objects and their significance.**

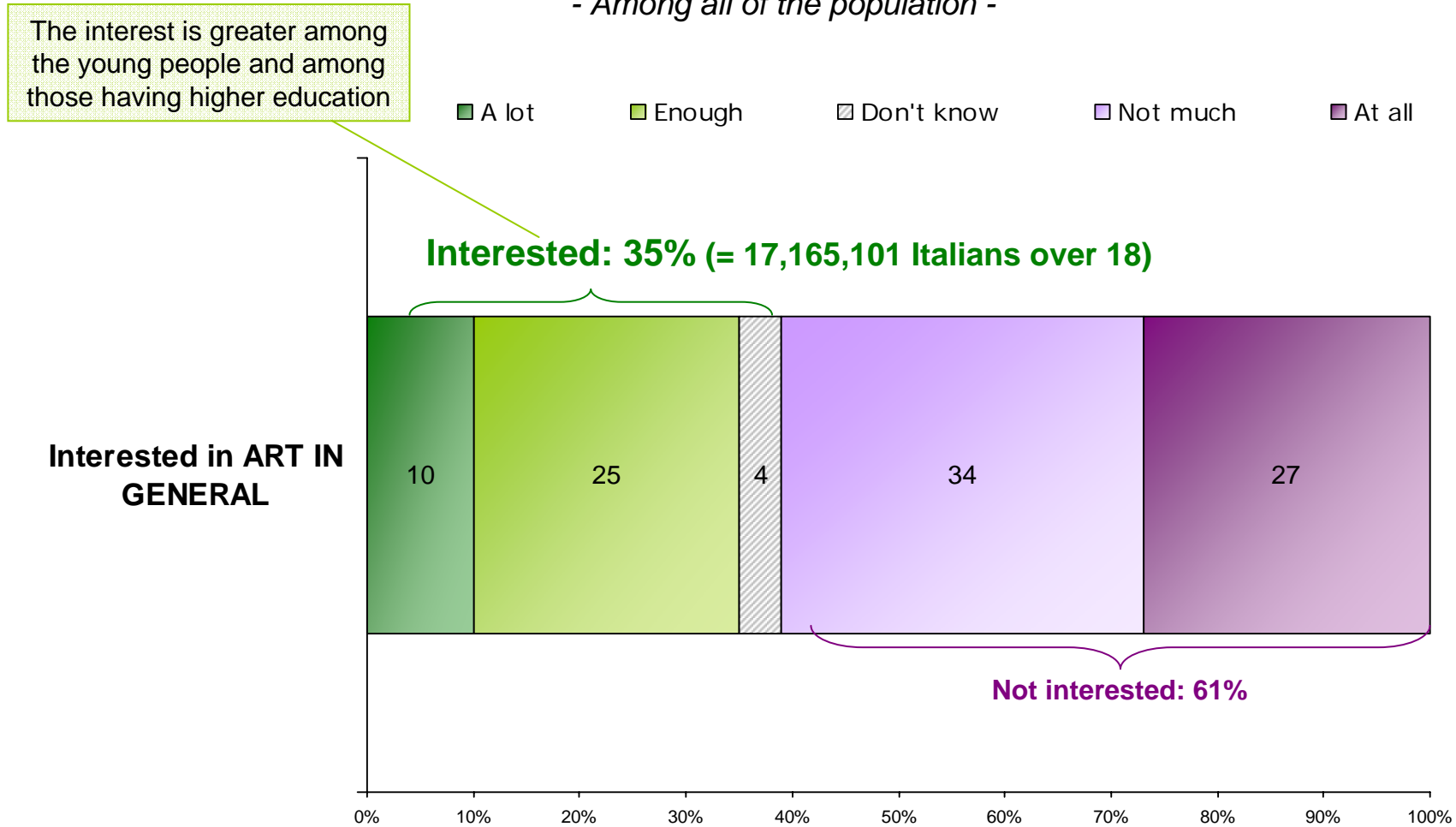
**Another objective set by this research was to understand if Italians are aware of the sponsorship of contemporary art events on the part of private companies and which sector, according to the population's opinion, is most suited for supporting contemporary art: the Government, private companies, both or none of the two.**

✓ **Italians and art**

# The interest towards art in general

One out of 3 Italians is interested in art in general.

- Among all of the population -



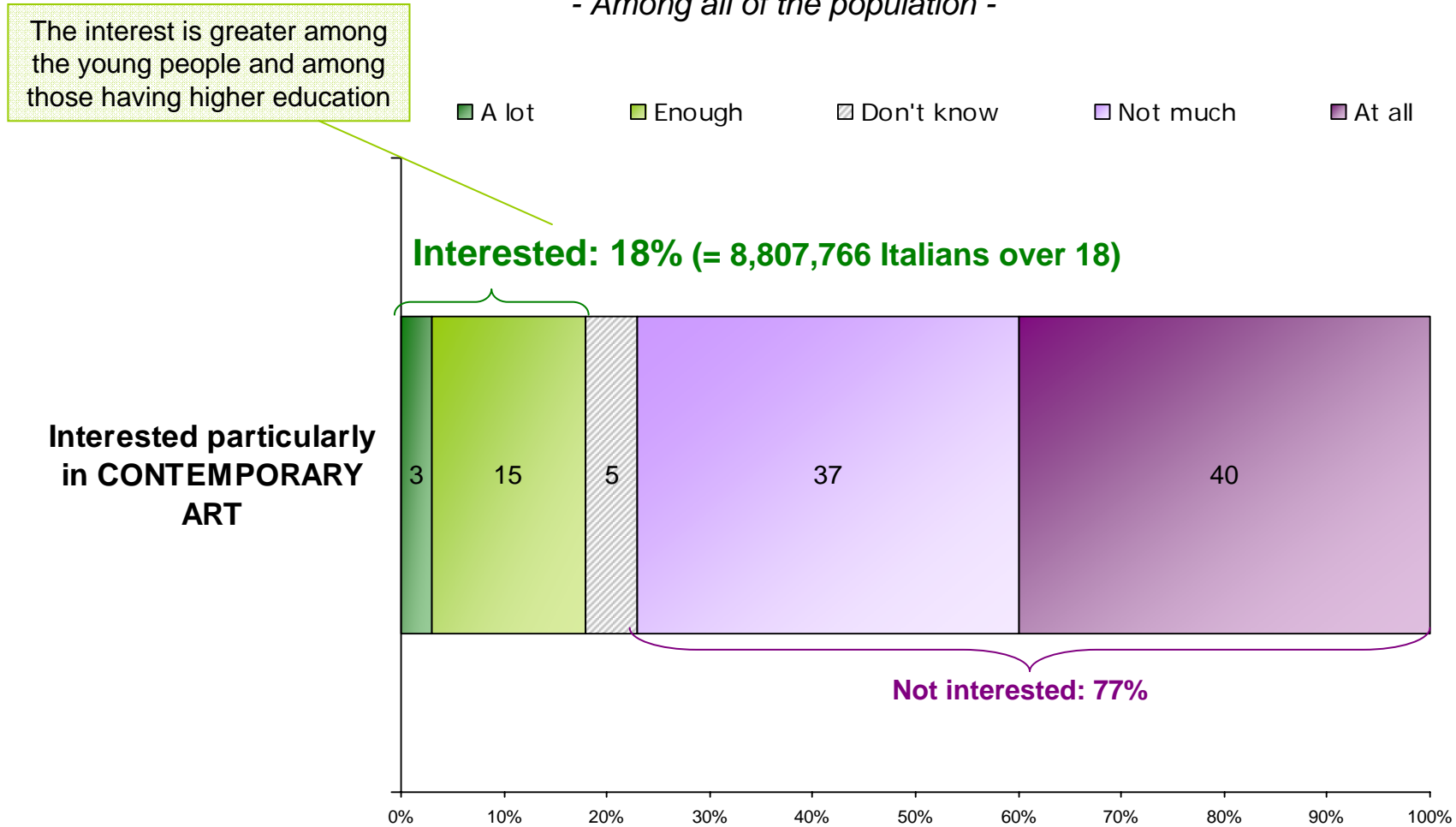
QUESTION: "How would you express your interest:"

Percentage values - Cases: 1000

## Interest in contemporary art

Lower percentage of those interested in contemporary art: less than one Italian out of 5.

- Among all of the population -



QUESTION: "How would you express your interest:"

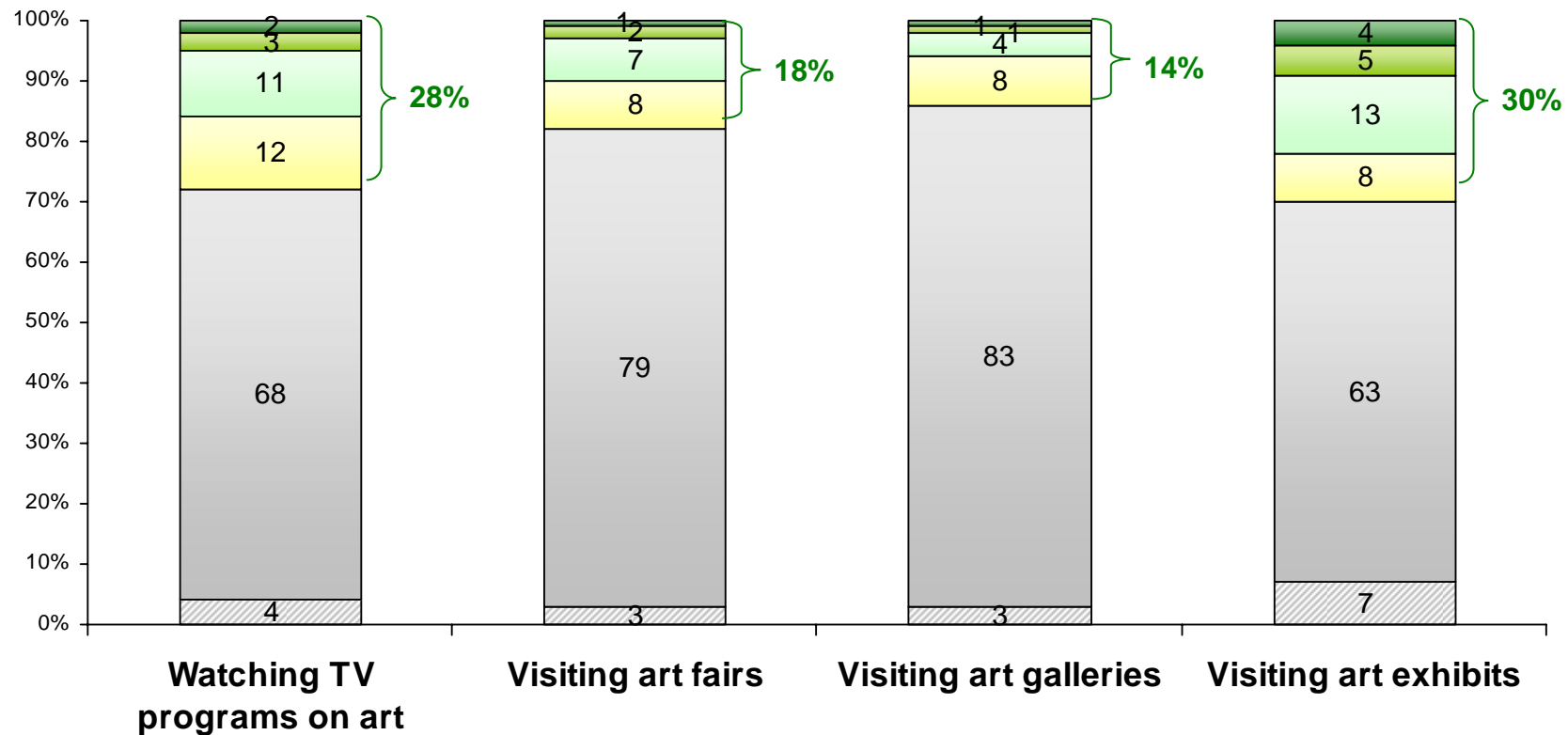
Percentage values – Cases: 1000

## Attending art venues

Television programs on art are the most widespread among the population, since they have been seen at least once in the last 6 months by 30% of the Italians. Visits to exhibits and displays follow closely.

- Among all of the population -

Don't know/don't remember  
  Never  
  1 time  
  2/3 times  
  4/6 times  
  More than 6



QUESTION: "With reference to the last 6 months, how often have you done the following things?"

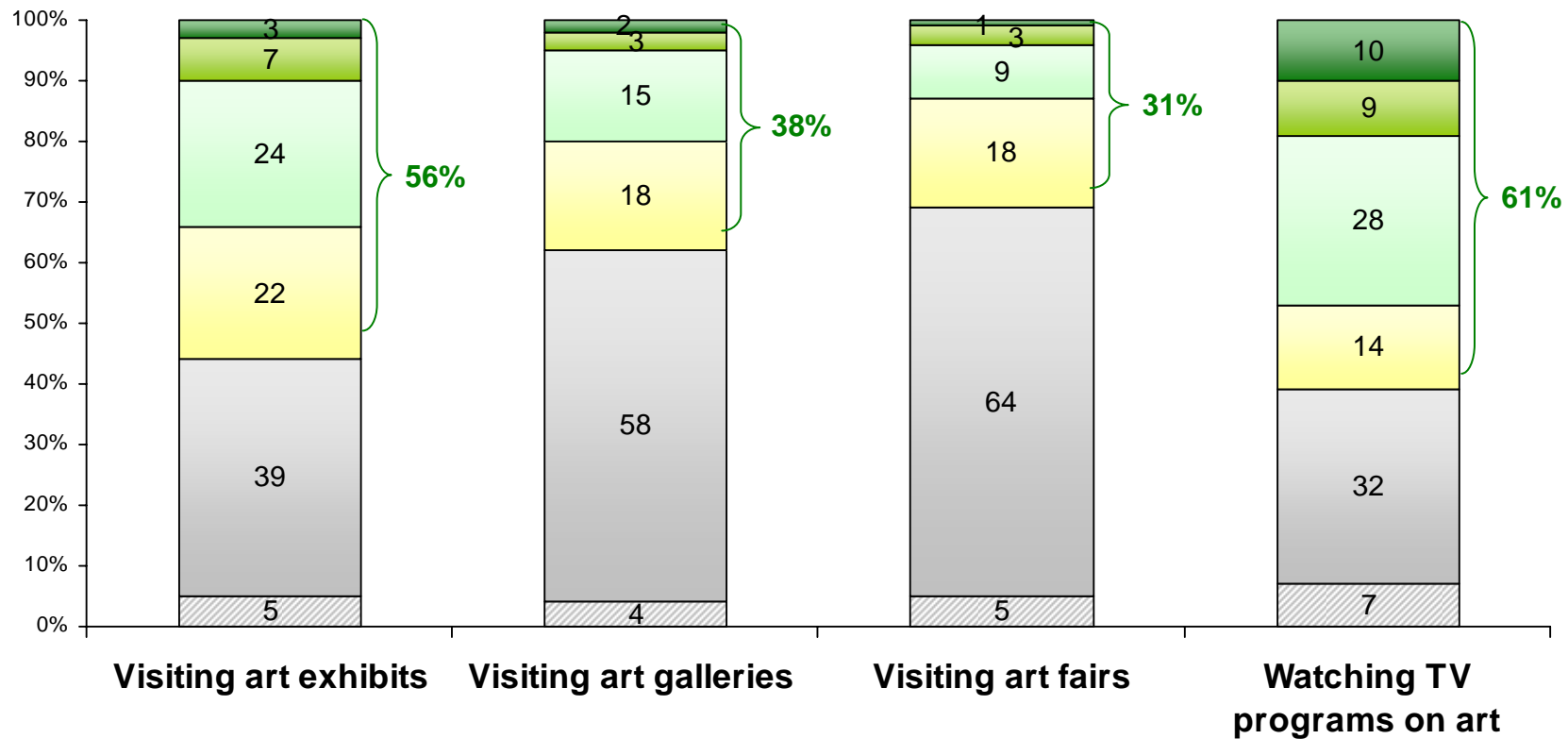
Percentage values – Cases: 1000

## Attending art venues

Attending art venues, as watching television programs (that rank at the top) increases among those that are interested in art.

- Among those *interested* in art in general or specifically in contemporary art -

Don't know/don't remember  
  Never  
  1 time  
  2/3 times  
  4/6 times  
  More than 6 times



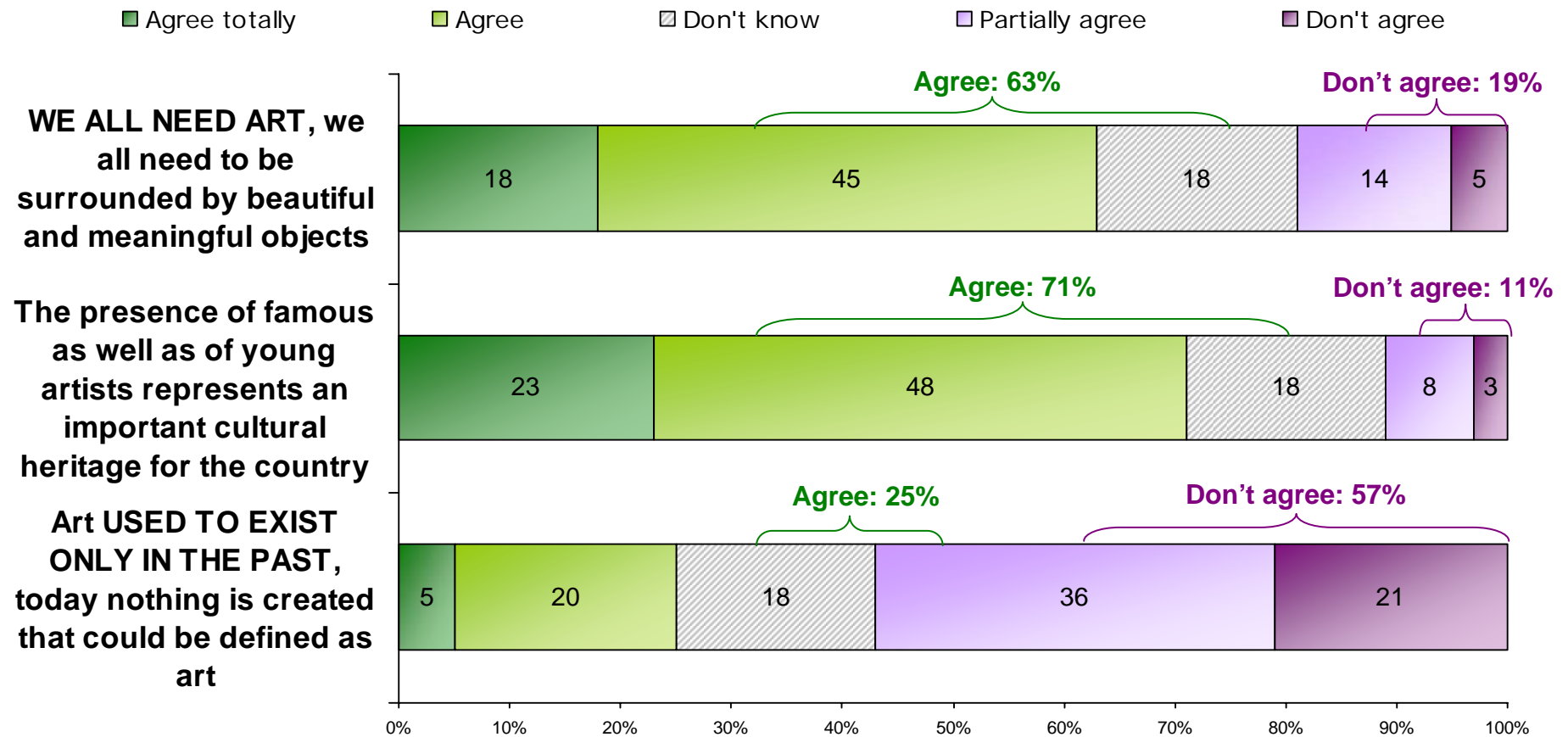
QUESTION: "With reference to the last 6 months, how often have you done the following things?"

Percentage values – Cases: 357

## Various opinions on art

Positive opinions emerge regarding the need and the search for that which is “beautiful” and the importance of the presence of artists, that receive consensus from the absolute majority of the population. Only one Italian out of 4 feels that art is exclusively linked to the past. Particularly positive opinions are held among those having higher education, among those residing in the North-Eastern part of the country and among those who are interested in art.

- Among all of the population -



QUESTION: "Can you express your level of agreement about the statements you read here below?"

Percentage values - Cases: 1000

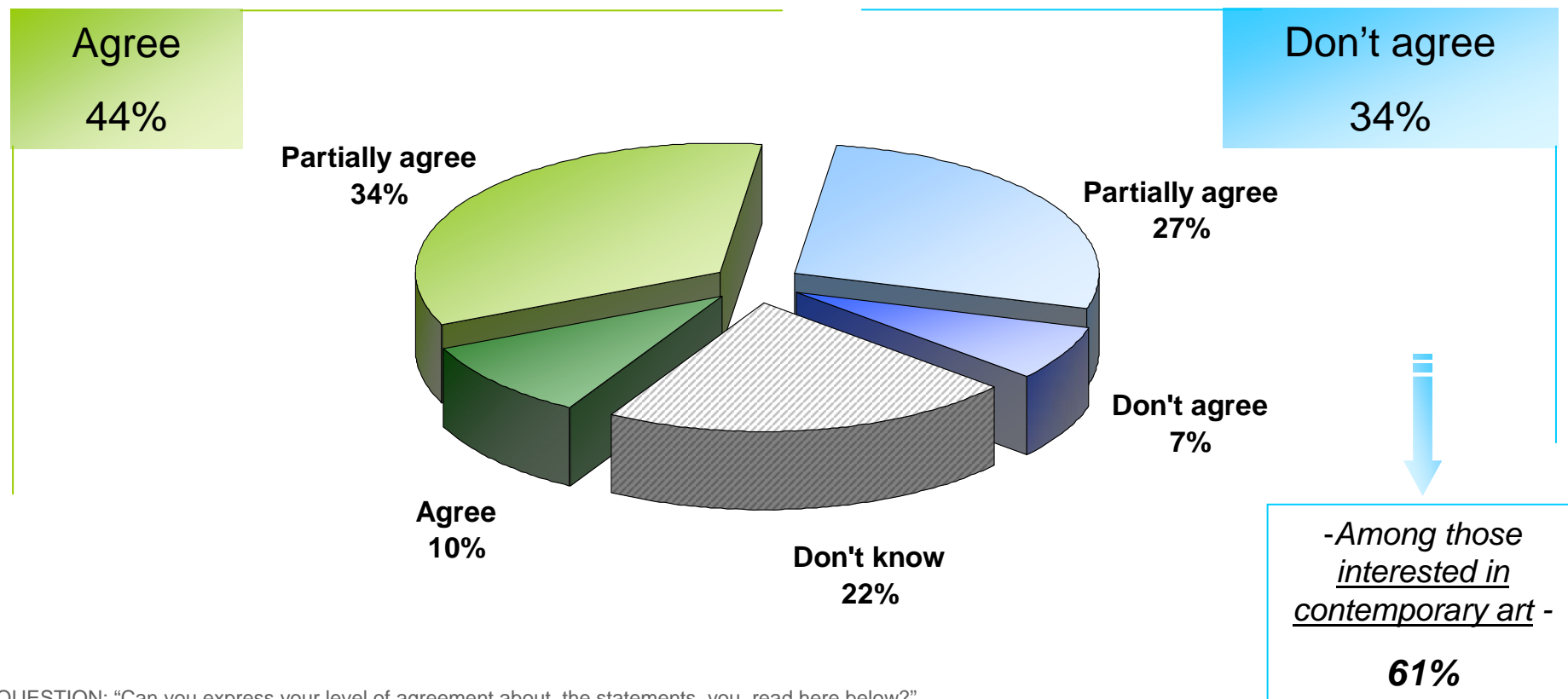
✓ Contemporary art

## Access to contemporary art

Contemporary art is perceived as being of difficult access and understanding by 44% of the population, while a significant percentage, 22%, doesn't have an opinion on this matter. Of a different opinion are 34% of Italians who feel that contemporary art is not only for experts, an opinion that is supported largely by those interested in contemporary art.

«Contemporary art is a sector reserved only for experts»

- Among all of the population -

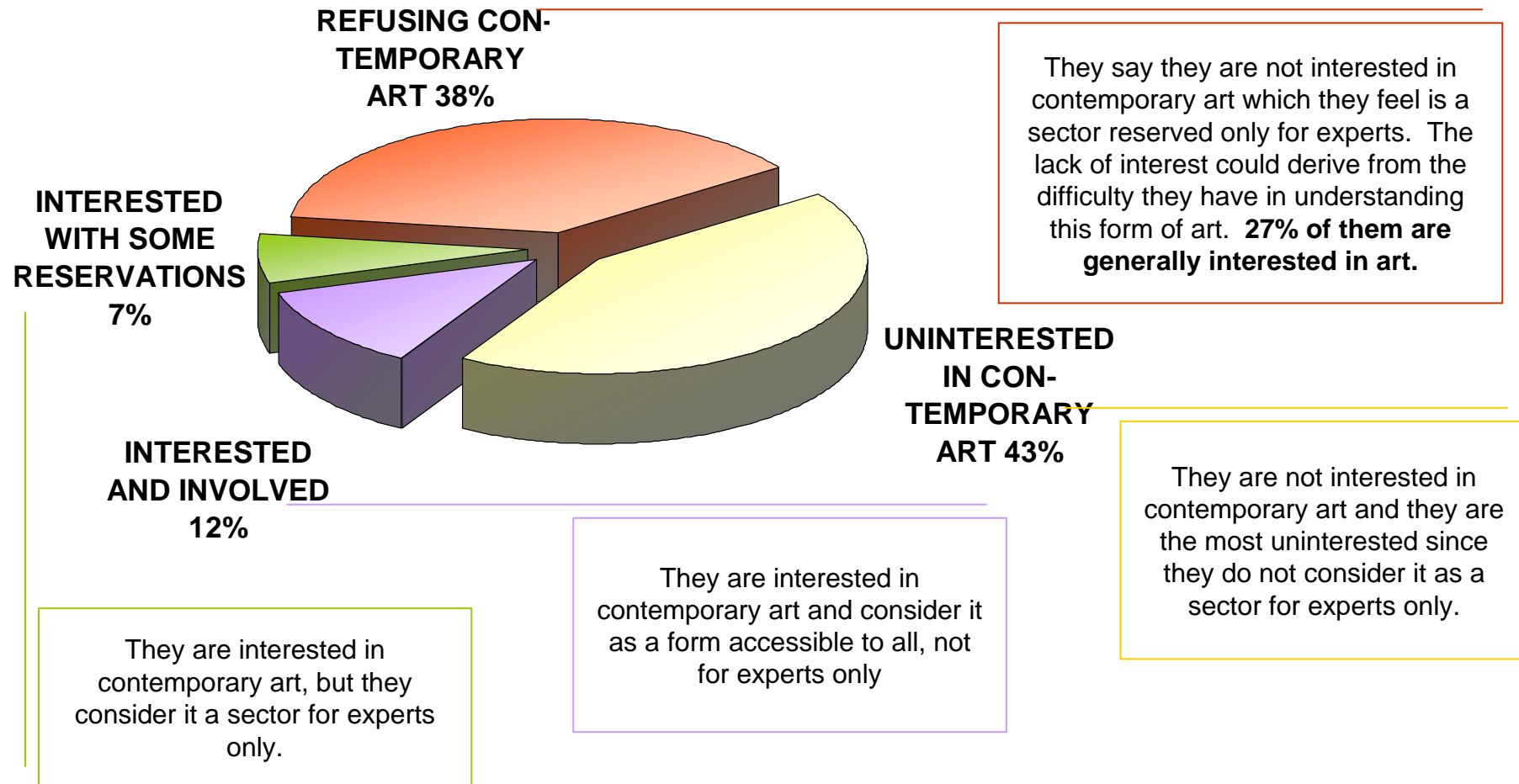


QUESTION: "Can you express your level of agreement about the statements you read here below?"  
Percentage values - Cases: 1000

## Italians on the basis of interest and access

Evaluating at the same time the interest expressed in contemporary art and the easy or non easy access to art, the following typology of Italians emerges:

- Among all the population -



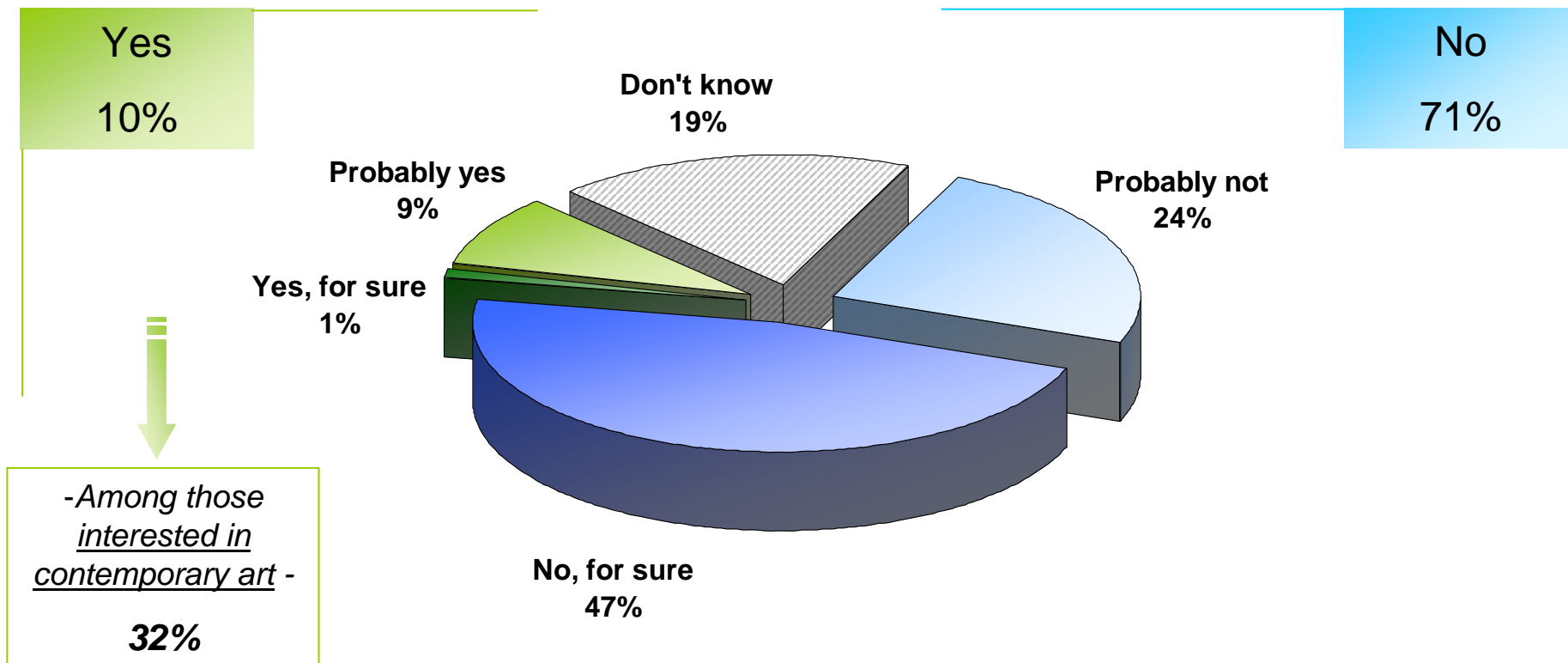
The typology was based on the crossover of percentage of agreement and disagreement on topics "How interested are you in contemporary art" and "Is contemporary art a sector for experts only."

## Intending to purchase contemporary art objects

10% of Italians stated their intention of wanting to purchase a contemporary art object. A significant part, nearly one Italian out of 5, is doubtful, but doesn't say no to it. The intention to purchase such an object increases among those interested in contemporary art.

«Do you think of purchasing a contemporary art object in the future?»

- Among all of the population -



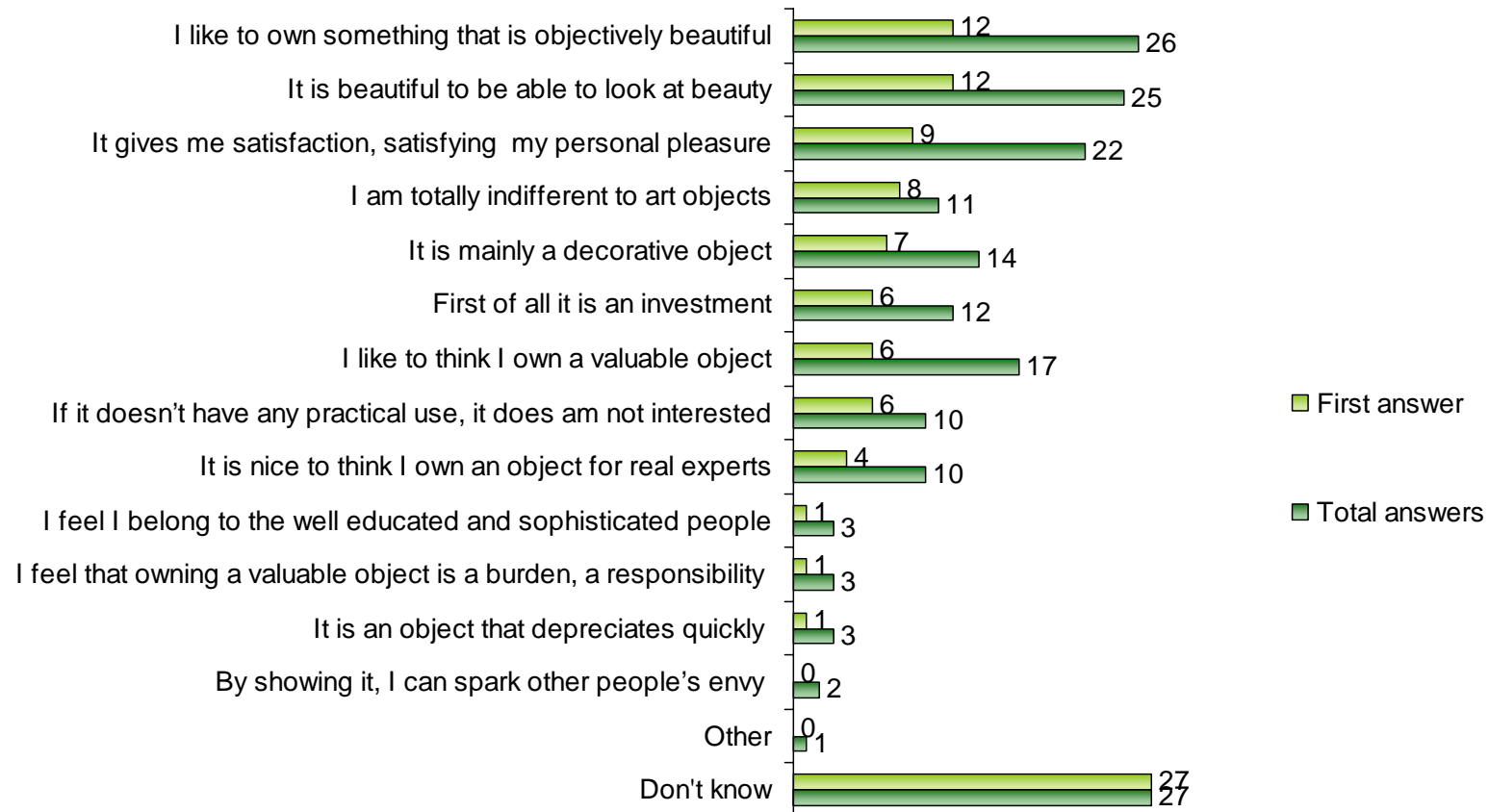
QUESTION: "Do you think of purchasing a contemporary art object in the future?"

Percentage values - Cases: 1000

## What does it mean to own a contemporary art work

The pleasure of owning something “beautiful” and the pleasure of being able to “look at beauty” represent the principal meanings attributed by the population to owning art.

- Among all of the population -

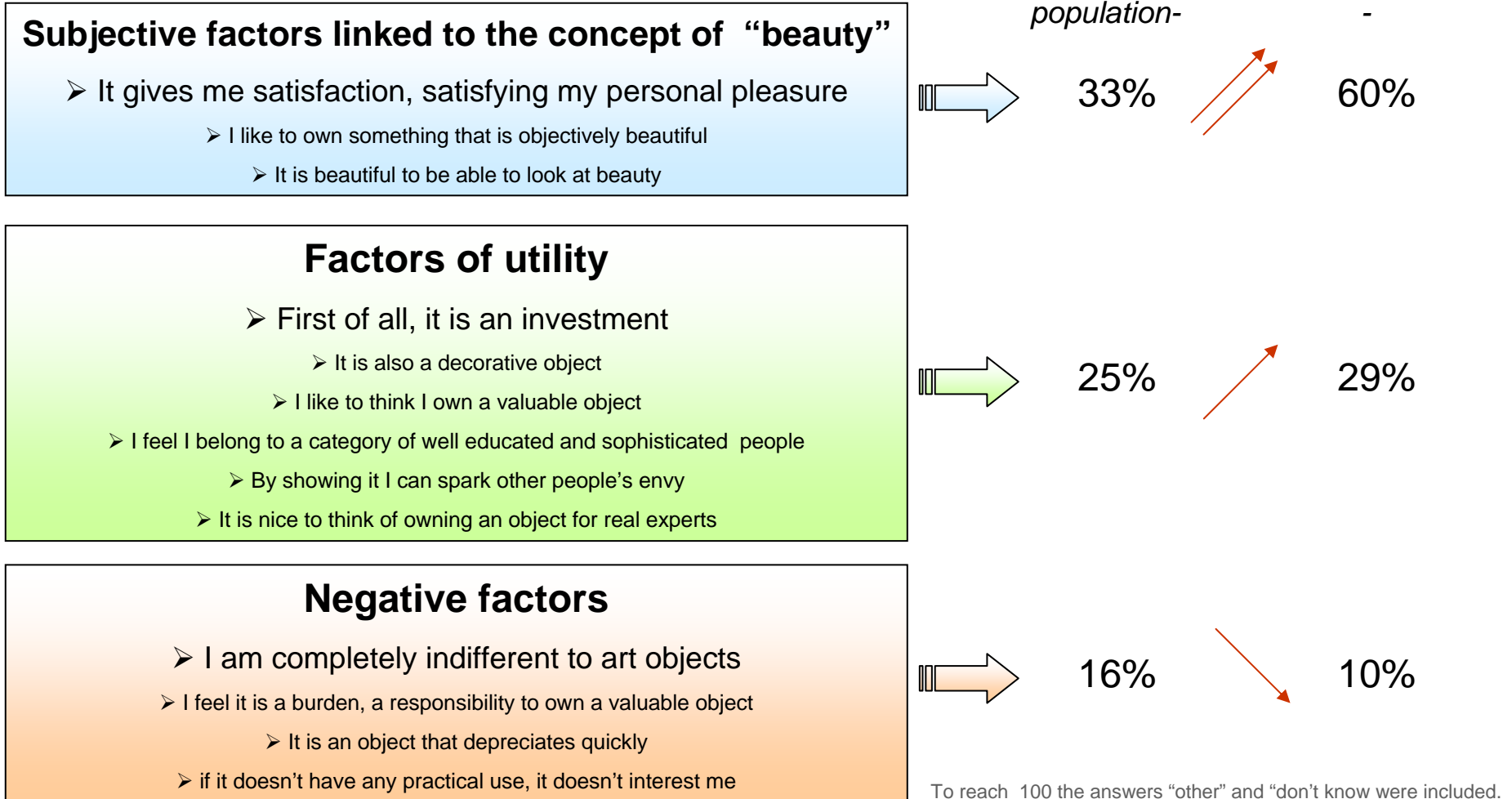


QUESTION: “We are specifically talking about contemporary art. Imagine owning a contemporary art work, or if you already own one, think of your personal experience. What does it mean to you to own a contemporary art work? Among the possible meanings listed below, indicate which one you agree with the most in order of importance up to a maximum of 3”

Percentage values – Cases: 1000

# What does it mean to own a contemporary artwork (first answer)

Subjective factors linked to the concept of beauty rank first.



QUESTION: “ We are specifically talking of contemporary art. Imagine owning a contemporary art work, or if you already own one, think of your personal experience. What does it mean to you to own a contemporary art object? Among the possible meanings listed below, indicate the one you agree with the most in order of importance up to a maximum of 3”

Percentage values - Cases: population 1000; would purchase 96

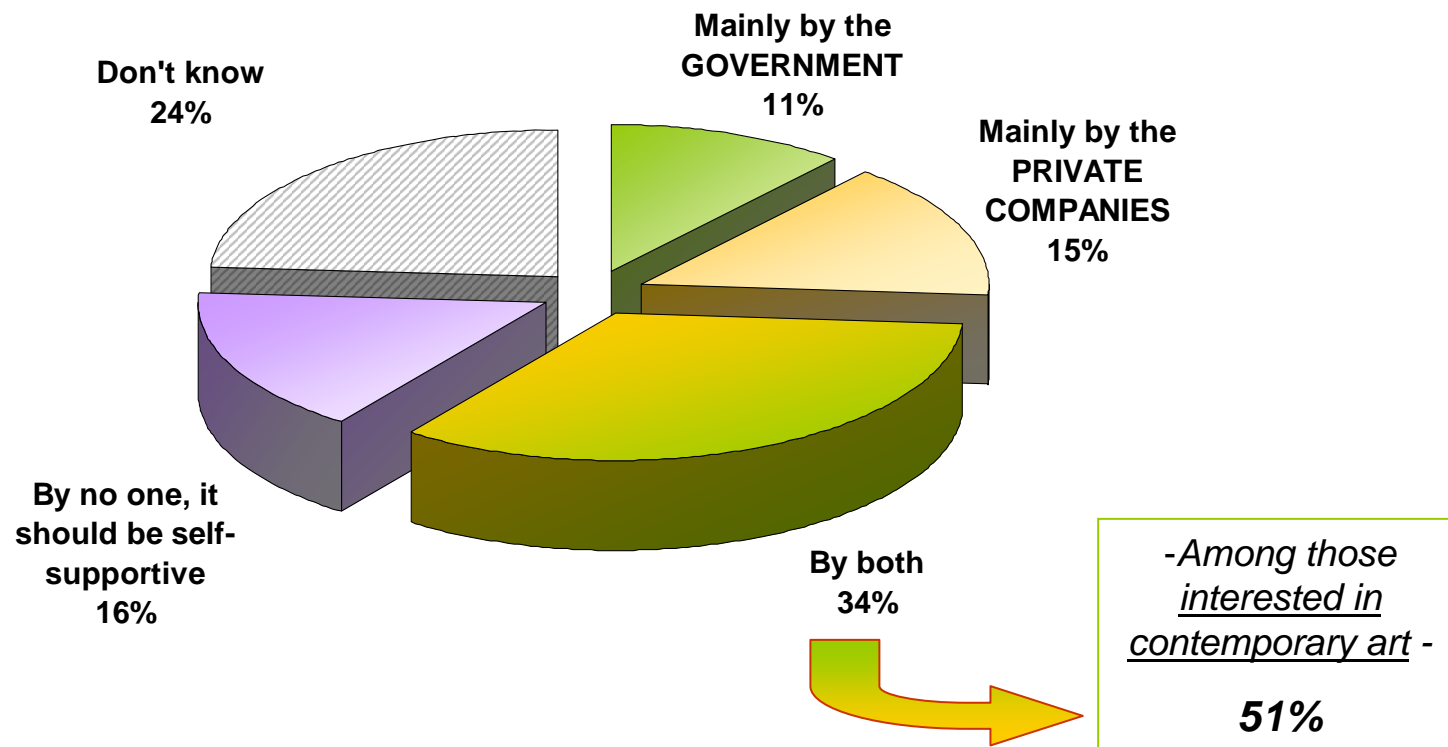
- ✓ Supporting contemporary art

## Supporting the contemporary art sector

The relative majority of the population, 34%, feels that contemporary art should be supported both by the Government and by private companies. This opinion is shared mostly (51%) among those who are interested in this sector.

«According to you, should the contemporary art sector be supported:»

- Among all of the population -



QUESTION: "According to you, should the contemporary art sector be supported:"

Percentage values - Cases: 1000

## Population sample interviewed

	Total	%
<b>GENDER</b>		
-Male	480	48
-Female	520	52
<b>AGE GROUPS</b>		
-18-24 years	87	9
-25-34 years	167	17
-35-44 years	197	19
-45-54 years	163	16
-55-64 years	145	15
-over 64 years	241	24
<b>EDUCATION</b>		
-None/Elementary	278	28
-Middle School	346	35
-Diploma	276	27
-University Degree/Post graduate	100	10

	Total	%
<b>PROFESSION</b>		
-Self-employed	122	12
-Employed	186	18
-Worker	157	16
-Housewife	179	18
-Retired	227	23
-Looking for a job/unemployed	29	3
-Other and students	100	10
<b>GEOGRAPHICAL AREA</b>		
-North West	269	27
-North East	192	19
-Center	199	20
-South and islands	340	34
<b>SIZE OF MUNICIPALITY</b>		
-Up to 5000 people	177	18
-5,001-20,000 people	295	29
-20,001-50,000 people	180	18
-50,001-100,000 people	114	11
-over 100,001people	234	24

# Research card



Note: (in compliance with the regulation issued by the Authority for Guarantees in Communication regarding publication and distribution of surveys on mass media tools: resolution 153/02/CSP, published on G.U. 185 dated 8/8/2002 and 237/03/CSP dated 9/12/2003)

- **Research institute: I.S.P.O.**
- **Commissioning Customer : Terna - Rete Elettrica Nazionale S.p.A.**
- **Type and object of the survey: opinion survey conducted nation wide**
- **Method of information collection: Panel – interviews recorded at home through the computer**
  - **Field of reference: population over 18 residing in Italy**
- **Sample: representative of the Italian population over 18 for typology, age, education, professional status, geographical area and demographic size of urban centers of residence**
  - **Territorial extension: national**
  - **Numerical samples: 1,000 cases**
  - **Respondents: Information attached to the survey results (ref. % doesn't know)**
    - **Data processing: SPSS**
    - **Margin of error: ± 3%**
  - **Period/dates of survey: June 21-22, 2008**
- **Complete text of the questions asked: information attached to the illustrational charts of the survey's results**

Web site address where the complete documentation in case of distribution will be available: [www.agcom.it](http://www.agcom.it). In case of publication, it is mandatory to include the information of the chart indicated, failure to do so will lead to serious penalties. Ispo does not hold any responsibility in case of non-compliance