

AUDIENCE  
EUROPE  
NETWORK

# Identifying motivations and barriers for cultural participation among non-users of performing arts in Oslo and Akershus, Norway.

## RESULTS

- ▶ 1500 people engaged in an online survey
- ▶ 50 people participated in focus groups
- ▶ 5 major performing arts institutions in Oslo took part in developing the survey and in watching a moderator dialoguing with non-users about motivations and barriers for participation



# Norway, Oslo / Oslo Atlas

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## LEARNINGS

- ▶ Non-users express fewer barriers towards participation than users.
- ▶ Price is not the issue; not even among low-income-groups within the non-user segment. The fear of wasting an evening, feeling bored or stupid and being among strangers is more acute. However, price does matter when it comes to frequent users with low income.
- ▶ Non-users do not feel excluded by the institutions, they are rather ignorant about what's going on (due to lack of information) and about the possible outcomes of attending (emotional, intellectual and spiritual).
- ▶ The biggest challenge for the institutions would seem to be this: How can they convince non-users that they should attend? How can we transmit the possible benefits of attending the performing arts scene to an audience who is currently rejecting attendance?