

ESTADÍSTICA

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**SURVEY
OF CULTURAL
HABITS
AND PRACTICES
IN SPAIN
2014-2015
SYNTHESIS OF RESULTS**

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**Survey of Cultural Habits and Practices in Spain
2014 – 2015***Introduction and brief methodological reference**Comments on main results**Summary tables*

Introduction

The project presented, the Survey of Cultural Habits and Practices in Spain 2014-2015, official statistics for every four years which is included in the National Statistics Plan, is a sample survey carried out by the Ministry of Education, Culture and Sport and directed towards a sample of 16,000 people aged 15 and older. The survey received the invaluable collaboration of the National Institute of Statistics for certain aspects of the work, those relative to sample design.

The survey has several aims: firstly, to evaluate the development of the main indicators for cultural habits and practices of the Spanish people and, secondly, to analyze relevant aspects in the field of culture, especially with regard to cultural consumption, and to make an in-depth study into the ways of obtaining specific cultural products which are subject to intellectual property rights, such as books, recorded music, video and software.

The survey lends continuity to the work carried out in 2010-2011 and again becomes a vehicle for addressing some of the need for statistical information contained in the Government's Comprehensive Plan for the Reduction and Elimination of Infringement of Intellectual Property Government's Rights. Additionally, the results of the survey are considered useful for the purposes of that contained in the General Strategic Plan on Culture 2012-2015 of the Ministry, and very specifically with regard to the strategy 5.3, which relates to the progress in the fight against new forms of infringement of intellectual property rights on the Internet.

Cultural participation has been investigated across different cultural activities: museums, art galleries, archives and monuments; reading of books and periodicals and libraries; performing and musical arts: theatre, opera, operetta, ballet or dance and circus; classical and contemporary music; the audiovisual and new technologies sector: cinema, video, television and radio, video games, computer and Internet, as well as other activities related to culture and leisure. Activities susceptible to the infringement of intellectual property rights have been investigated in the areas of books, music, video and software.

The classification characteristics used in the project are: gender, age, educational level and personal or professional status. Also, the results are presented according to the individual's place of residence: the size of municipality and autonomous region.

The Ministry of Education, Culture and Sports appreciates the invaluable collaboration of the respondents and offers users the possible expansion on the information contained in the different instruments used to disseminate the survey, wherever allowed by the limitations of the survey derived from the sampling method.

We hope that the results provide us with an instrument for a better understanding of the cultural participation of the Spanish people and its development.

The methodological details are available on www.meecd.gob.es, along with the full results of the survey.

Brief methodological reference

The gathering of individual information began in June 2014 and it was done in the month following each of the quarterly periods to which most of the information refers, in order to register the activity of the quarter prior to the moment of the survey, thereby reducing the possible negative effect of a more long term memory of certain activities, and at the same time capturing the variability that plays out across a natural year.

The quarterly reference periods encompass, overall, a natural year between March 2014 and February 2015, and correspond to un-natural quarters, that being considered more appropriate for the study of the variables which are the object of this project.

It is a two-phase sample, with a stratification of first-phase units, in which each autonomous region is considered an independent population. The first phase sample units are selected census areas and the second phase units, population of people 15 years and over. In each autonomous region a stratification of first phase units was effected, in keeping with the size of the municipality that each section belongs to.

The theoretical sample amounted, approximately, to 16,500 second-phase units, people of 15 years or more. The first phase sample sizes were conditioned by the average number of interviews per section, which was set at 14, taking into account cost and efficiency reasons for field work.

Second-phase units were defined in each of the autonomous regions in keeping with criteria that were a compromise between the uniform and the proportional. The definition of sections of the regional communities in the diverse strata determined by the size of the municipality was done slightly more proportionally in those strata containing greater municipalities or capital cities of provinces.

The aims of this survey required an adequate estimation of the differences derived from cultural behavior patterns associated to different times of the year, with each of them having to be accurately represented. That being the aim, it was decided to spread the entire sample out into four quarterly sub-samples that allowed us to register the activity of the quarter immediately prior to the moment of the sample, thereby reducing the possible negative effect of a more long term memory of certain activities, and at the same time capturing the variable that plays out over the

course of a natural year

The selection of first phase sample units, selected census areas, was done via the application of systematic sampling method, with a random beginning within each stratum. Each section was assigned a selection probability proportional to its number of inhabitants.

Within each section, the selection of second-phase units was carried out with equal probability, and via the systematic random beginning sampling method, with the core elements ordered in terms of age and sex. The substitute sample was selected in each stratum in the same manner. The first and second phase sample selection was done by the National Institute of Statistics, using a framework of people as gauged from the National Population Census figures available at the time when the survey was begun.

Reason estimators, separated for stratified sampling, were used - strata being the crossed differences between autonomous regions and size ranges of municipalities. Population projections per autonomous region and municipality size at the central moment of the reference period were used as auxiliary variables.

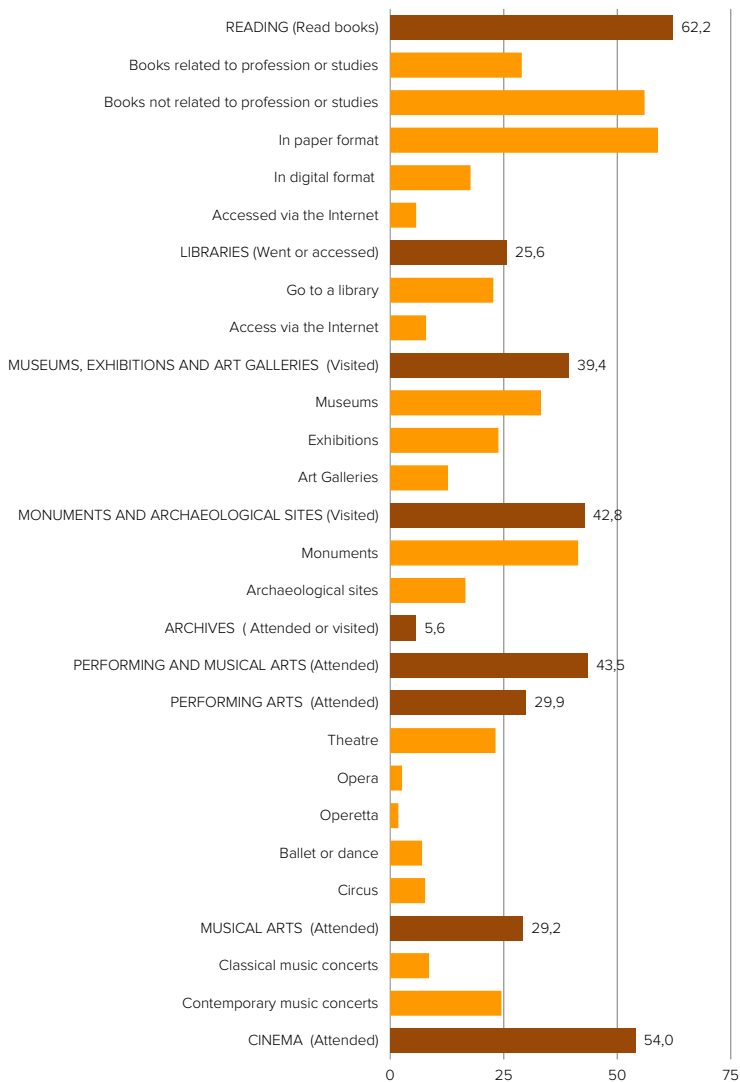
The final estimator is obtained by applying balancing techniques to the previous estimator in each autonomous region, with the population projection of each autonomous region by age group and sex being used as an external source. Proportions are estimated using reason estimators. The sampling error, under the $P=Q=0,5$ hypothesis, is of 0,8%, with a 95% degree of accuracy.

All the phases of the survey were subject to strict quality control, which has great bearing on the content and solidity of the questionnaires; any possible difficulties encountered in the course of field work and in the treatment of the same are catered for.

The questionnaires were carefully looked at in order to detect any possible errors: the valid and invalid values were analyzed, as was the aggregated behavior of some variables and their distribution was studied according to classification variables and comparisons were made with other statistical sources.

Beyond that task, the questionnaire file was subjected to a series of procedures in order to secure factors of elevation and adjustment and so constitute a file whose results could be fully exploited.

Figure 1
Main annual indicators on cultural participation
(As a percentage)



Most common cultural activities according to the results of the survey

The results of the survey indicate that the most common cultural activities, in annual terms, are listening to music, reading and going to the cinema, with rates of 87,2%, 62,2% and 54%, respectively.

These activities are followed by the attendance to live performances, 43,5%, among them being contemporary music concerts at 24,5%, and the theatre at 23,2%. Less frequently attended are concerts of classical music at 8,6%, circus shows at 7,7%, ballet or dance at 7%, opera at 2,6%, or operetta at 1,8%.

Every year 41,4% of the surveyed population visits monuments, and 16,6% visit archaeological sites, 42,8% overall. With regard to visits to museums, exhibitions and art galleries, the annual rate stands at 39,4% of the surveyed population. 25,6% of the population surveyed goes to a library or access one online every year. Archives are visited annually by 5,6% of the surveyed group.

The survey also investigates active cultural practices, the kind of artistic activities which are carried out annually by the people surveyed. The main activities are those related to visual arts such as photography with 28,9% or painting or drawing with 13,7%. These are followed by writing with 7,8%, those related to the musical arts: 7,8% plays an instrument and 2,4% sings in a choir, and those related to the performing arts: 2,2% for theatre and 4,9% for dance or ballet.

Figure 2
People who have practiced artistic activities in the last year
(As a percentage)

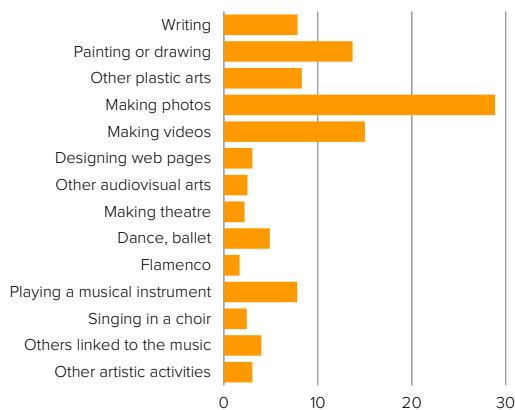


Figure 3
People who have practiced activities in the last month
(As a percentage)

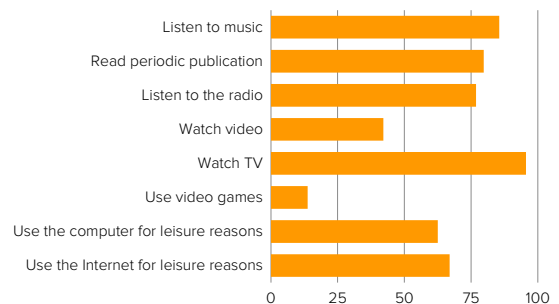


Figure 4
People according to the visits to museums
(As a percentage)

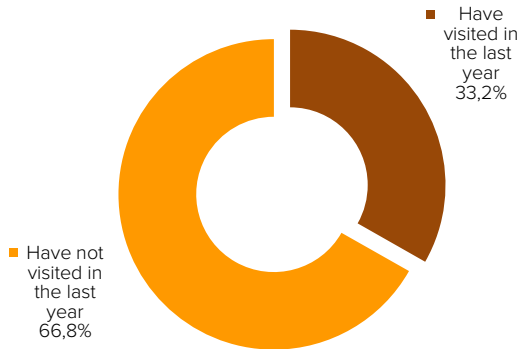


Figure 5
People according to the visits to museums in the last year by characteristics
(As a percentage)

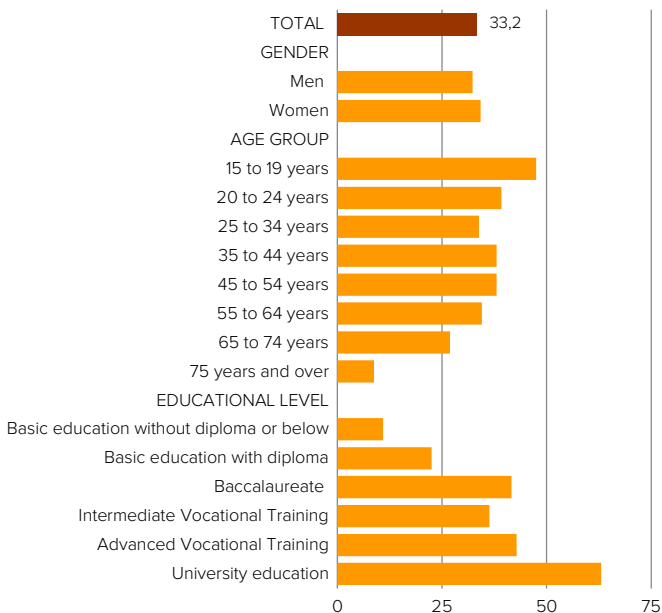
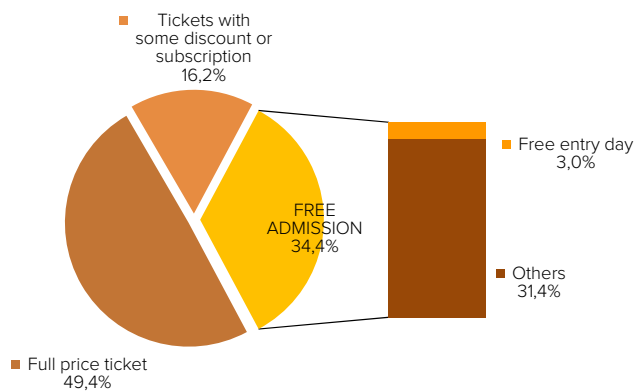


Figure 6
People according to the visits to museums in the last year by type of tickets of the last visit
(As a percentage)



Museums, exhibitions and art galleries

Overall, 39,4% of the surveyed population made a visit to a museum, exhibition or art gallery in the last year.

33,2% visited a museum in the last year. Attendance rates are slightly higher in women, increase significantly with decreasing age and increasing educational level.

This is a satisfied audience, with an average satisfaction rating of 8,3 points. 92,2% of people who visited a museum in the last year did so for leisure or entertainment, compared to 7,8% who said that the reason for their visit was professional or educational.

53,2% of visits to museums were at weekends or public holidays and the rest, 46,8%, on a weekday. 27,1% of those who visited museums in the last year did so in their hometown, 25,3% in their Autonomous Region, 30,4% in the rest of Spain and 17,3% abroad.

Almost half of the visitors to a museum, 49,4%, paid the entrance fee at the normal price, while 16,2% used a discount or a season ticket and 34,4% with free admission.

Admission during open days represents, in the period analyzed, 3% of total admissions of those surveyed. Among those who attended through paid admission, 7,4% purchased tickets online.

As regards activities in the museum, 96,3% go to visit a permanent or temporary exhibition, and 14% for some other activity. For the first time we have investigated the frequency of virtual online tours to museums, which is 6,7% of the population in the last year.

Figure 7
People according to the visits to museums in the last year by type
(As a percentage)

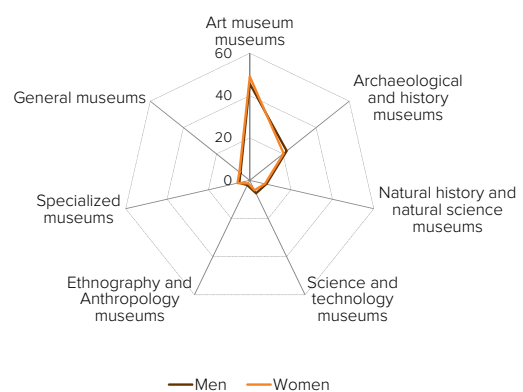


Figure 8
People according to the visits to exhibitions
(As a percentage)



Figure 9
People according to the visits to art galleries
(As a percentage)

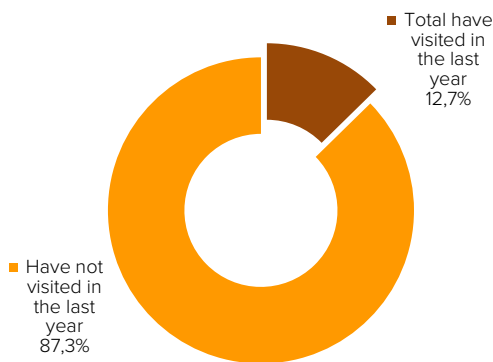
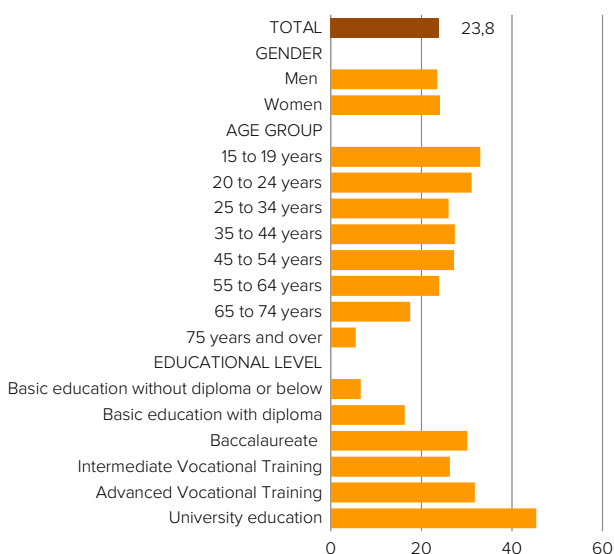


Figure 10
People according to the visits to exhibitions in the last year by characteristics
(As a percentage)



23,8% of the surveyed population has visited an exhibition in the last year. With regard to the frequency of attendance, those who visited an exhibition in the last quarter did so, on average, 2,1 times each.

91,8% of people who visited an exhibition in the last year did so for leisure or entertainment, compared to 8,2% who said that the reason for their visit was professional or educational. More than half of the visits took place at a weekend or public holiday, 53,5%, compared to 46,5% that took place on a weekday.

The levels of attendance for art galleries are much lower than those seen in museums and exhibitions. 12,7% of the surveyed population has visited an art gallery in the last year.

91,1% of people who visited an art gallery in the last year did so for leisure or entertainment, compared to 8,9% who said that their visit was professional or educational. Almost half of the visits took place at a weekend or public holiday, 49,4%, compared to 50,6% that took place on a weekday.

In this edition of the survey different questions related to the art market have been included. The main results indicate that 1,1% of the population has attended an auction or art fair in the last year, 0,9% has made some kind of purchase and 0,6% class themselves as art collectors. In all three cases slightly higher rates are observed in men.

Figure 11
People according to the visits to art galleries in the last year by characteristics
(As a percentage)

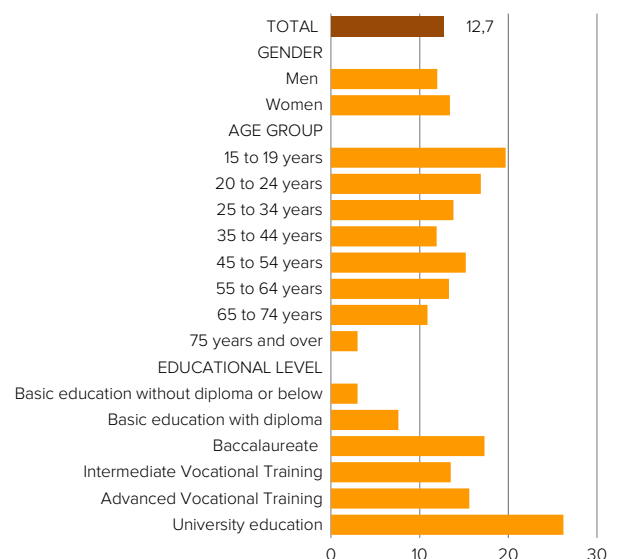


Figure 12
People according to the visits to monuments
(As a percentage)

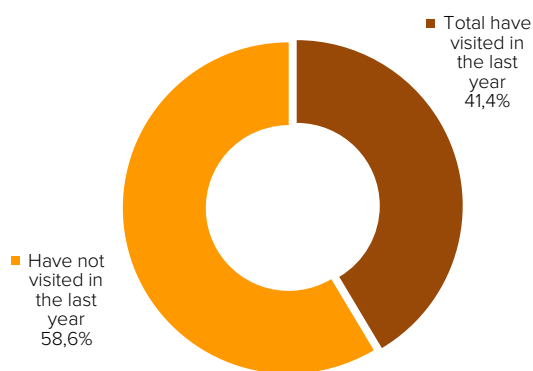


Figure 13
People according to the visits to archeological sites
(As a percentage)

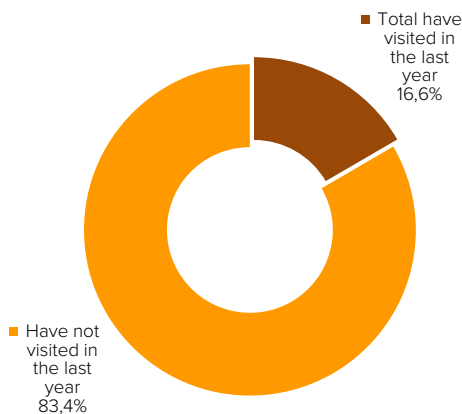
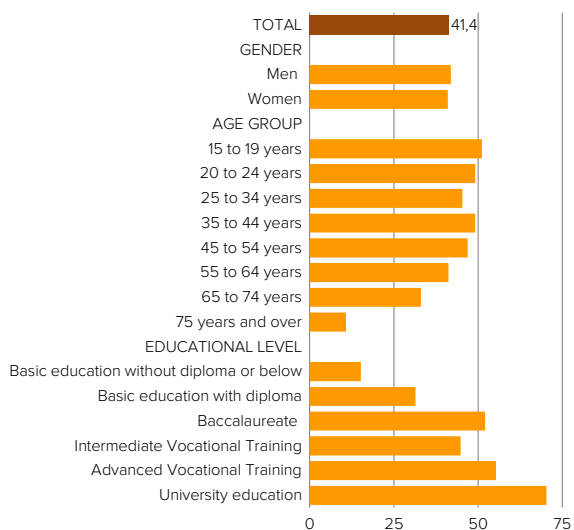


Figure 14
People according to the visits to monuments in the last year by characteristics
(As a percentage)



Monuments and archeological sites

41,4% of the population visited a monument in the last year. These rates are highest among men and among those with higher levels of education. Those who attended in the last quarter did so with a high level of frequency, 4,2 times on average.

94% of people who visited a monument in the last year did so for leisure or entertainment, compared to 6% who said that the reason for their visit was professional or educational.

More than half of the visits took place at a weekend or public holiday, 55,5%, compared to 44,5% that took place on a weekday.

30,5% of the population has a special interest in archaeological sites. 16,6% visited them in the last year and 7,3% in the quarter, an average of 2,1 times.

92% of people visited a site in the last year for leisure or entertainment, compared to 8% who said that the reason for their visit was professional or educational.

More than half of the visits took place at a weekend or public holiday, 55,5%, compared to 44,5% that took place on a weekday.

Overall, 42,8% of the surveyed population in the last year made a visit to a monument or archaeological site.

Figure 15
People according to the visits to archeological sites in the last year by characteristics
(As a percentage)

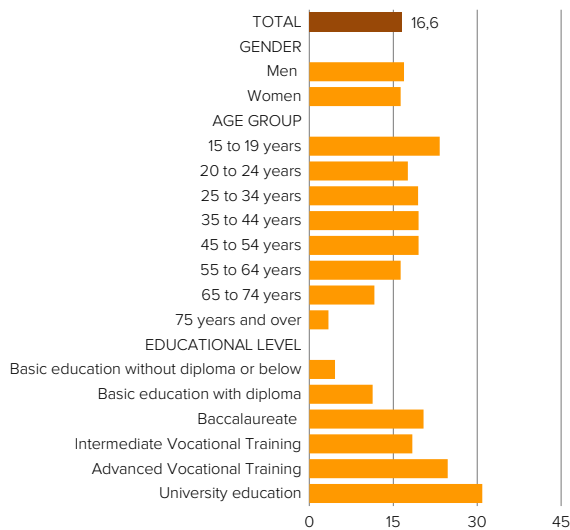


Figure 16
People according to the attendance or online access to libraries in the last year
(As a percentage)

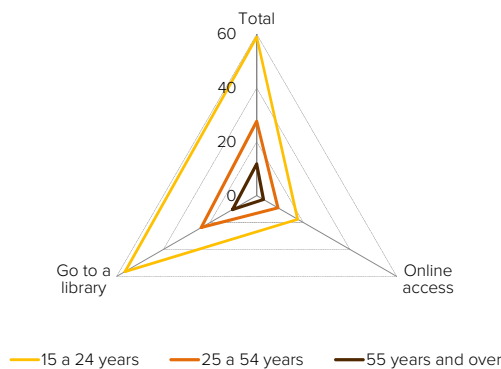


Figure 17
People according to the attendance to libraries in the last year by characteristics
(As a percentage)

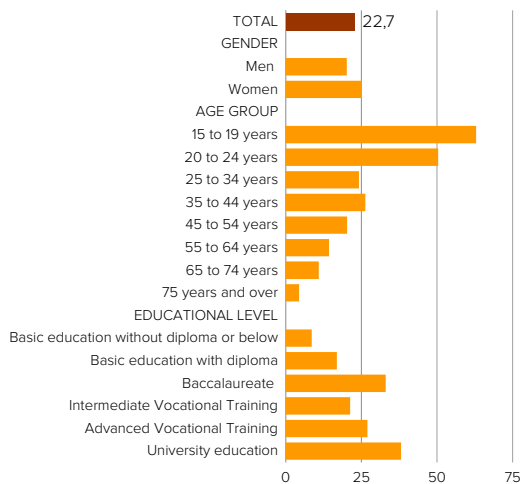
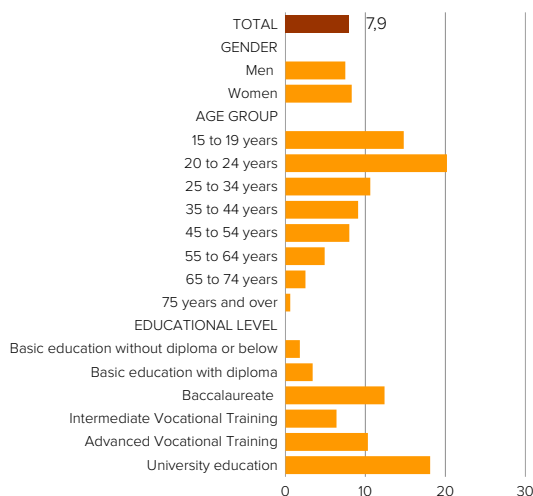


Figure 18
People according to online access to libraries in the last year by characteristics
(As a percentage)



Libraries and archives

Every year one in four people, 25,6% of the surveyed population, goes to a library or accesses one online. The attendance in person is estimated, in annual terms, at 22,7% compared to 7,9% for online access.

Both for the attendance in person and the online access to a library, employment status, age and educational level are determinants.

With respect to age, in all cases the highest levels of attendance are found among the youngest, and the levels registered among students are particularly high.

Those who went to the library in the last quarter attended, on average, 10,4 times each, and 15,9 times for those who accessed them online.

89,5% of those who went to the library did so from Monday to Thursday, showing a much lower occurrence on Fridays, 5,3%, and at weekends, 5,2%.

61% did not take their own books.

The main reasons for going to a library, among those attending each quarter, continue to be to look up information, at 27,4%, or to borrow books at 24,5%.

18,9% of those who go every quarter do so to study and 9,6% go to accompany other people.

While visiting archives is not one of the most popular activities among the surveyed population, 5,6% made such visits in the last year, a figure which rises to 14,1% in the student population.

Figure 19
People according to the visits to archives
(As a percentage)

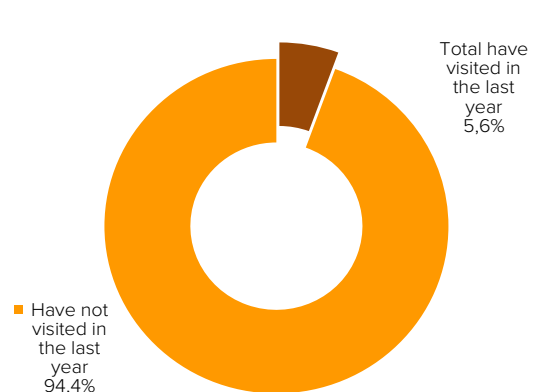


Figure 20
People who have read book last year
(As a percentage)

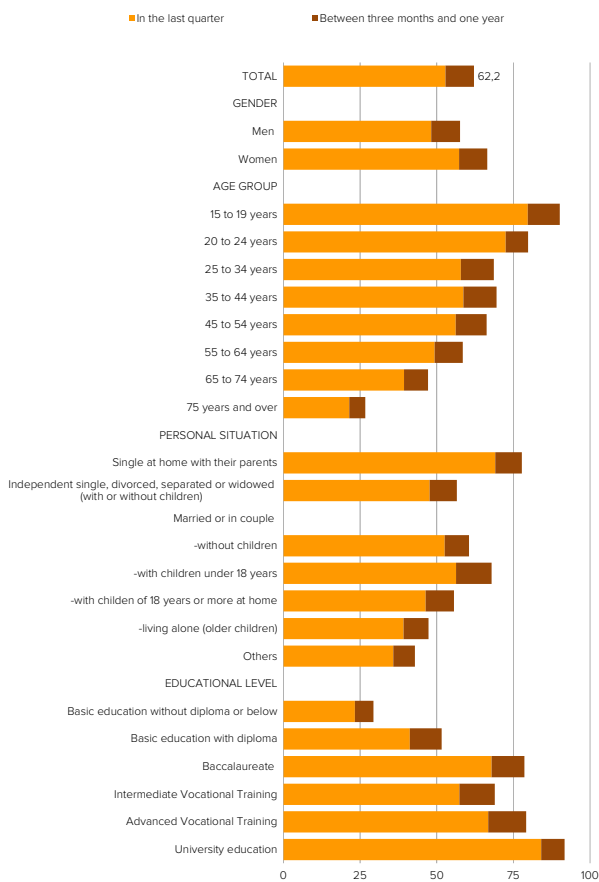
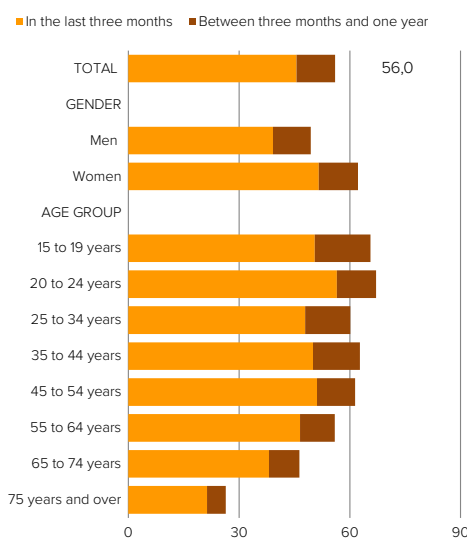


Figure 21
People who have read book for non-professional reasons last year
(As a percentage)



Reading

62,2% of the surveyed population reads at least one book a year, representing an increase of 3,5 percentage points over 2010-2011. The survey makes the distinction between reading done for professional or educational reasons and reading for other reasons: leisure or free time.

The results show to what extent non-professional reasons are important motives for reading, those who read annually for this reason being 56% of those surveyed, compared with 29% of the population who read for reasons related to their profession or studies. Annual reading rates rise very significantly with increasing educational level, reaching, among those with a university education, 91,7% last year and 84,1% in the last quarter.

Reading rates are higher in women, 66,5% in annual terms, compared with 57,6% in men, and they decrease with age and are above average in the under-55's. They are very high among single people living at home with their parents, 77,8%, and among couples with younger children, 67,9%. For employment status, the highest values were observed in students, and in the economically active.

The survey investigates the format of book used by the annual readers: 59% of the total surveyed population uses paper books and 17,7% digital books. 5,7% of the population claims to read books directly online, 6% through a digital book reader and 1,8% using other mobile media.

Figure 22
People who have read book last year according to the format
(As a percentage)

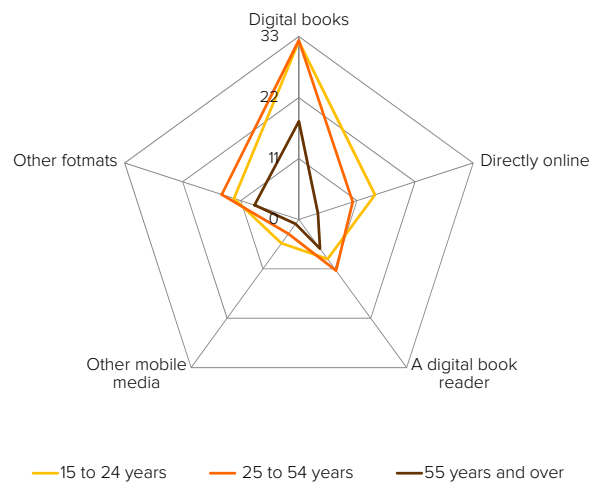


Figure 23
People who have read books not related to the profession or studies in a quarter according to the subject (As a percentage)

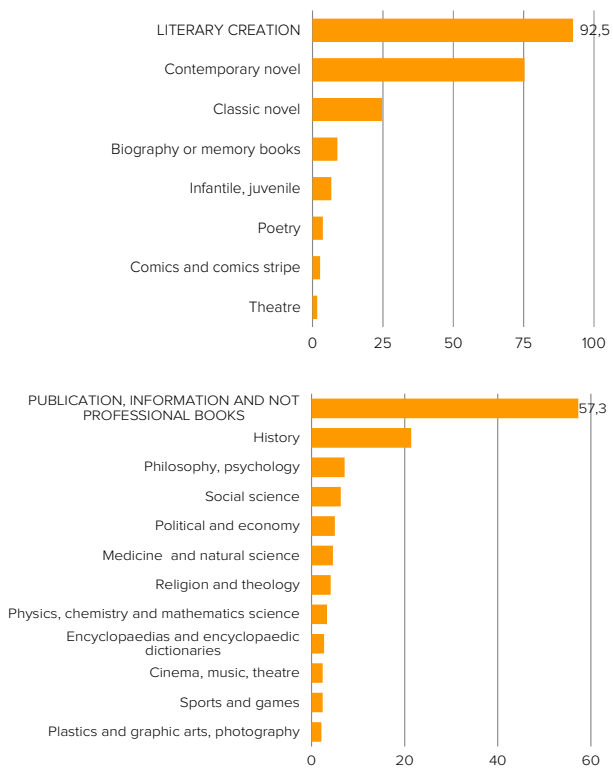
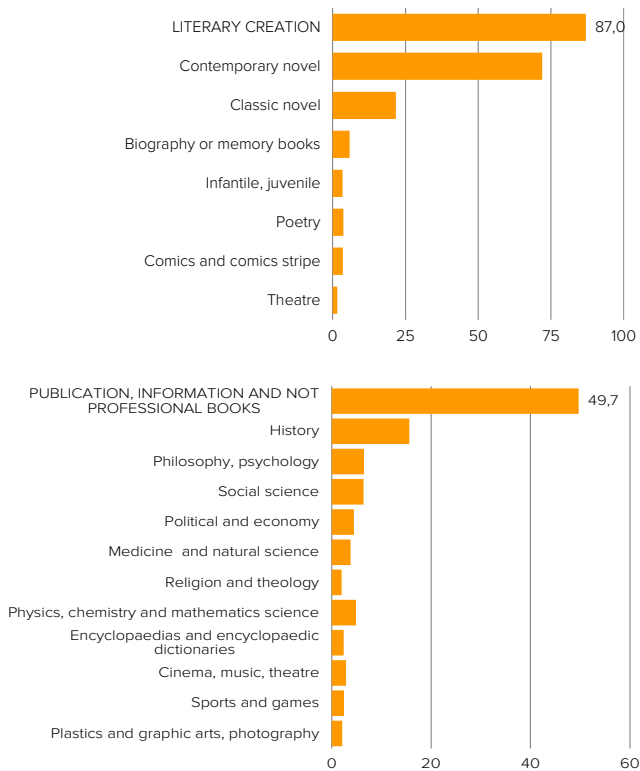


Figure 24
People who have read digital books in a quarter according to the subject (As a percentage)



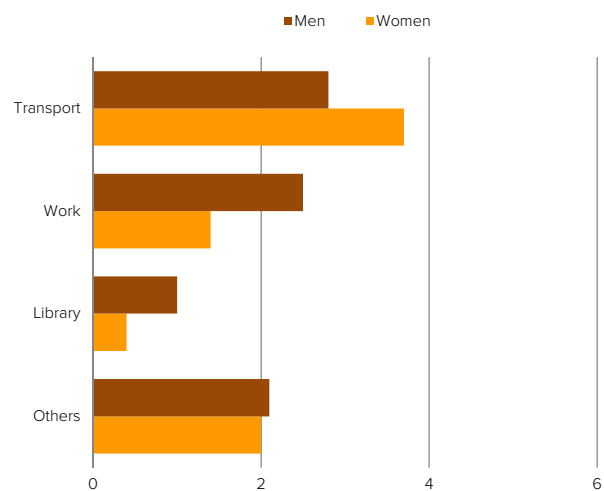
With regard to the subject chosen by those who read quarterly, 92,5% chose works of literary creation and 57,3% publication, information and not professional books. Among the former the importance of the contemporary novel stands out at 75,3%, followed by the classic novel, 24,7%, and biographies or memoirs, 8,8%. Among those who have read non-fiction books, the highest percentages by subject are seen in history, followed by philosophy or psychology, and social sciences or humanities.

In this edition of the survey digital reading has been analyzed by subject. In this case the highest figures are reached in non-fiction books which deal with physics, chemistry, mathematics or IT, at 46,9%, or fiction books such as science fiction novels, 45,1%, or comics and cartoons at 44,7%.

Those who read for leisure and entertainment in the last year did not express a preference for reading on specific days of the week. 60,6% of them are indifferent, 22,4% prefer reading on weekdays and the remaining 17% at the weekend or on a public holiday. 21,5% of them prefer to do this activity on vacation and 11,9% during work periods, with the remaining 66,6% reading at any time.

As regards where reading occurs, 92,1% shows a preference for their home, and even though it has a lower numerical significance, transport comes second as the preferred place for reading with 3,3%.

Figure 25
People who have read books last year according to the place (As a percentage)



SYNTHESIS OF RESULTS

Figure 26
People who usually read press or periodical at least once a month according to the type
(As a percentage)

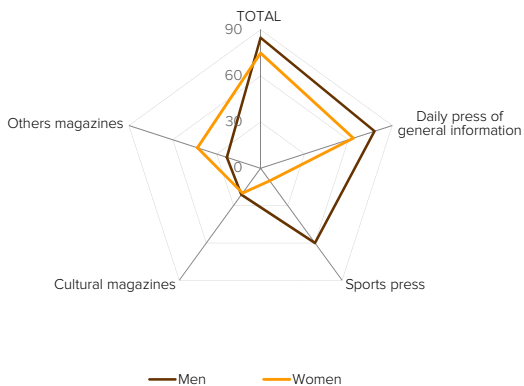


Figure 27
People who usually read press or periodical at least once a month according to the format
(As a percentage)

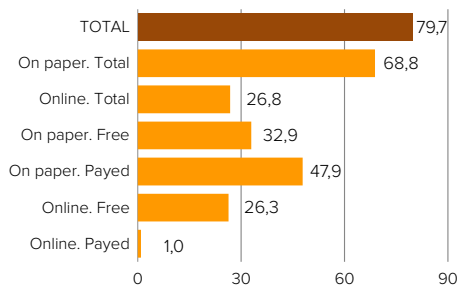
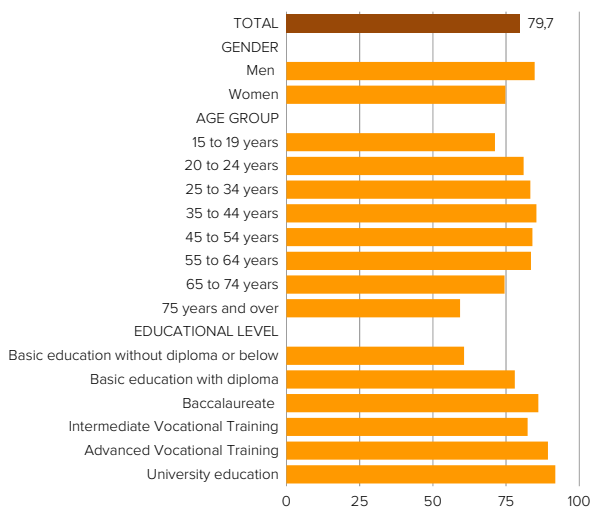


Figure 28
People who usually read press or periodical at least once a month by characteristics
(As a percentage)



79,7% of the population usually reads press or periodicals at least once a month. 26,8% of those surveyed read online, but readers continue to prefer newspapers or periodicals on paper with 68,8% of readers at least once a month. The free press is consulted each month by 51,8% of those surveyed.

With regard to the general press, 38,8% of the population usually reads every day, 64,7% at least once a week or at the weekend and 70,4% of the population at least once a month.

Monthly reading is much higher in men, 77,8%, than among women, 63,4%, in the middle age groups, peaking in the 35-44 age group, 79,4%, and the employed with 81,5%.

The level of education is again decisive, with this indicator reaching 88% among those with university education.

Among the monthly readers of the non-sports press, 30,7% always read the culture section, 20,2% read the science and technology section, 18,8% the film reviews, 14,9% the television reviews, 13,1% the music reviews, 9,3% the theatre reviews, 8,6% art and exhibitions reviews, and 4,8% the bullfighting reviews.

41,9% of the population usually reads magazines at least once a month, 20,6% in the case of cultural magazines.

Reading blogs at least once a month is done by 14% of the surveyed population. This figure is 6,7% if it is for profession or educational reasons and reaches 10,3% when it comes to non-professional reasons.

Figure 29
People who usually read blogs at least once a month according reasons
(As a percentage)

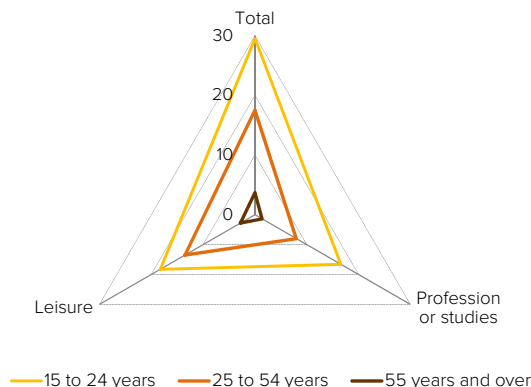


Figure 30
People according to the attendance to live performing
(As a percentage)

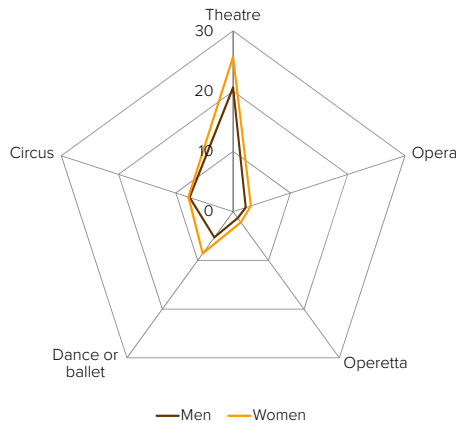


Figure 31
People according to the attendance at the theatre
(As a percentage)

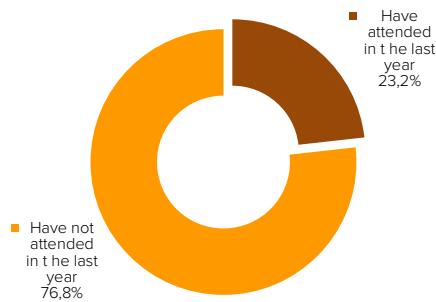
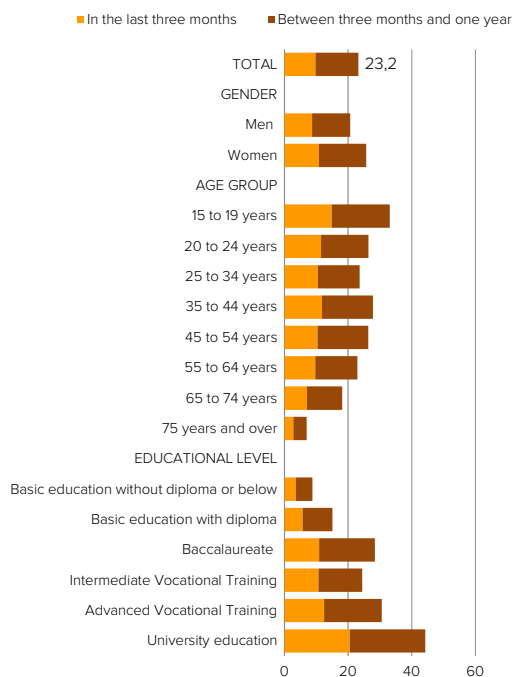


Figure 32
People according to the attendance at the theatre last year by characteristics
(As a percentage)



Live performing arts and musical shows

Every year, 43,5% of the populations attends live cultural events. These activities are more common among women and the younger population.

23,2% of the surveyed population went to the theatre in the last year. This activity is more common among women at 25,7%, compared to 20,6% of men, and in the younger population, peaking at 33,2% in the 15-19 age groups.

Among those who attended in the last year, 31,5% went to a contemporary form of theatre, 21,4% to musical theatres, 18,3% to classical theatre, 10,2% to avant-garde theatre, and 9,4% to children's theatre.

Practically all of them, 93,2%, went to facilities intended for this purpose, and those who attended at temporary facilities or those used for other purposes show a rise of than 1,6 percentage points.

61,1% went during a weekend, 15,8% of the participants did so with free admission, 15,3% with a season ticket or some kind of discount, and 68,9%, 2,1 percentage points less than in the last edition of the survey, paid their entry at the normal price. Among those who didn't get free entry 33,4% paid for tickets online.

23,4% of those surveyed think that the main reason for not going or not going more often to the theatre is the lack of time, followed by the lack of interest with 22,5%, the price with 19% and the lack of things on offer with 14%. Only 1,3% considered the reason to be that they prefer to see it on video, television or online.

Figure 33
People who have attended at the theatre in the last year according to the theatrical gender of the last attendance
(As a percentage)

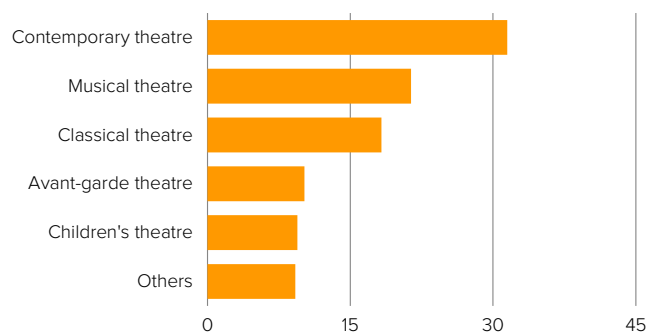


Figure 34
People according to the attendance to the circus in the last year by characteristics
(As a percentage)

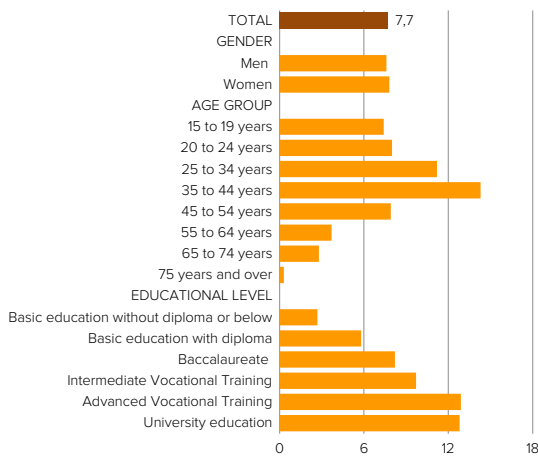


Figure 35
People according to the attendance at the opera in the last year by characteristics
(As a percentage)

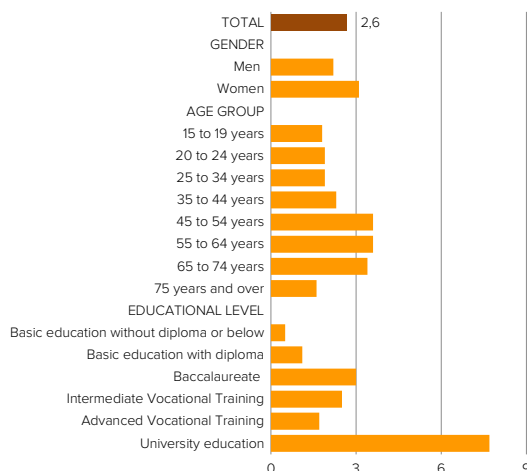
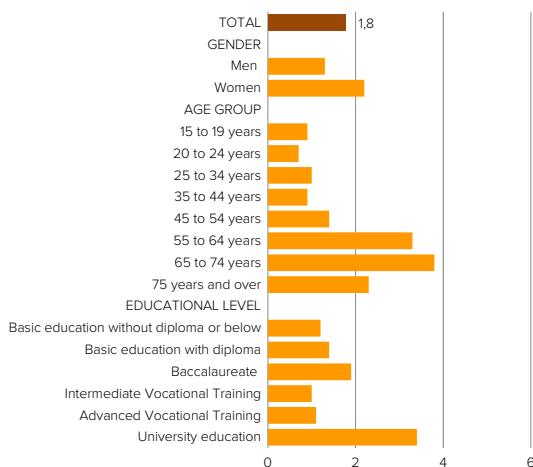


Figure 36
People according to the attendance at the operetta in the last year by characteristics
(As a percentage)



After the theatre, the circus is the next most popular type of show, and the one with the next highest annual attendance, 7,7%.

This figure, slightly higher among women, peaks among the 35-44 age group who, whether married or with a partner, live with children under 18 years.

The traditional type of circus comes top, with 68,9%, followed by contemporary circus with 20,8%. 72,4% of people who go to this type of show do so at the weekend or on a public holiday. 6,8% gained free admission, 16,6% with a discount, and 76,6% at the normal entry price, 76,1% purchased through the box office, and 19,3% online.

Attendance rates for dance are very close to those for the circus, 7% of the population attended this kind of show in the last year.

Also in this activity observed rates are higher among women, 8,6% compared to 5,3% among men. By type classic ballet performances stand out with 37%, followed by Spanish or flamenco dance, 17,9%, contemporary dance, 20,3%, or folk and ethnic dance, 9%.

More than half went at weekends, 56%. 33,1% did so with free admission, 14,8% with a season ticket or a discount, and 82,5% in facilities dedicated for this purpose.

Among those who didn't get free entry, 26,8% purchased their tickets online.

Attendance figures are much lower for opera and operetta, which register as having 2,6% and 1,8%, respectively, in the last year.

Figure 37
People according to the attendance at the ballet/dance in the last year by characteristics
(As a percentage)

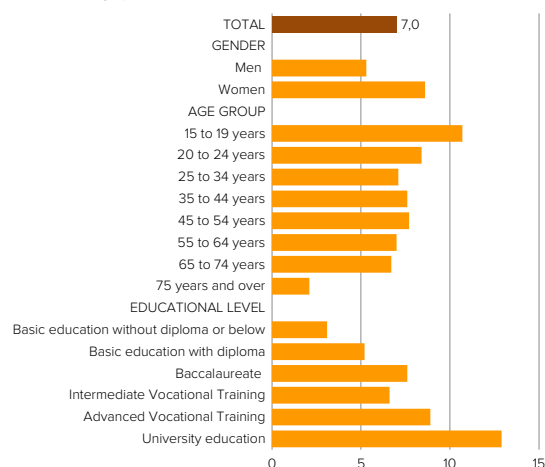


Figure 38
People according to the attendance to concerts
(As a percentage)

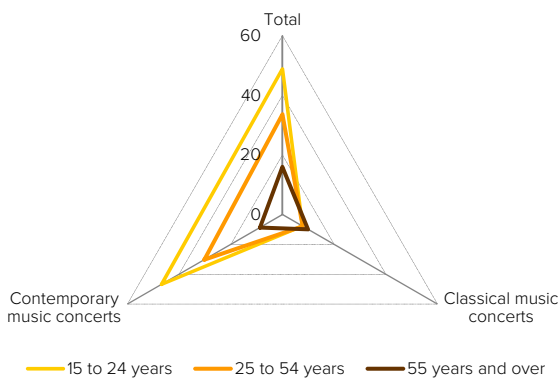


Figure 39
People according to the attendance to contemporary music concerts by characteristics
(As a percentage)

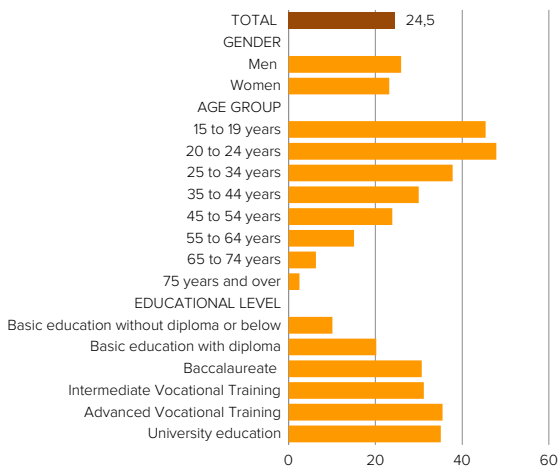
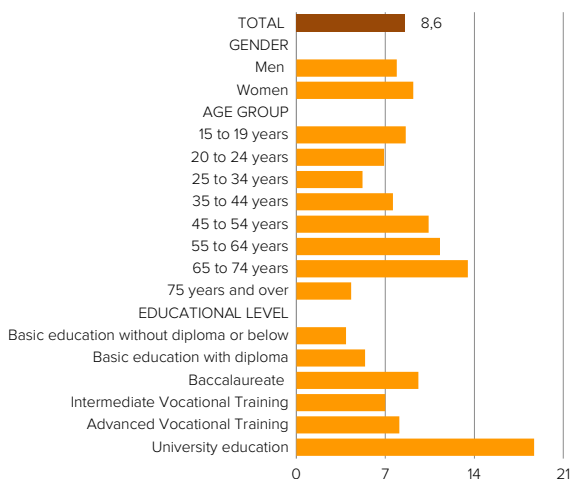


Figure 40
People according to the attendance to classical music concerts by characteristics
(As a percentage)



One in four people attended contemporary music concerts in the last year, 24,5% of the surveyed population. The rates are higher among men, at 25,9%, than among women, and among young people under 25 years.

Among the preferred genres Spanish pop-rock stands out significantly with 46,8%, followed a long way behind by foreign pop-rock with 8,5%, singer-songwriters with 6,4%, and flamenco with 3,8%.

60,4% of these concerts took place in temporary facilities or those used for other purposes and 74,6% were held at the weekend.

The percentage of those who attended with free admission stood at 39,5%. Among those who paid for their ticket, 35,9% did so online.

The main barriers to attending this type of show include lack of time at 24,7%, the price at 21,3%, and a lack of interest at 18%.

8,6% of the population attended a classical music concert in the last year. Attendance rates are higher among women, with 9,2%, than among men, with 7,9%, and among people in the 45-74 age group.

As for the type of concert on their last visit, in 48,6% of cases it was a symphony orchestra, in 12,6% a chamber group, in 12,5% a choir or singing group, and in 6,6% a soloist.

Online access to shows or musical performances has also been investigated: 5,3% of the population accesses virtual stage shows, with the theatre at 2,4%, or dance at 2%, and lower figures for opera at 1,3%, circus at 1,2%, or operetta at 0,5%. Higher rates are observed for people who have seen a concert of contemporary music online, at 10,1%. 3,1% access classical music concerts in the same way.

Figure 41
People according to online access to shows or musical performances
(As a percentage)

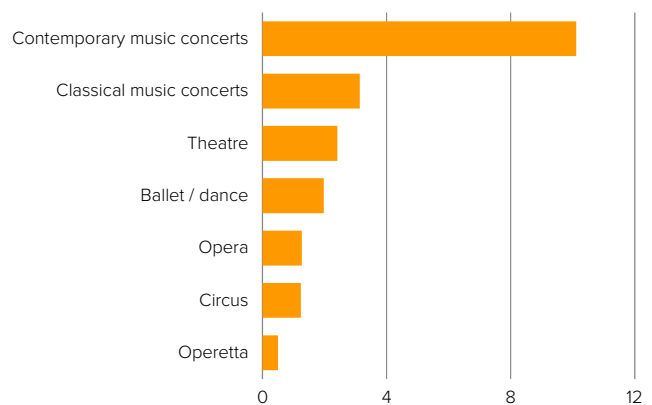


Figure 42
People according to frequency of the habit of listening to music
(As a percentage)

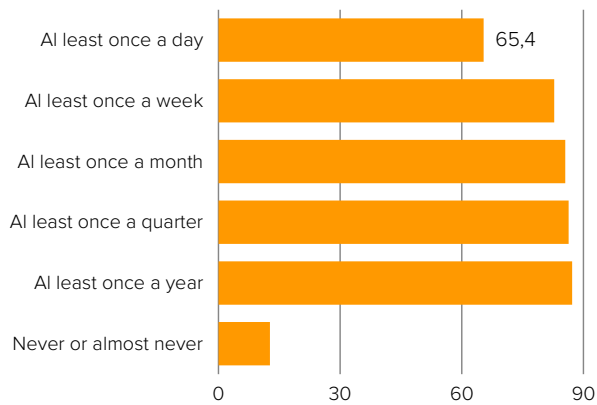
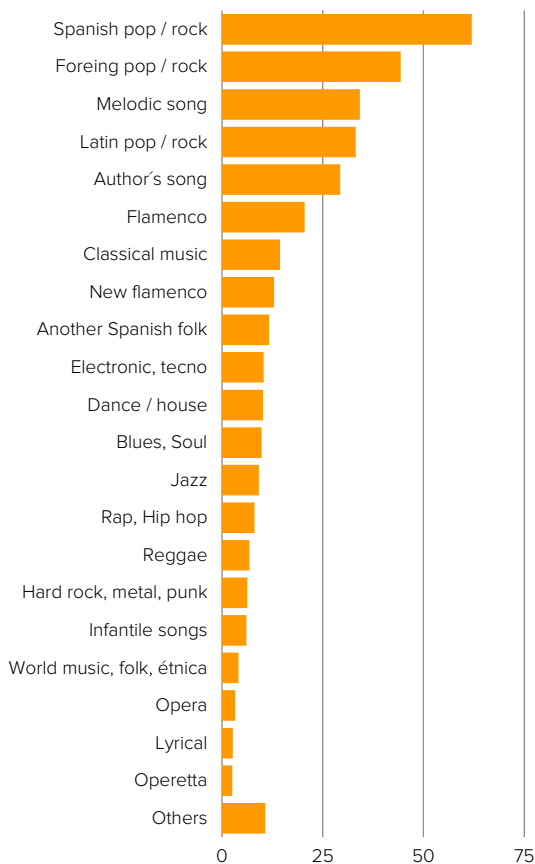


Figure 43
People who have listened to music in the last quarter according to the musical gender
(As a percentage)



Music

65,4% of the population usually listens to music every day, 82,8% at least once a week and 87,2% at least once a year. Men listen to music more often, and the most significant differences are observed by age, the highest figures seen in the younger population.

The recording medium most used for listening to music continues to be the radio with 78,2%, followed by physical media such as CD or DVD with 36,4%, and digital media with 32,9%. 29,4% usually listen to music on their computer or a device connected to their computer, and 30,3% do so through mobile phones, representing a significant rise compared to the last edition of the survey, which estimated 9,8%.

Overall, 22,7% of the population listens to music directly online, 7,1% through online radio stations and 19,6% by other media.

With regard to the average length of time spent listening to music per day, for those who listen to music at least once a week, 82,8% of the population, this time stood at 137,9 minutes per day, being higher during weekdays at 147,2, than the 133,9 at weekends.

Regarding the place where they usually listen to music, 83,7% do so at home, 51,1% in the car, 16,4% at work, and 9% on public transport.

The preferred genres of those who usually listen to music at least once a quarter include Spanish pop-rock with 62%, foreign pop-rock with 44,4%, ballads with 34,2%, Latin pop-rock with 33,2%, singer-songwriters with 29,4%, flamenco with 20,5% and classical music with 14,4%.

Figure 44
People who have listened to music at last once a week
(As a percentage)

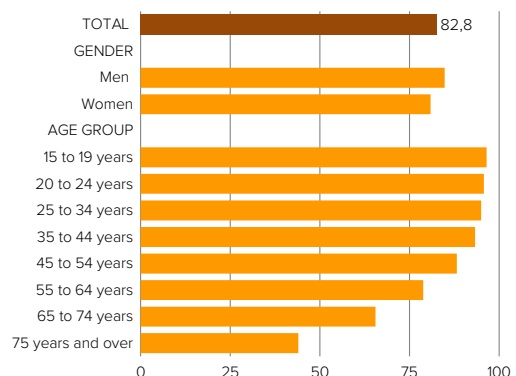


Figure 45
People according to the attendance to the cinema
(As a percentage)

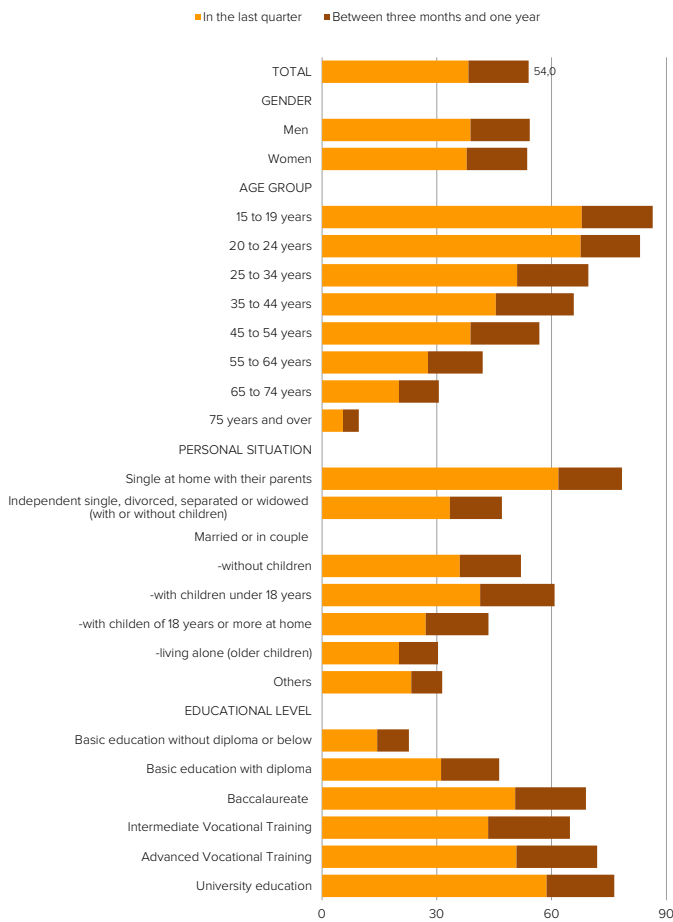
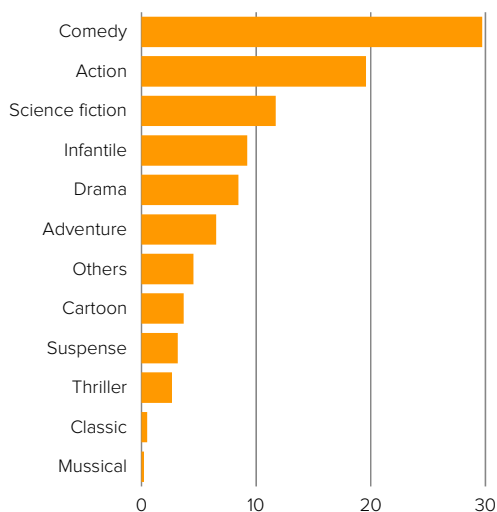


Figure 46
People who have gone to the cinema in a year according to the kind of movie of the last visit
(As a percentage)



Cinema and video

Among cultural events cinema remains by far the most popular. More than half of the population, 54%, goes every year, a figure which among men stands at 54,4% and 53,6% among women.

By age group there are still significant differences, from 86,3% observed among the youngest, to 9,6% in the older population. Single people at home with their parents with 78,4%, and couples with young children with 60,9%, also stand out.

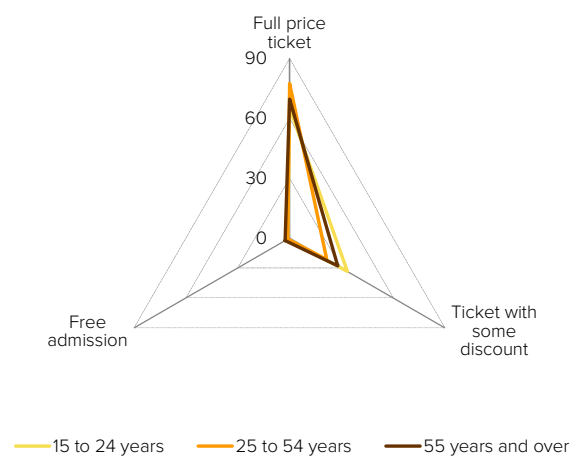
Most of those who went to the cinema in the last year did so at weekends, with 58,9%, and the remaining 41,1% on weekdays, particularly the younger and older population among the latter.

Three out of four cinemagoers, 73,9%, paid at the regular price, with those who got some type of discount concentrated in the younger population under 25 years old, and in the older population, over 54 years old. 7% of those who paid for tickets did so online.

There is a preference for comedies and action movies with 29,7% and 19,6%, respectively. The last film seen was science fiction in 11,7% of cases, drama at 8,5% and 6,5% for adventure.

9,2% watch children's films, or animated films, 3,7%.

Figure 47
People who have gone to the cinema in a year according to the kind of ticket of the last visit
(As a percentage)



SYNTHESIS OF RESULTS

Figure 48
People who have gone to the cinema last year according to the reasons for choosing a film
(As a percentage)

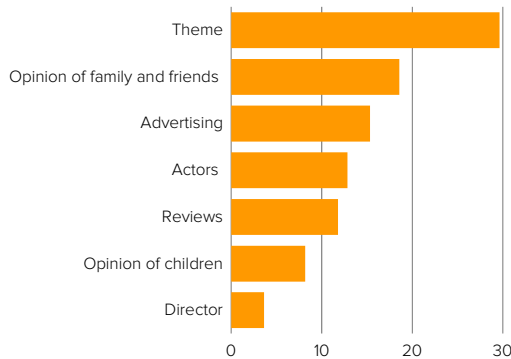


Figure 49
People who have gone to a cinema to see others shows
(As a percentage)

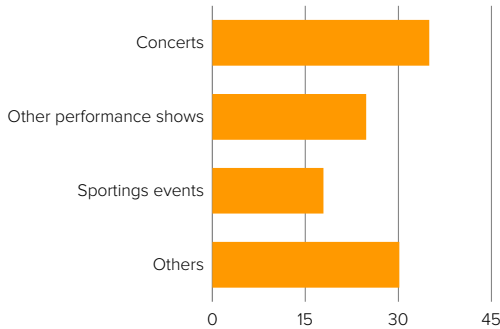
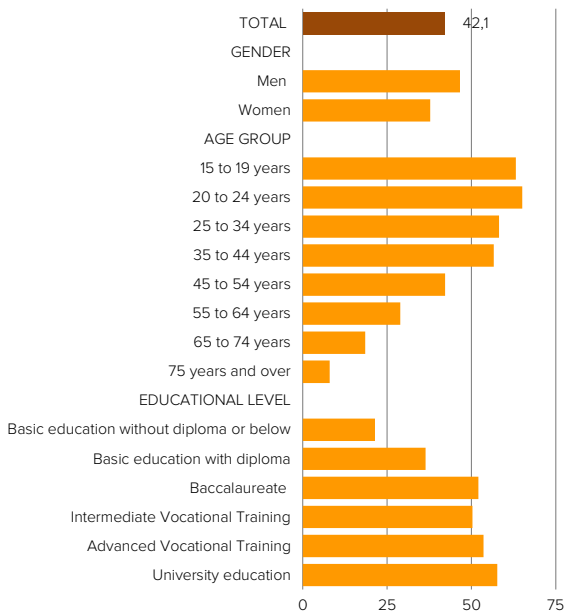


Figure 50
People who usually watch video at least once a month
(As a percentage)



The theme of the film and the opinion of friends and family are crucial in choosing a film, 29,6% and 18,6% of cases respectively.

With less importance are advertising with 15,3%, the actors with 12,8%, or the reviews with 11,8%.

In the last year 2,5% of the population claims to have gone to a cinema to see other types of shows.

Of these, the most common are concerts, with 35%, followed by other performance shows, with 24,8%, or a sporting event, with 17,9%.

27,6% of those surveyed usually watch videos at least once a week, 42,1% at least once a month and 55,6% at least once a year.

37,6% usually watch them on the computer or on devices connected to it, 25,1% directly online (streaming), figures which show significant increases since the last edition of the survey, when they were estimated at 25,2% and 12,6%, respectively.

75% use physical media (CD, DVD, Blu-Ray) and 29,4% digital media. 5% usually watch videos by rental through digital channels. The population that watched videos every week spent an average of 271,5 minutes on this activity.

Figure 51
People who usually watch video according the media
(As a percentage)

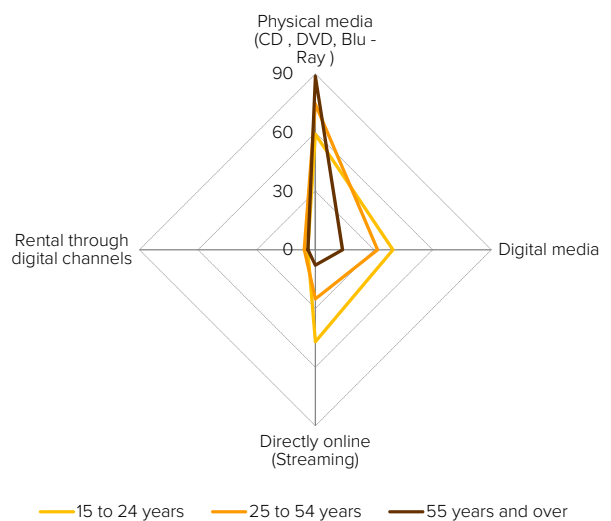


Figure 52
People according to the habit of watching TV or listening to the radio
(As a percentage)

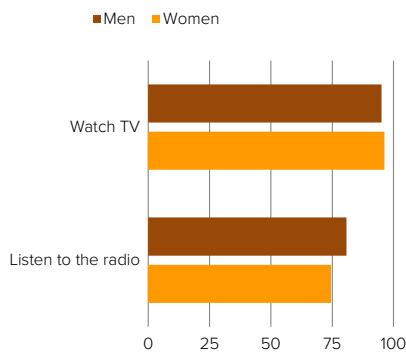


Figure 53
People who usually watch TV by programs
(As a percentage)

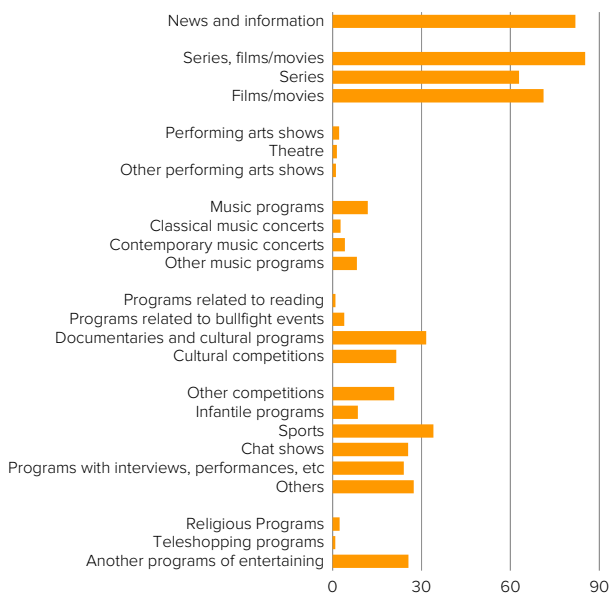
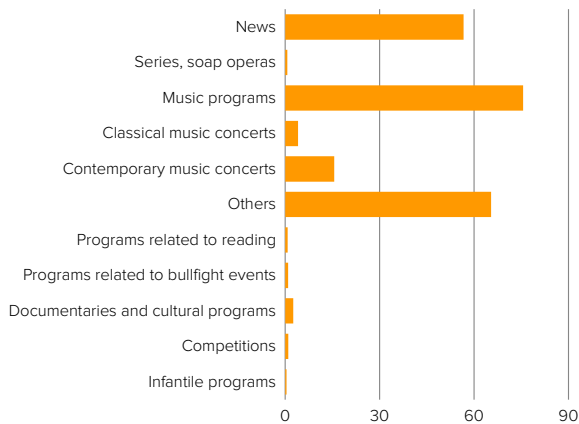


Figure 54
People who usually listen radio by programs
(As a percentage of those usually listen to the radio)



Audiovisual and new technologies

Virtually the entire population, 95,7%, watches TV.

This habit is seen in all groups, regardless of their personal characteristics or those of their place of residence, which show very similar figures.

By type of program, 81,9% of the population usually watches the news, and 71,2% watch feature films. In third place are series with 62,9%, and sports with 34%. 31,6% watch documentaries and cultural programs, and 21,5% watch cultural-type game shows.

7,4% of those who usually watch television state that they normally use the computer for this, 1,9% their mobile phone and other equipment, and 8,9% of the population has watched TV online in the last month, 3 percentage points more than in the last edition of the survey.

77,6% of those surveyed usually listen to the radio.

With regard to the type of programs, there is a clear preference for music programs at 75,6%, and the news, at 56,7%, with chat shows well below, with 18,9%, sports programs with 18,8%, and very low figures for documentaries and cultural programs, with 2,6%. 9,2% of those who usually listens to the radio declared they usually use the computer and 10,4% of the population declared having listened the radio directly on the Internet last month, 2 percentage points higher than the last edition of the survey,

Figure 55
People who have watch TV or have listened to the radio directly on the Internet in the last month
(As a percentage)

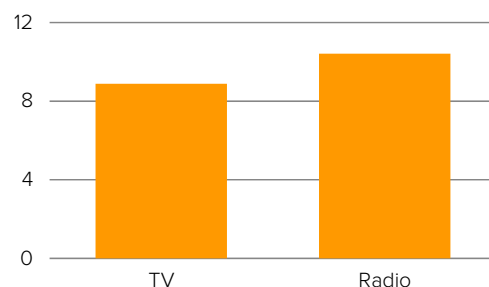


Figure 56
People who usually use computer according to reasons by gender
(As a percentage)

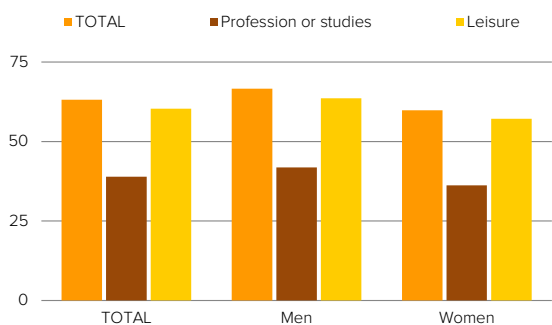


Figure 57
People who usually use the Internet for entertainment or leisure at least once a month
(As a percentage)

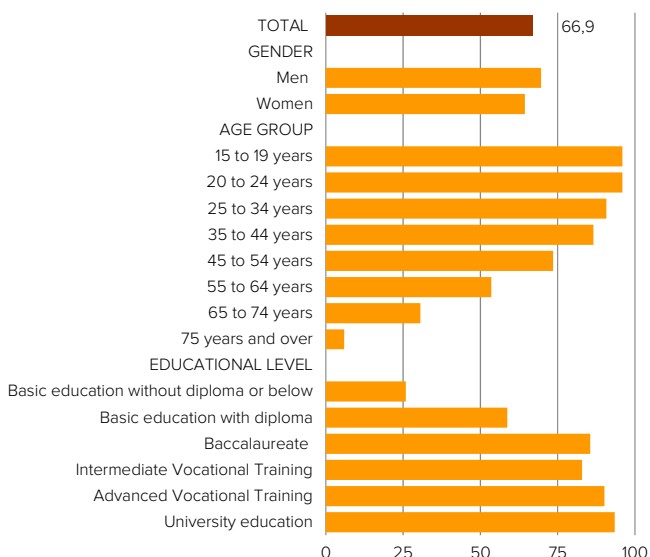
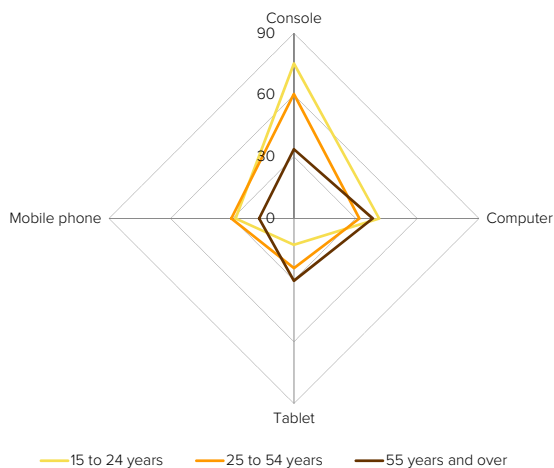


Figure 58
People who have played videogames last quarter by media
(As a percentage)



66,9% of the population uses the Internet for leisure at least once a month. The intensity of this habit is greater in men and in young people.

This indicator shows the importance of leisure or free time as drivers of the use of new technologies

Video games

13,8% of the population uses video games at least once a month, a figure which is much higher among men, with 20,2%, than among women, with 7,8%.

By age the highest figures are found among the youngest, with 43,5%, decreasing for higher ages, standing at 2,3% among the older population. Single people at home with their parents, with 36,1%, also stand out in this activity as well as students, with 45,6%.

Among those who played videogames in the last quarter, half of them, at 49,6%, prefer action or adventure video games, 47,4% usually played strategy games and 33,3% played sports games.

The most widely used medium is still the console, with 64,2%, followed by the computer, with 35,5%, mobile phone with 29%, or the tablet with 20,6%.

Figure 59
People who usually play with video games at least once a month
(As a percentage)

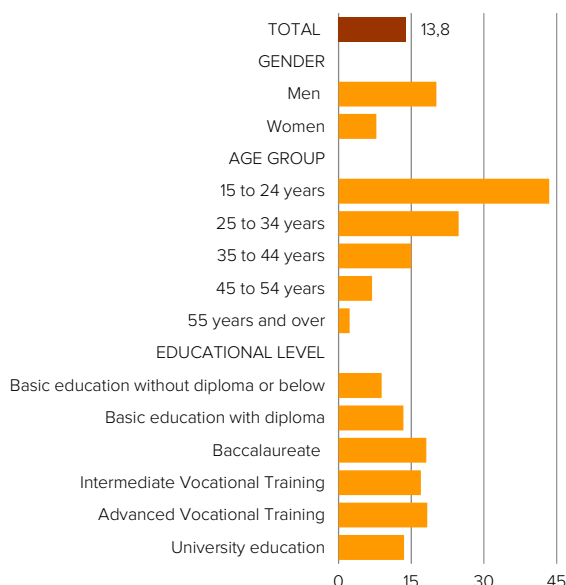


Figure 60
People who have practiced artistic activities in the last year
(As a percentage)

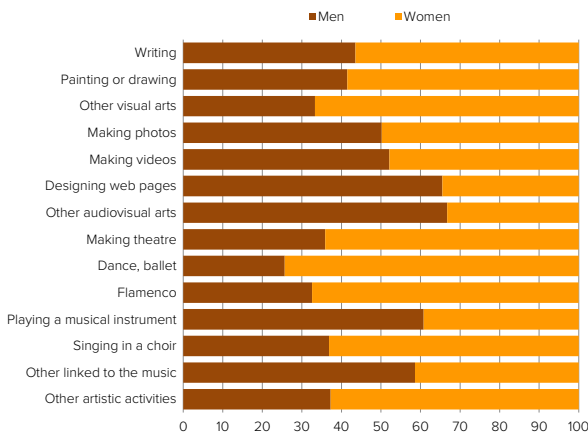


Figure 61
People who have practiced artistic activities in the last year by age group
(As a percentage)

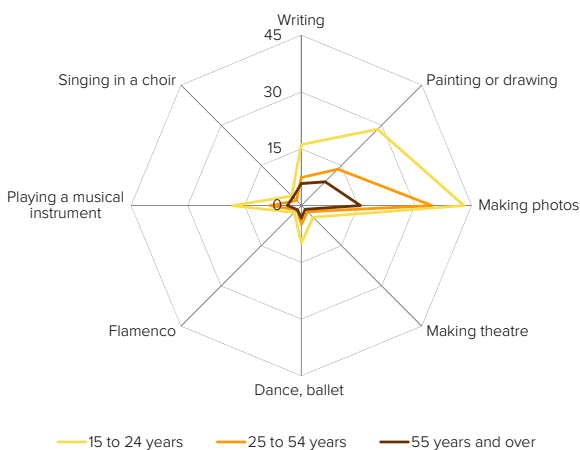
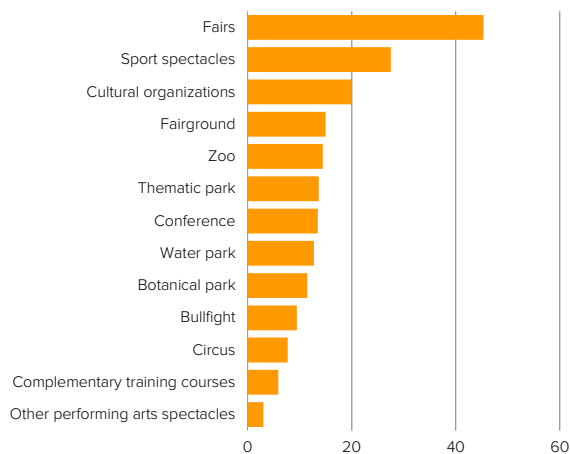


Figure 62
People who have attended other activities related to culture and leisure in the last year
(As a percentage)



Active Cultural Practices and other practices related to leisure and culture

The survey also investigates what kind of artistic activities are done by the people in the survey every year, or what might be called active cultural practices.

Those that stand out are those related to the visual arts such as photography with 28,9%, or video with 15%, and painting or drawing, with 13,7%. Writing, with 7,8%, is more common among women and in the younger groups.

With regard to musical and performing arts, 7,8% play an instrument and 2,4% sing in a choir. 2,2% of the surveyed population makes theatre, and 4,9% do ballet or dance, with 1,7% specifically doing flamenco and Spanish dance.

On average 13,5% of those surveyed attended conferences and round tables in a year. Each year 19,9% of the people surveyed go to cultural centers.

Over one year 14,5% of the surveyed visited a zoo or Animal Park, 11,5% a botanical garden and 13,7% theme parks.

In the last year 5,9% of the population did a training course related to culture, with the subject of dance at 20,5%, drawing at 14,3% or playing a musical instrument at 13,1 %.

Bullfights

The annual rate of attendance at bullfighting events stood at 9,5% of the population, and 6,9% went to a bullfight

Figure 63
People who have attended bullfighting events in the last year
(As a percentage)

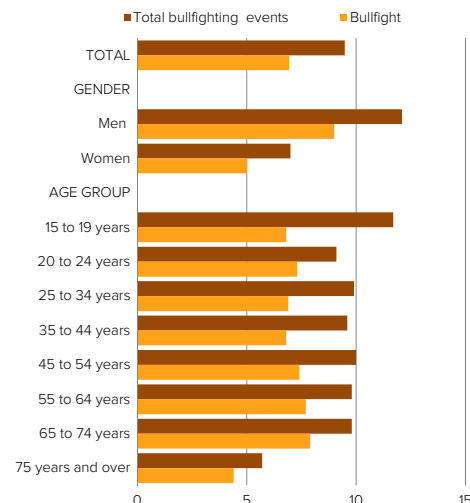


Figure 64
People who have bought books in the last quarter by modes of acquisition
(As a percentage)

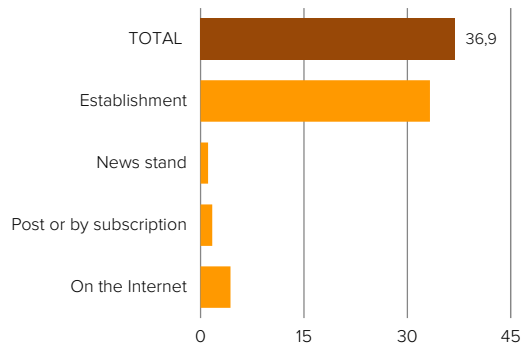


Figure 65
People who have bought recorded music in the last quarter by modes of acquisition
(As a percentage)

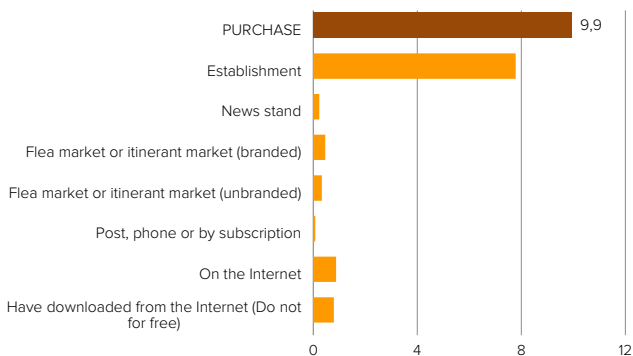
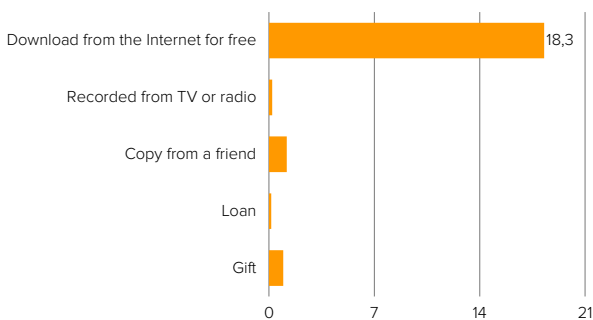


Figure 66
People who have got recorded music in the quarter by modes of acquisition different from purchase
(As a percentage)



Ways of obtaining products subject to intellectual property rights

With regard to the book sector, the percentage of people who buy books each quarter stood at 36,9% of population surveyed, and they are mostly bought in shops, with much lower percentages of purchases at news kiosks, by mail or subscription and by the Internet. The figures for other ways of obtaining books, such as free online download or photocopies are estimated at 2,5% and 0,3%, respectively, of the surveyed population.

With regard to recorded music, 9,9% of those surveyed have made purchases in the last quarter, most of them in a shop. The estimates obtained indicate that the purchase of unbranded music from street markets or street vendors stood at 0,3% of the surveyed population. The figures for free online music downloads, carried out by 18,3% of the population each quarter is slightly higher than in the previously investigated period.

Those who purchase unbranded music from street markets or street vendors state the main reason as being the cost savings, 91,6%, far ahead of others such as comfort, at 31,2%, and speed and immediacy, at 18,9%. Among those who do free downloads, the main reason is the cost savings, at 77,5%, which is a similar figure to other reasons such as convenience, at 75,1%, and speed and immediacy, at 59,8%.

Figure 67
People who have bought unbranded music or have got recorded music by free downloading on the Internet in a quarter according to the reasons
(As a percentage)

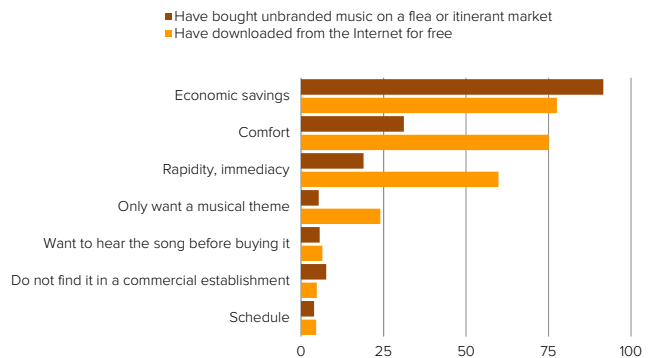


Figure 68
People who have bought videos in the last quarter by modes of acquisition
(As a percentage)

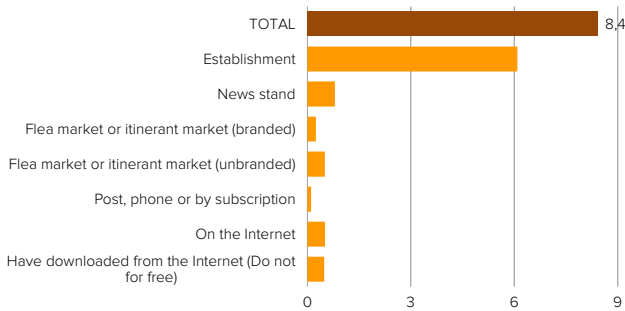


Figure 69
People who have got videos in the last quarter by modes of acquisition different from purchase
(As a percentage)

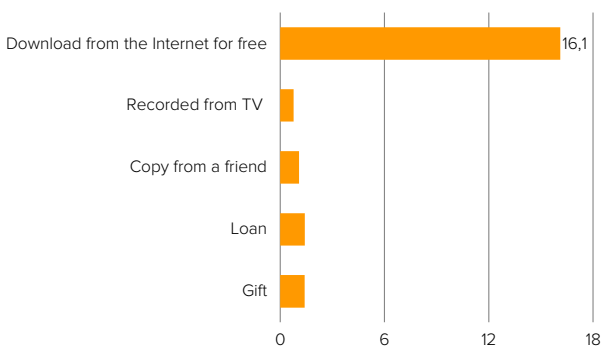
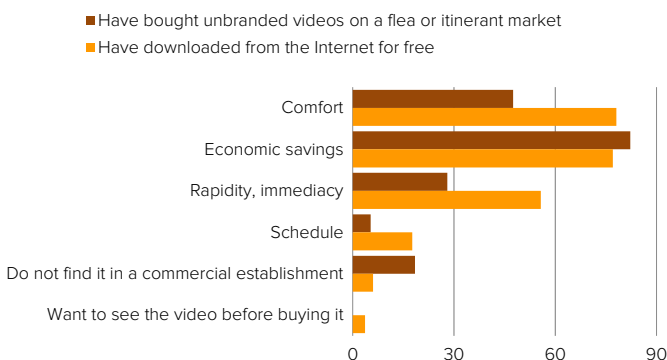


Figure 70
People who have bought unbranded videos or have downloaded for free on the Internet in the last quarter according to the reasons
(As a percentage)



On average each quarter 8,4% of respondents purchases videos. The results for this area indicate a slight drop in the levels of using means that may violate intellectual property rights in relation to 2011. The 0,5% of the population buys unbranded videos from street markets or street vendors, and the percentage of people who made free online video downloads every quarter is 16,1% of the population.

As regards the reasons stated by those who purchase unbranded videos from street markets or street vendors, as happened with music, the main ones are the economic savings at 82,2%, and comfort 47,5%, far ahead of those such as speed and immediacy at 28%, and the other reasons have little significance. Among those making free video downloads comfort becomes the main reason, at 78%, followed closely by cost savings at 77%, or speed and immediacy, at 55,7%. 17,6% said opening times and 6% said difficulties in finding a shop.

As regards the methods used by those who obtained software, including video game software, if we take into account those who do not keep the original copies of programs, along with those who claim to have got them by copying them from a friend and those that download programs that are not freely accessible (free or trial software, etc.) for free online, overall 11,9% of the population obtained software in the last year by one of the aforementioned irregular means.

Figure 71
People who have rented, have bought or have recorded videos in the last year
(As a percentage)

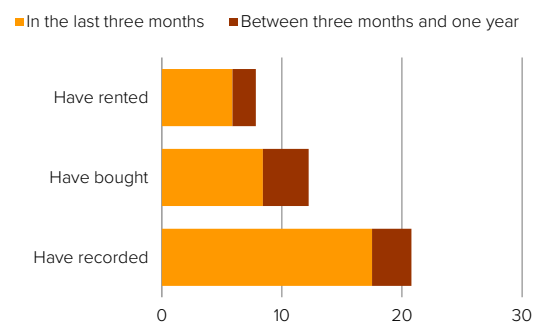
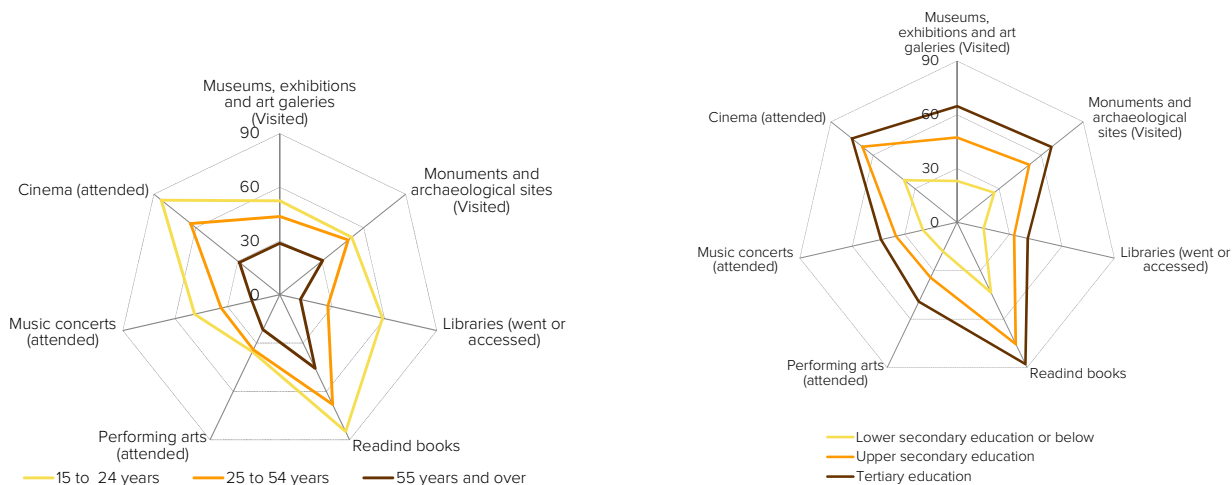


Table 1
People who have practiced some culture activities according to gender
(As a percentage)

	Total	Men	Women
Have visited museums in the last year	33,2	32,3	34,2
Have visited exhibitions in the last year	23,8	23,5	24,1
Have visited art galleries in the last year	12,7	12,0	13,4
Have painted or drawn in the last year	13,7	11,6	15,6
Have visited monuments in the last year	41,4	41,9	41,0
Have visited archaeological sites in the last year	16,6	16,9	16,3
Have gone to an archive in the last year	5,6	6,3	4,9
Have gone to a library in the last year	22,7	20,2	25,2
Have accessed libraries via the Internet in the last year	7,9	7,5	8,3
Have read books in the last year	62,2	57,6	66,5
- Have read books for profession or studies	29,0	30,9	27,3
- Have read books for other reasons	56,0	49,4	62,3
Have read books in digital format in the last year	17,7	17,2	18,2
Have written in the last year	7,8	7,0	8,6
Have attended the theatre in the last year	23,2	20,6	25,7
Have made theatre in the last year	2,2	1,6	2,8
Have attended the opera in the last year	2,6	2,2	3,1
Have attended the operetta in the last year	1,8	1,3	2,2
Have attended a dance or ballet performance in the last year	7,0	5,3	8,6
Have danced in the last year	4,9	2,6	7,1
Have listened to music in the last month	85,5	87,4	83,8
Have attended classical music concerts in the last year	8,6	7,9	9,2
Have attended contemporary music concerts in the last year	24,5	25,9	23,2
Have played a musical instrument in the last year	7,8	9,7	6,0
Have sung in a choir in the last year	2,4	1,8	3,0
Have gone to the cinema in the last year	54,0	54,4	53,6
Have watched videos in the last month	42,1	46,6	37,8
Have made photos in the last year	28,9	29,7	28,1
Have made videos in the last year	15,0	16,0	14,0
Have downloaded music in the last quarter (free)	18,3	20,4	16,2
Have downloaded videos in the last quarter (free)	16,1	18,8	13,6
Have played videogames in the last month	13,8	20,2	7,8
Have used the computer for entertainment in the last month	62,5	65,7	59,5
Have used Internet for entertainment in the last month	66,9	69,6	64,4

Figure 72
People who have practiced some culture activities according to age and level of education
(As a percentage)



Results by gender, age and education

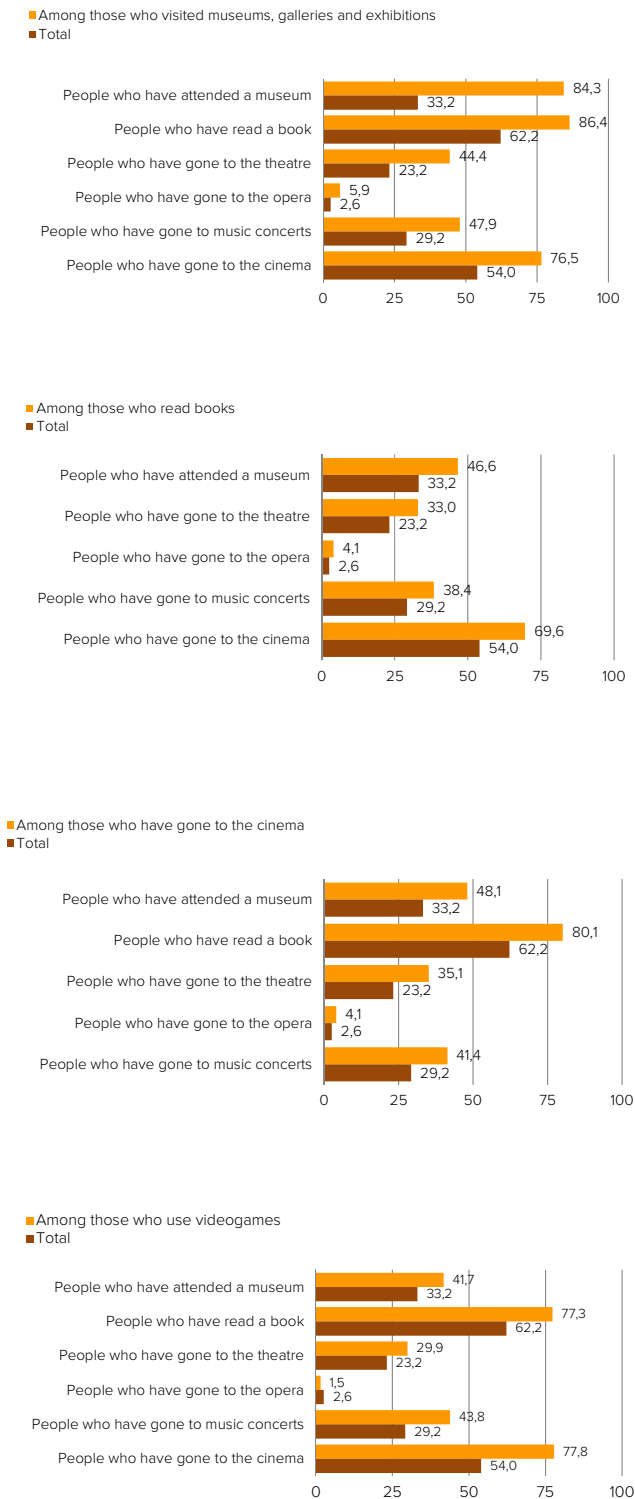
The indicators show significant gender differences. Among women writing is more popular, at 8,6%, compared to 7% observed in men, and for reading, 66,5% compared to 57,6%, with the exception of work-related and press reading, activities which men do more frequently.

Women go to libraries more often, both in person, at 25,2% compared to 20,2% for men, as well as online, at 8,3% and 7,5% respectively. They also engage more often in artistic activities like painting or drawing and have higher than average rate of visits to museums, exhibitions and art galleries, whereas men more often visit monuments and archaeological sites.

Playing a musical instrument, and doing photography or video are the most common artistic hobbies among men, who also have higher rates of annual attendance at contemporary music concerts and the cinema. If we focus on the group of those who do theatre or dance, the rates observed are higher among women, and they also attend this type of shows more frequently.

Young people have higher rates of cultural participation in virtually all cultural fields: they visit more museums and monuments, they attend more stage or musical shows, they read more, they go to libraries more, and they engage in more active cultural practices. This very high participation decreases systematically, with varying intensity, with increasing age. Without any doubt the level of education is the most crucial variable for cultural participation, which rises systematically along with it.

Figure 73
Interrelated indicators of cultural participation
(As a percentage)



Interrelated indicators of cultural participation

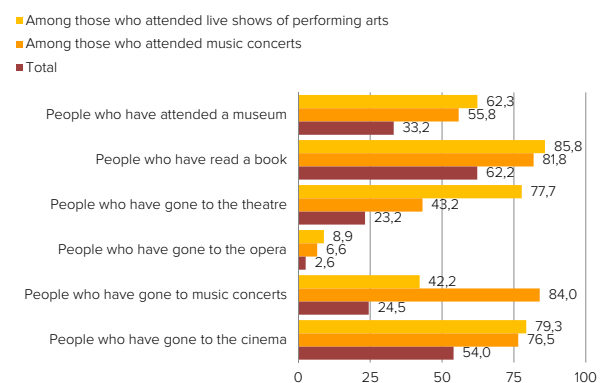
The survey also provides indicators of the cultural participation evaluated in groups of people where particular cultural behavior is observed. These indicators show the strong interrelationships between them.

If we focus on the group which attends museums, galleries and exhibitions in the last year a sharp increase is seen in their rates of reading, 86,4%, compared to 62,2% of the whole surveyed population. Their annual theatre attendance rate is doubled, 44,4%, and the attendance rate at the cinema reaches 76,5%. Among those who read a book in the last year the museum attendance rate reached 46,6%, 33% go to the theatre every year and 32,2% to contemporary music concerts.

For those who attended a performing arts show their rate of museum attendance doubled, at 62,3%, and annual reading and cinema attendance reach the highest value, with percentages of 85,8% and 79,3%, respectively. If the analysis is focused on those who attended some kind of concert in the last year it can be observed a high rate of readers, 81,8% in annual terms, and cinema attendance, 76,5%. Virtually all of them usually listen to music at least once a month, 95,7%.

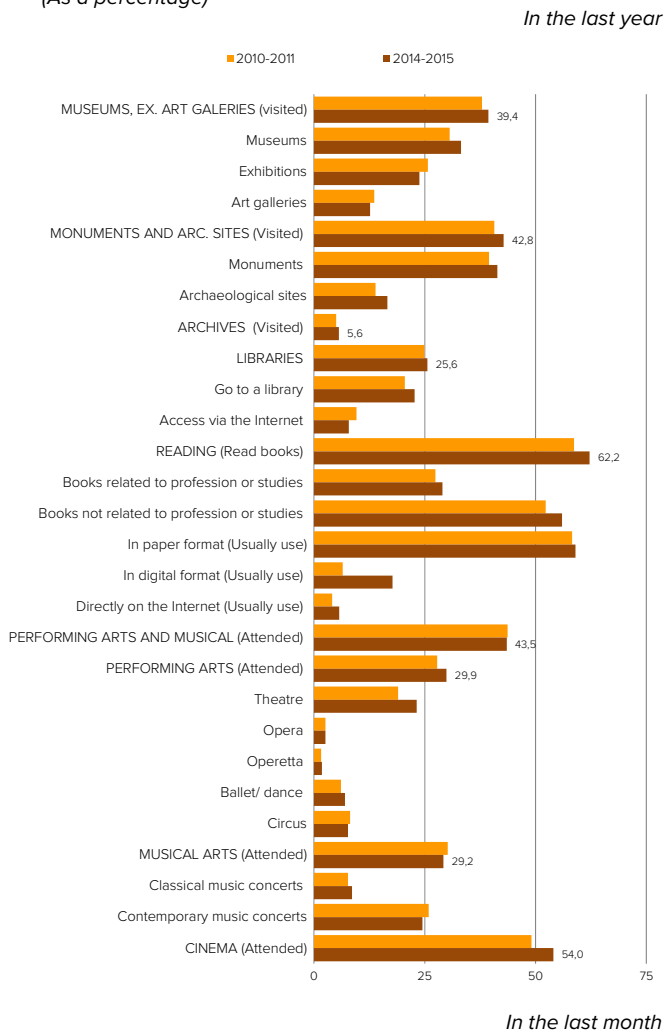
Those who go to the cinema each year exceed the average rate of attendance at museums by 15 percentage points, nearly 20 points in the annual readers, and they reach an annual rate of 35,1% in theatre attendance.

Among those who normally use video games, cinema attendance and an interest in music or reading is much more common, with annual rates of 77,8%, 97,4% and 77,3%, respectively.



SYNTHESIS OF RESULTS

Figure 74
Main indicators of cultural participation development
(As a percentage)

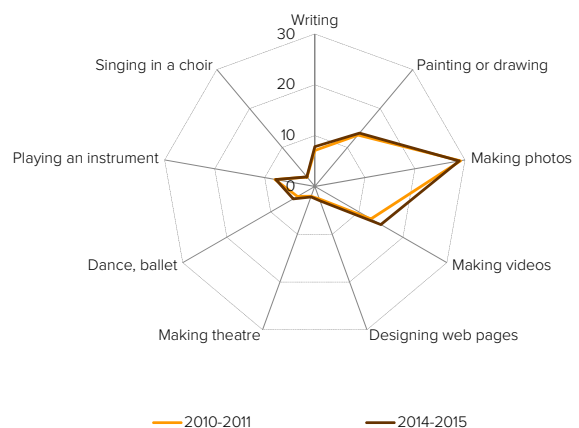


Main indicators of cultural participation development

It is important to point out that since the last survey, with reference to 2010-2011, there has been an increase in the rates of annual attendance at museums, monuments, archeological sites and archives. Similarly increases were recorded in library attendance and reading annual rates, especially in reading in a digital format. With regard to attendance to live shows, which remains stable on the whole, we can highlight the positive development of attendance at the theatre, operetta, ballet, dance or classical music concerts. Against this slight declines were observed in the annual rates of attendance at contemporary music concerts. The cinema undoubtedly continues to be the most popular type of cultural spectacle and in this period it shows a positive trend.

If the results of the survey are compared to those available for the 2006-2007 period, there has been an increase in the rates of annual attendance at museums, monuments, archeological sites and archives. Similarly there has been an increase in attendance or access to libraries, and an increase in the annual rates of reading. As regards the performing arts and music, even with the positive development in attendance at the theatre, ballet or dance, the annual rates of attendance at live shows decrease as a whole.

Figure 75
People who have practiced artistic activities
(As a percentage)



R.1. People who did or usually do certain cultural activities

(As a percentage of the population of each group)

IN THE LAST YEAR	TOTAL			Men			Women		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
	MUSEUMS, EXHIBITIONS AND ART GALLERIES (Visited)								
Museums	31,2	30,6	33,2	31,0	30,7	32,3	31,3	30,5	34,2
Exhibitions	24,7	25,7	23,8	24,2	25,2	23,5	25,2	26,2	24,1
Art galleries	13,7	13,6	12,7	13,5	13,5	12,0	13,9	13,7	13,4
MONUMENTS AND ARCHAEOLOGICAL SITES (Visited)									
Monuments	34,1	39,5	41,4	35,1	41,2	41,9	33,2	37,8	41,0
Archaeological sites	13,0	13,9	16,6	14,2	15,6	16,9	11,9	12,3	16,3
ARCHIVES									
	3,9	5,0	5,6	4,3	5,3	6,3	3,5	4,6	4,9
LIBRARIES									
Go to a library	17,6	20,5	22,7	15,6	18,6	20,2	19,5	22,3	25,2
Access via the Internet	4,6	9,6	7,9	5,0	10,2	7,5	4,2	9,1	8,3
READING (Read books)									
Books related to profession or studies	25,1	27,4	29,0	27,9	30,3	30,9	22,5	24,5	27,3
Books not related to profession or studies	52,5	52,3	56,0	48,1	47,2	49,4	56,7	57,2	62,3
In paper format (Usually use)	-	58,3	59,0	-	55,5	54,4	-	60,9	63,3
In digital format (Usually use)	-	6,5	17,7	-	8,2	17,2	-	4,8	18,2
Directly on the Internet (Usually use)	-	4,1	5,7	-	5,0	6,6	-	3,2	4,9
PERFORMING ARTS AND MUSICAL ARTS (Attended)									
	45,5	43,7	43,5	46,3	44,4	42,5	44,8	43,0	44,4
PERFORMING ARTS (Attended)									
Theatre	19,1	19,0	23,2	17,0	17,0	20,6	21,0	21,0	25,7
Opera	2,7	2,6	2,6	2,6	2,7	2,2	2,8	2,5	3,1
Operetta	1,9	1,6	1,8	1,7	1,5	1,3	2,1	1,6	2,2
Ballet/ dance	5,1	6,1	7,0	4,0	4,8	5,3	6,2	7,4	8,6
Circus	10,6	8,2	7,7	10,6	7,7	7,6	10,6	8,6	7,8
MUSICAL ARTS (Attended)									
Classical music concerts	8,4	7,7	8,6	8,7	7,6	7,9	8,0	7,8	9,2
Contemporary music concerts	26,4	25,9	24,5	28,9	29,0	25,9	24,0	22,9	23,2
CINEMA (Attended)									
	52,1	49,1	54,0	54,3	50,5	54,4	50,1	47,7	53,6
AT LEAST ONCE A MONTH									
LISTEN TO MUSIC (Usually listen)									
In a computer or directly on the Internet	-	17,3	26,2	-	19,6	29,1	-	15,0	23,5
PERIODIC PUBLICATIONS (Usually read)									
Directly on the Internet	14,1	14,4	26,8	18,7	19,0	33,2	9,7	10,0	20,7
For free	41,5	37,5	51,8	42,8	41,6	58,9	40,2	33,6	45,0
Daily press of general information	73,8	71,5	70,4	79,8	78,3	77,8	68,1	64,9	63,4
Sports press	25,1	32,8	34,5	43,9	57,0	60,1	7,1	9,6	10,1
Cultural magazines	15,2	17,7	20,6	14,9	19,1	21,2	15,5	16,3	19,9
AUDIOVISUAL (Usually watch or listen)									
Radio	81,6	77,1	76,8	84,3	79,6	80,1	78,9	74,7	73,6
Directly on the Internet	-	8,4	10,4	-	10,2	12,2	-	6,7	8,8
Video	51,9	49,6	42,1	56,5	53,5	46,6	47,5	46,0	37,8
Directly on the Internet	-	6,8	12,3	-	8,1	14,9	-	5,6	9,9
Television	98,2	96,7	95,5	98,1	96,8	94,9	98,3	96,7	96,1
Directly on the Internet	-	5,9	8,9	-	7,1	10,1	-	4,7	7,7
VIDEO GAMES (Usually play)									
	-	13,7	13,8	-	20,6	20,2	-	7,1	7,8
NEW TECHNOLOGIES (Usually use)									
Computer for entertainment or leisure	37,7	53,6	62,5	43,1	58,5	65,7	32,4	49,0	59,5
Internet for entertainment or leisure	33,1	52,5	66,9	37,8	56,9	69,6	28,6	48,3	64,4

SYNTHESIS OF RESULTS

R.2. People who have done certain active cultural practices in the last year

(As a percentage of the population of each group)

	TOTAL			Men			Women		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
Writing	7,5	7,1	7,8	6,8	6,1	7,0	8,1	8,1	8,6
Painting or drawing	9,2	13,2	13,7	7,5	11,2	11,6	10,8	15,1	15,6
Other visual arts	4,5	7,7	8,3	3,0	5,4	5,7	6,0	9,9	10,8
Making photos	16,6	29,1	28,9	18,0	30,9	29,7	15,3	27,3	28,1
Making videos	5,7	12,8	15,0	6,6	14,5	16,0	4,9	11,1	14,0
Designing web pages	2,2	2,6	3,0	2,8	3,9	4,1	1,7	1,4	2,0
Making theatre	2,1	2,1	2,2	1,7	1,7	1,6	2,4	2,4	2,8
Dance, ballet	3,8	3,9	4,9	2,0	2,1	2,6	5,4	5,7	7,1
Flamenco	-	-	1,7	-	-	1,1	-	-	2,2
Playing an instrument	5,9	8,0	7,8	7,5	10,2	9,7	4,4	5,9	6,0
Singing in a choir	2,8	2,4	2,4	2,3	1,8	1,8	3,2	2,9	3,0

R.3. People who have done certain active cultural practices in the last year

(As a percentage of the population of each group)

	Total			Men			Women		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
Cultural organizations	22,9	19,2	19,9	23,1	19,2	18,8	22,7	19,2	21,0
Conference	13,8	13,1	13,5	13,9	13,9	14,1	13,8	12,3	12,9
Circus	10,6	8,2	7,7	10,6	7,7	7,6	10,6	8,6	7,8
Other performing arts spectacles	-	3,4	3,0	-	3,5	3,0	-	3,2	3,0
Zoo	20,2	16,5	14,5	20,2	16,4	14,0	20,2	16,6	14,9
Botanical park	13,8	12,1	11,5	14,5	12,8	10,9	13,2	11,5	12,0
Thematic park	17,7	15,1	13,7	18,9	15,9	14,0	16,5	14,3	13,4
Water park	16,6	14,8	12,8	17,5	15,5	12,3	15,8	14,1	13,2
Fairground	19,4	17,5	15,0	21,1	18,2	15,2	17,7	16,9	14,8
Fairs	47,8	51,0	45,4	49,6	53,4	46,7	46,0	48,7	44,1
Sports spectacles	28,0	28,0	27,5	39,2	39,5	37,0	17,1	16,9	18,5
Bullfight	9,8	8,5	9,5	11,5	10,6	12,1	8,2	6,4	7,0

R.4. People who have attended to complementary training courses related to culture by type

(As a percentage of the population of each group)

	Total		Men		Women	
	2010-2011	2014-2015	2010-2011	2014-2015	2010-2011	2014-2015
Writing workshop	4,5	4,0	4,0	2,5	4,8	4,7
Painting or drawing	11,4	14,3	9,8	12,5	12,4	15,2
Other visual arts	7,7	10,5	3,3	3,2	10,4	14,3
Not professional photography	7,8	9,4	12,6	12,1	5,0	8,0
Other audio-visual	4,0	4,9	6,0	6,6	2,8	4,0
Design	4,5	4,0	5,6	7,2	3,8	2,3
Theatre	4,0	6,7	3,0	8,3	4,5	5,9
Dance	16,4	20,5	8,6	8,3	21,0	26,8
Other performing arts	0,4	1,2	0,6	1,1	0,3	1,2
Playing an instrument	10,8	13,1	15,2	21,8	8,2	8,6
Another musical training	4,3	3,8	5,5	5,2	3,6	3,0
Other matter linked to the culture	33,6	28,3	36,2	29,3	32,1	27,7

R.5 People who have bought certain cultural equipment in the last quarter*(As a percentage of the population of each group)*

	Total			Men			Women		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
Books	34,5	34,9	36,9	31,6	32,3	34,3	33,7	37,4	39,4
Related to profession or studies	11,8	11,1	12,3	12,0	11,5	12,1	11,5	10,7	12,4
Not related with profession or studies	29,2	29,1	31,5	25,8	25,8	28,8	32,4	32,2	34,1
Recorded music	22,5	11,7	9,9	24,8	13,2	11,0	20,2	10,3	8,9
Videos	14,1	10,7	8,4	16,3	12,3	9,3	12,1	9,1	7,5

R.6. People who have obtained books, music or videos by modes of acquisition*(As a percentage of population of each group)*

	Books			Music			Video		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
PURCHASE									
Establishment	30,4	32,1	33,3	19,7	10,0	7,8	11,3	7,7	6,1
News stand	2,2	1,5	1,1	0,6	0,3	0,2	1,9	2,2	0,8
Post, phone or by subscription	4,1	1,9	1,7	0,4	0,1	0,1	0,3	0,1	0,1
Flea market or itinerant market (branded)	-	-	-	0,5	0,3	0,5	0,4	0,3	0,3
Flea market or itinerant market (unbranded)	-	-	-	1,5	0,4	0,3	1,0	0,6	0,5
On the Internet	0,6	1,0	2,0	0,8	0,8	0,9	0,1	0,2	0,5
On the Internet paying	0,0	0,1	2,5	0,5	0,5	0,8	0,1	0,2	0,5
MODES OF ACQUISITION DIFERENT FROM PURCHASE									
Download from the Internet for free	0,3	0,6	2,5	13,1	17,7	18,3	10,3	17,4	16,1
Photocopy	0,2	0,6	0,3	-	-	-	-	-	-
Photocopy of a complete book	0,1	0,3	0,2	-	-	-	-	-	-
Photocopy of part of a book	0,1	0,3	0,2	-	-	-	-	-	-
Recorded from TV or radio	-	-	-	0,4	0,2	0,2	2,7	0,9	0,8
Copy from a friend	-	-	0,3	5,1	1,7	1,2	2,0	1,3	1,1
Borrowed from a library or friend	1,4	4,5	4,5	-	-	0,1	-	-	1,4
Gift	1,7	5,9	2,6	0,6	0,2	1,0	0,3	0,5	1,4

SYNTHESIS OF RESULTS

R.7. People according to the availability of cultural equipment in their households

(As a percentage of each group)

	TOTAL			Men			Women		
	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015	2006-2007	2010-2011	2014-2015
READING									
Digital book equipment	-	0,8	40,4	-	0,9	40,8	-	0,7	39,9
Digital book readers	-	0,8	28,3	-	0,9	28,3	-	0,7	28,2
Others	-	-	27,3	-	-	28,6	-	-	26,1
Books	94,9	93,7	93,2	95,2	93,9	92,7	94,6	93,5	93,6
Paper format	94,9	93,7	93,0	95,2	93,9	92,6	94,6	93,5	93,4
Digital format	-	4,6	23,8	-	5,3	23,9	-	3,9	23,6
More than 25 books	71,5	68,4	69,3	71,6	66,8	67,4	71,6	70,0	71,2
MUSIC									
Equipment in which to listen music	98,3	97,1	97,0	98,8	97,5	97,7	97,8	96,8	96,3
Radio	97,3	91,3	88,9	97,7	92,1	89,9	97,0	90,6	87,9
CD, Blu-Ray	81,6	83,8	77,9	83,8	85,6	80,0	79,5	82,2	75,9
Vinyl Records	30,7	26,4	23,4	31,3	26,4	23,7	30,2	26,3	23,0
Digital sound player media (MP3, iPad y otros)	38,3	52,2	49,7	41,1	54,3	51,3	35,6	50,2	48,1
Mobile phone with music player	28,9	55,2	72,2	31,1	56,8	74,1	26,7	53,8	70,3
Sound record media	84,9	87,2	81,8	86,9	88,5	83,5	82,8	85,9	80,1
Musical instruments	33,6	39,7	37,1	34,0	39,6	37,3	33,3	39,7	36,9
AUDIOVISUALES									
Equipment in which to see TV	99,7	99,7	99,3	99,7	99,8	99,2	99,6	99,7	99,3
TV	99,7	99,7	99,0	99,7	99,7	99,0	99,6	99,7	99,1
Others	-	20,4	17,2	-	20,3	18,1	-	20,5	16,3
Equipment in which to see video	85,4	87,3	78,0	87,8	88,7	79,6	83,2	85,8	76,4
Video DVD, Blu Ray	85,4	81,4	73,5	87,8	83,5	74,6	83,2	79,4	72,4
Digital video player media	-	13,3	23,3	-	14,3	25,3	-	12,3	21,3
Others	-	10,6	11,2	-	11,1	12,7	-	10,2	9,7
Equipment in which to make photo or video	-	83,8	87,6	-	84,8	88,7	-	82,9	86,5
Photo camera	73,2	68,4	62,2	75,0	68,5	62,2	71,6	68,2	62,1
Video camera	30,6	30,4	25,5	32,5	31,7	25,4	28,8	29,2	25,5
Photo or video camera	-	36,1	41,3	-	37,3	41,8	-	35,1	40,8
Mobile phone with video player	-	38,8	69,0	-	40,7	71,0	-	36,9	67,2
Video record media	83,1	84,1	73,1	85,8	85,4	75,0	80,5	82,8	71,2
Video record media (VHS, DVD, Blu-Ray)	83,1	83,8	71,3	85,8	85,0	72,9	80,5	82,6	69,6
Other video record media	-	15,6	21,7	-	17,4	23,9	-	13,9	19,5
GAME CONSOLE, COMPUTER AND INTERNET									
Game software (*)	30,0	37,5	30,9	32,5	39,9	34,2	27,6	35,1	27,8
Educational software	-	29,7	20,0	-	30,7	20,8	-	28,7	19,2
Sound and video reproduction programmes	35,4	43,7	38,7	39,0	46,2	41,3	31,8	41,2	36,2
Game consoles	22,6	39,7	38,1	25,9	42,6	41,5	19,4	37,0	35,0
Computer or tablet	60,6	72,2	78,3	63,2	74,1	79,7	58,2	70,4	76,9
Internet access	43,3	64,0	77,7	46,2	65,6	79,7	40,5	62,5	75,8
Mobile with Internet access	-	36,4	72,7	-	38,6	74,6	-	34,3	70,8

(*) In 2007 it includes educational software

