

Audience Atlas Norway

Appendices

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Audience Atlas Norway – market report

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Morris Hargreaves McIntyre is an international strategic research consultancy working within the culture, heritage, leisure, media and charities sectors. Our specialism is in helping organisations develop enhanced consumer focus.

Our company was born out of a desire to help cultural organisations become more creative in the way in which they are managed, more audience focused, more engaging, able to deliver greater impact and, as a result, more successful and sustainable. This founding ethos remains at the core of all our activity today.

Research is a means to an end in our world. We believe that knowledge and insight are the key to sustainable change and a successful sector. However, what we find is that most research is tactical not strategic, leaving many fundamental questions on the market for the arts unanswered.

Clients keep asking us the same questions – how can we better understand and reach our potential market? To address these directly, we have developed two new sector specific products. Audience Atlas and Culture Segments.

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1 Culture Segments data appendix

This chapter includes key data tables from the Audience Atlas Norway dataset. It gives more detail on the demographic profile of each segment than is included in the Culture Segments pen portraits. It should be borne in mind that Culture Segments are not defined demographically.

It also includes more detailed lists of each segments media consumption and digital behaviour.

Age	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Under 18	-	-	-	-	-	-	-	-	-
18 to 19	3%	-	-	13%	-	5%	3%	-	5%
20 to 24	8%	9%	7%	-	-	7%	17%	8%	6%
25 to 29	11%	14%	12%	2%	1%	18%	9%	2%	18%
30 to 34	8%	9%	6%	15%	4%	9%	7%	4%	8%
35 to 39	8%	10%	6%	9%	4%	11%	8%	4%	7%
40 to 44	11%	7%	16%	7%	10%	15%	14%	14%	4%
45 to 49	14%	14%	9%	14%	13%	14%	15%	15%	16%
50 to 54	7%	10%	6%	5%	5%	4%	6%	10%	6%
55 to 59	7%	8%	8%	8%	10%	5%	4%	8%	6%
60 to 64	8%	7%	13%	7%	9%	3%	7%	10%	8%
65 to 69	9%	5%	8%	15%	22%	6%	2%	15%	7%
70 to 74	5%	3%	4%	5%	15%	1%	1%	6%	6%
75 to 79	3%	2%	3%	2%	5%	2%	2%	5%	2%
80 to 84	1%	0%	2%	-	2%	-	1%	-	-
85+	0%	0%	0%	-	1%	-	2%	-	-
No reply	-	-	-	-	-	-	-	-	-

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Gender	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Male	49%	38%	50%	26%	48%	59%	48%	54%	61%
Female	51%	62%	50%	74%	52%	41%	52%	46%	39%
No reply	-	-	-	-	-	-	-	-	-

Akershus vs Oslo	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Akershus	46%	37%	53%	38%	55%	33%	47%	57%	55%
Oslo	54%	63%	47%	62%	45%	67%	53%	43%	45%
No reply	-	-	-	-	-	-	-	-	-

Oslo - region	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base - live in Oslo	802	162	95	76	46	147	98	93	84
Alna	8%	6%	4%	4%	13%	6%	12%	6%	14%
Bjerke	5%	5%	3%	1%	1%	1%	5%	19%	8%
Frogner	8%	17%	7%	7%	4%	8%	5%	5%	2%
Gamle Oslo	8%	8%	4%	2%	4%	5%	10%	11%	20%
Grorud	8%	3%	5%	7%	6%	18%	4%	5%	10%
Grünerløkka	9%	9%	4%	18%	14%	6%	12%	7%	4%
Marka	0%	-	1%	-	-	-	-	1%	-
Nordre Aker	7%	6%	5%	8%	9%	7%	6%	7%	14%
Nordstrand	6%	3%	9%	10%	10%	7%	0%	10%	4%
Østensjø	7%	5%	11%	9%	6%	4%	6%	13%	8%
Sagene	6%	11%	6%	6%	13%	9%	1%	1%	1%
Sentrum	1%	1%	4%	-	-	3%	-	-	0%
Søndre Nordstrand	5%	6%	7%	3%	3%	1%	14%	4%	3%
St. Hanshaugen	5%	7%	11%	3%	1%	6%	5%	1%	4%
Stovner	4%	4%	1%	5%	9%	3%	3%	6%	-
Ullern	6%	7%	6%	4%	3%	13%	1%	5%	2%
Vestre Aker	6%	4%	13%	13%	5%	3%	4%	1%	6%
Dont know/can't say	1%	-	-	-	-	-	10%	-	-
No reply	-	-	-	-	-	-	-	-	-

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Akershus - region	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base - live in Akershus	695	96	108	47	56	72	89	124	105
Ås	5%	5%	11%	-	4%	4%	3%	7%	0%
Asker	9%	4%	3%	8%	4%	23%	20%	12%	2%
Aurskog-Høland	2%	1%	3%	5%	-	2%	-	2%	1%
Bærum	21%	21%	28%	23%	21%	21%	30%	6%	25%
Eidsvoll	3%	1%	0%	13%	2%	1%	1%	5%	4%
Enebakk	2%	4%	5%	-	2%	-	-	1%	0%
Fet	2%	1%	2%	0%	6%	-	-	4%	-
Frogn	1%	3%	2%	1%	2%	0%	-	0%	2%
Gjerdrum	1%	-	1%	-	-	1%	-	1%	0%
Hurdal	0%	-	0%	-	-	-	-	-	1%
Lørenskog	5%	10%	5%	10%	7%	6%	1%	3%	3%
Nannestad	2%	3%	-	1%	0%	-	-	0%	6%
Nes (Ak.)	4%	1%	1%	-	3%	0%	1%	14%	5%
Nesodden	3%	3%	0%	6%	1%	2%	4%	0%	9%
Nittedal	5%	2%	3%	1%	10%	8%	9%	4%	2%
Oppegård	5%	4%	2%	1%	8%	5%	8%	10%	1%
Rælingen	2%	2%	1%	1%	-	1%	1%	7%	2%
Skedsmo	8%	6%	5%	18%	10%	9%	8%	11%	4%
Ski	8%	17%	3%	7%	5%	4%	1%	9%	13%
Sørums	4%	3%	1%	1%	10%	11%	3%	1%	6%
Ullensaker	7%	7%	17%	2%	1%	1%	8%	1%	10%
Vestby	2%	0%	6%	4%	3%	0%	-	1%	4%
Don't know/can't say	-	-	-	-	-	-	-	-	-
No reply	-	-	-	-	-	-	-	-	-

Education	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
No schooling completed	0%	-	-	1%	-	-	-	-	-
Primary school - grades 1 - 7 age 6-13	1%	-	2%	-	-	1%	2%	3%	1%
Lower secondary school - grades 8 - 10 age 13 - 16	14%	8%	6%	17%	11%	18%	17%	20%	14%
Upper secondary school - grades VG1 - VG3 age 16-19	43%	24%	53%	37%	52%	32%	51%	47%	55%
College 1-4 years	23%	34%	19%	21%	21%	29%	19%	20%	19%
College 5+ years	19%	34%	19%	23%	16%	20%	11%	10%	11%
No reply	-	-	-	-	-	-	-	-	-

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Income	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1312	229	174	94	92	208	157	195	163
0 - 299 999 NOK	7%	7%	7%	9%	8%	10%	10%	3%	7%
300 000 - 399 999 NOK	9%	6%	7%	7%	10%	8%	11%	13%	8%
400 000 - 499 999 NOK	16%	17%	16%	13%	17%	12%	13%	16%	23%
500 000 - 599 999 NOK	11%	18%	9%	6%	20%	8%	1%	16%	6%
600 000 - 699 999 NOK	8%	7%	8%	8%	7%	10%	5%	10%	5%
700 000 - 799 999 NOK	7%	7%	7%	4%	7%	4%	13%	9%	9%
800 000 - 899 999 NOK	11%	9%	18%	22%	13%	7%	17%	6%	8%
900 000 - 999 999 NOK	11%	12%	7%	6%	6%	9%	18%	12%	9%
1 million +	20%	18%	22%	24%	12%	31%	13%	15%	24%
No reply	-	-	-	-	-	-	-	-	-

Income Grouped	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1312	229	174	94	92	208	157	195	163
0 - 499 999 NOK	32%	30%	30%	29%	35%	30%	33%	32%	38%
500 000 - 999 999 NOK	48%	52%	48%	47%	53%	39%	54%	54%	38%
1 million +	20%	18%	22%	24%	12%	31%	13%	15%	24%
No reply	-	-	-	-	-	-	-	-	-

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Which political party did you vote for in the last Norwegian parliamentary elections in 2009?	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
DNA (Det Norske Arbeiderparti)	27%	22%	18%	25%	33%	30%	31%	39%	17%
FRP (Fremskrittspartiet)	10%	5%	13%	4%	13%	12%	6%	7%	24%
H (Høyre)	24%	14%	32%	37%	18%	21%	21%	31%	19%
SV (Sosialistisk Venstreparti)	6%	11%	7%	7%	3%	5%	10%	2%	3%
SP - Senterpartiet	2%	1%	5%	-	2%	1%	0%	1%	2%
KrF (Kristelig Folkeparti)	4%	2%	4%	3%	9%	0%	6%	0%	8%
V (Venstre)	7%	11%	5%	4%	1%	15%	7%	4%	4%
R Rødt	3%	9%	1%	1%	3%	6%	3%	1%	0%
Miljøpartiet de grønne	5%	12%	4%	10%	2%	2%	6%	1%	-
Other party	2%	0%	2%	1%	3%	-	0%	1%	6%
Prefer not to say	7%	7%	5%	6%	12%	5%	3%	7%	12%
Don't know/can't say	4%	6%	3%	3%	1%	1%	5%	5%	6%
No reply	-	-	-	-	-	-	-	-	-

Do you have any disability or long term illness that affects the activities you can do?	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Yes	14%	20%	9%	23%	33%	7%	14%	13%	7%
No	85%	80%	90%	74%	66%	93%	86%	86%	91%
Prefer not to say	1%	0%	0%	3%	1%	-	0%	1%	2%
No reply	-	-	-	-	-	-	-	-	-

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In what country were you born?	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Norway	95%	95%	96%	94%	93%	97%	97%	95%	94%
Pakistan	0%	-	-	-	-	-	0%	-	-
Sweden	1%	1%	0%	1%	7%	2%	1%	0%	3%
Somalia	-	-	-	-	-	-	-	-	-
Poland	0%	0%	0%	-	-	-	-	-	-
Sri Lanka	0%	-	0%	-	-	-	-	-	-
Iraq	-	-	-	-	-	-	-	-	-
Turkey	-	-	-	-	-	-	-	-	-
Morocco	-	-	-	-	-	-	-	-	-
Vietnam	-	-	-	-	-	-	-	-	-
Iran	0%	-	-	1%	-	-	-	-	-
Philippines	-	-	-	-	-	-	-	-	-
Germany	0%	0%	0%	0%	-	-	0%	1%	-
Denmark	1%	0%	0%	-	-	0%	0%	1%	3%
Afghanistan	-	-	-	-	-	-	-	-	-
Bosnia and Herzegovina	-	-	-	-	-	-	-	-	-
Russia	0%	0%	-	1%	-	-	-	-	-
China	0%	-	-	-	-	-	-	3%	-
United Kingdom	0%	0%	0%	-	0%	0%	0%	0%	0%
Kosovo	-	-	-	-	-	-	-	-	-
India	0%	-	0%	1%	-	-	-	-	-
Other	1%	3%	2%	2%	0%	0%	1%	0%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-
No reply	-	-	-	-	-	-	-	-	-

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In what country were your parents born? Please select all that apply	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Norway	97%	97%	97%	95%	92%	98%	96%	97%	96%
Pakistan	1%	1%	3%	1%	-	-	0%	-	-
Sweden	1%	1%	1%	1%	5%	1%	-	0%	3%
Somalia	-	-	-	-	-	-	-	-	-
Poland	0%	0%	1%	-	-	-	1%	-	-
Sri Lanka	0%	-	0%	-	-	-	-	-	-
Iraq	-	-	-	-	-	-	-	-	-
Turkey	0%	0%	-	-	-	-	-	-	-
Morocco	-	-	-	-	-	-	-	-	-
Vietnam	0%	-	-	-	-	-	-	-	1%
Iran	-	-	-	-	-	-	-	-	-
Philippines	-	-	-	-	-	-	-	-	-
Germany	1%	1%	3%	2%	0%	1%	0%	1%	0%
Denmark	2%	4%	3%	0%	3%	1%	1%	2%	4%
Afghanistan	-	-	-	-	-	-	-	-	-
Bosnia and Herzegovina	-	-	-	-	-	-	-	-	-
Russia	0%	0%	-	1%	-	-	-	-	-
China	1%	0%	-	0%	-	-	4%	0%	-
United Kingdom	1%	3%	0%	-	0%	0%	2%	0%	0%
Kosovo	-	-	-	-	-	-	-	-	-
India	0%	-	0%	1%	-	-	-	-	-
Other	2%	3%	2%	2%	0%	1%	1%	6%	0%
Prefer not to say	0%	-	-	-	3%	-	-	-	-
No reply	-	-	-	-	-	-	-	-	-

Employment status	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Full time paid employment	57%	57%	57%	50%	33%	60%	60%	60%	59%
Part time paid employment	7%	9%	6%	7%	6%	9%	6%	4%	5%
Self employed	2%	6%	3%	1%	0%	1%	0%	0%	5%
Unemployed / looking for work	3%	0%	1%	3%	0%	4%	6%	5%	2%
Retired	18%	11%	18%	20%	45%	9%	11%	24%	18%
Stay at home parent/caretaker	1%	1%	2%	1%	-	0%	-	0%	1%
High School student	3%	5%	-	5%	-	5%	3%	-	5%
College / University student	8%	7%	10%	9%	1%	10%	12%	4%	5%
Other	2%	3%	3%	3%	13%	1%	2%	1%	0%
Don't know	-	-	-	-	-	-	-	-	-
Prefer not to answer	1%	1%	-	2%	3%	1%	-	1%	-
No reply	-	-	-	-	-	-	-	-	-

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Media sources	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Posters, boards and banners outside venues e.g. cinemas, theatres, galleries, museums	43%	58%	51%	51%	28%	47%	37%	33%	28%
Posters on the Metro/Tunnelbane	32%	42%	34%	43%	13%	31%	35%	28%	18%
Posters on trams / in tram stations (eg Oslotrikken, Gråkallbanen)	24%	33%	29%	26%	10%	26%	22%	18%	16%
Posters in overground trains or railway stations	18%	27%	25%	16%	13%	17%	11%	14%	12%
Posters on outdoor billboards	34%	42%	38%	39%	22%	36%	35%	29%	22%
Advertising elsewhere	42%	51%	48%	50%	28%	49%	50%	27%	27%
Tourist maps/guidebooks/information centres	16%	22%	20%	13%	22%	16%	6%	22%	7%
Venue leaflet, brochure and flyers	33%	51%	39%	33%	30%	31%	23%	28%	18%
Local newspapers (eg Whats On advertisements/pages)	59%	66%	69%	57%	65%	72%	44%	57%	40%
National newspapers	53%	66%	66%	68%	54%	65%	32%	47%	28%
Lifestyle / special interest magazines	15%	25%	13%	12%	9%	28%	7%	12%	8%
Listings magazines	13%	9%	19%	8%	18%	13%	17%	16%	10%
Television	58%	48%	66%	47%	55%	62%	65%	57%	63%
Radio	36%	34%	47%	30%	31%	40%	39%	27%	33%
Word of mouth /recommendation	61%	75%	63%	57%	57%	70%	48%	53%	56%
Venue mailing lists	20%	31%	22%	25%	25%	16%	13%	15%	11%
Newspaper or magazine websites	51%	58%	48%	44%	33%	65%	57%	37%	56%
Artist websites (including MySpace)	9%	16%	9%	7%	1%	21%	5%	3%	4%
Venue websites	47%	63%	38%	60%	35%	54%	48%	42%	33%
Online 'what's on' listings	23%	35%	23%	37%	16%	26%	13%	10%	20%
Email newsletters	43%	43%	46%	52%	45%	53%	33%	38%	36%
Social networking sites (Facebook, Underskog, LinkedIn)	40%	42%	38%	46%	28%	49%	39%	32%	41%
Blogs (eg Bebo, Tumblr)	2%	3%	2%	2%	0%	4%	1%	2%	3%
Microblogs (eg Twitter, Pinterest)	5%	7%	8%	4%	1%	10%	3%	-	5%
Online rating sites (eg. TripAdvisor)	14%	17%	16%	23%	7%	16%	5%	10%	17%
Other websites	12%	17%	7%	15%	12%	15%	9%	10%	9%
Posters in bus stations	22%	29%	26%	38%	12%	25%	19%	11%	17%
None of these	3%	1%	2%	3%	4%	1%	6%	3%	6%
No reply	-	-	-	-	-	-	-	-	-

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National press	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base - read national or local newspapers	1064	212	168	91	84	175	94	156	84
Verdens Gang	57%	45%	65%	51%	58%	62%	60%	59%	64%
Aftenposten	76%	79%	83%	78%	70%	81%	88%	60%	55%
Morgenbladet	8%	16%	6%	4%	2%	9%	7%	8%	-
Dagbladet	48%	52%	58%	38%	32%	62%	52%	37%	35%
Dagens Naeringsliv	27%	33%	31%	24%	17%	24%	27%	19%	31%
Dagsavisen	15%	22%	19%	22%	12%	13%	11%	6%	15%
Ditt Oslo - lokalavisen	32%	38%	32%	29%	30%	41%	31%	24%	22%
Utrop	1%	1%	1%	-	3%	1%	0%	-	-
Other	34%	30%	31%	24%	50%	26%	22%	51%	46%
No reply	-	-	-	-	-	-	-	-	-

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Spent any time in the past week? Online inc mobile / personal devices	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Reading and sending emails	99%	99%	100%	98%	99%	100%	98%	100%	100%
Listening to streaming audio (e.g.Last.fm)	50%	53%	48%	52%	32%	67%	47%	39%	54%
Downloading music to listen to later	29%	35%	23%	32%	6%	44%	24%	18%	37%
Downloading podcasts to listen to later	14%	23%	14%	10%	2%	20%	15%	6%	7%
Watching streaming video (e.g. YouTube)	69%	77%	68%	66%	53%	84%	65%	56%	72%
Downloading video to watch later	17%	16%	19%	15%	9%	38%	10%	9%	16%
Uploading photos (eg Instagram, Flickr)	29%	32%	34%	32%	13%	48%	19%	20%	27%
Uploading audio or video	17%	20%	20%	15%	8%	26%	7%	15%	15%
Blogging (eg Wordpress, Bebo, Tumblr)	6%	6%	3%	6%	1%	7%	6%	9%	4%
Microblogging (eg Twitter, Pinterest)	14%	14%	18%	9%	2%	26%	20%	9%	10%
Social networking (eg Facebook, LinkedIn, MySpace)	76%	78%	79%	79%	64%	88%	79%	63%	72%
Online rating (eg TripAdvisor)	27%	37%	32%	23%	14%	38%	20%	16%	20%
Looking at newspaper content	93%	94%	92%	85%	90%	99%	94%	88%	95%
Online shopping of any kind	56%	66%	53%	58%	42%	81%	43%	49%	49%
Online banking, paying bills etc.	93%	93%	96%	88%	92%	97%	91%	92%	90%
Learning/gaining understanding/enriching my knowledge	64%	79%	71%	69%	65%	73%	52%	50%	53%
Playing networked games	27%	19%	15%	27%	28%	32%	44%	21%	37%
Other web browsing for information/entertainment etc.	87%	91%	88%	86%	73%	93%	80%	83%	92%
None of these	0%	0%	-	-	-	-	2%	-	-
No reply	-	-	-	-	-	-	-	-	-

Audience Atlas Norway – market report

Spent more than 2 hours in the past week? Online inc mobile / personal devices	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Reading and sending emails	46%	54%	48%	41%	51%	50%	45%	45%	31%
Listening to streaming audio (e.g.Last.fm)	19%	23%	15%	19%	8%	31%	19%	14%	17%
Downloading music to listen to later	3%	4%	3%	2%	1%	8%	2%	2%	1%
Downloading podcasts to listen to later	3%	2%	4%	0%	1%	8%	3%	1%	1%
Watching streaming video (e.g. YouTube)	15%	10%	16%	18%	7%	20%	17%	10%	22%
Downloading video to watch later	4%	3%	2%	3%	0%	14%	1%	2%	1%
Uploading photos (eg Instagram, Flickr)	5%	5%	7%	1%	1%	11%	2%	6%	2%
Uploading audio or video	2%	2%	2%	3%	-	6%	1%	0%	1%
Blogging (eg Wordpress, Bebo, Tumblr)	1%	2%	2%	1%	1%	1%	-	1%	1%
Microblogging (eg Twitter, Pinterest)	3%	3%	1%	1%	1%	7%	1%	2%	4%
Social networking (eg Facebook, LinkedIn, MySpace)	40%	38%	37%	40%	22%	53%	47%	35%	39%
Online rating (eg TripAdvisor)	1%	2%	2%	2%	1%	3%	1%	-	0%
Looking at newspaper content	54%	51%	51%	50%	41%	70%	65%	42%	55%
Online shopping of any kind	7%	6%	5%	6%	0%	9%	7%	6%	11%
Online banking, paying bills etc.	9%	8%	10%	7%	14%	12%	9%	3%	11%
Learning/gaining understanding/enriching my knowledge	20%	31%	19%	12%	9%	33%	17%	10%	13%
Playing networked games	11%	8%	4%	9%	11%	12%	17%	10%	17%
Other web browsing for information/entertainment etc.	40%	42%	32%	39%	26%	47%	45%	37%	48%
None of these	16%	15%	21%	19%	21%	5%	12%	26%	16%
No reply	-	-	-	-	-	-	-	-	-

Audience Atlas Norway – market report

Spent less than 2 hours in the past week? Online inc mobile / personal devices	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Reading and sending emails	54%	46%	52%	57%	48%	50%	54%	55%	69%
Listening to streaming audio (e.g.Last.fm)	31%	30%	33%	33%	24%	35%	29%	25%	36%
Downloading music to listen to later	26%	31%	20%	31%	5%	36%	21%	16%	36%
Downloading podcasts to listen to later	11%	21%	10%	10%	2%	13%	12%	5%	6%
Watching streaming video (e.g. YouTube)	54%	67%	52%	48%	46%	64%	47%	46%	51%
Downloading video to watch later	14%	13%	16%	12%	9%	24%	10%	7%	15%
Uploading photos (eg Instagram, Flickr)	25%	27%	27%	31%	12%	37%	17%	14%	26%
Uploading audio or video	15%	18%	18%	12%	8%	20%	6%	15%	14%
Blogging (eg Wordpress, Bebo, Tumblr)	4%	4%	1%	5%	1%	6%	6%	8%	3%
Microblogging (eg Twitter, Pinterest)	12%	11%	17%	8%	1%	19%	19%	7%	6%
Social networking (eg Facebook, LinkedIn, MySpace)	36%	41%	42%	39%	42%	36%	32%	29%	33%
Online rating (eg TripAdvisor)	25%	35%	29%	21%	13%	36%	19%	16%	20%
Looking at newspaper content	39%	43%	42%	34%	50%	29%	29%	46%	40%
Online shopping of any kind	50%	60%	47%	52%	41%	72%	36%	43%	37%
Online banking, paying bills etc.	84%	84%	86%	82%	79%	85%	82%	89%	79%
Learning/gaining understanding/enriching my knowledge	45%	48%	51%	57%	56%	40%	35%	40%	40%
Playing networked games	16%	11%	10%	18%	18%	20%	27%	11%	20%
Other web browsing for information/entertainment etc.	46%	50%	56%	46%	47%	46%	35%	47%	44%
None of these	1%	1%	0%	-	0%	0%	2%	-	0%
No reply	-	-	-	-	-	-	-	-	-

Audience Atlas Norway – market report

Are you a member of any of the following types of organisations? Please select all that apply	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Trade union/ industry or occupational organisation	48%	56%	55%	52%	47%	52%	42%	36%	39%
Political party or organisation	10%	13%	15%	17%	17%	8%	5%	7%	2%
Health or athletic club	35%	32%	37%	44%	34%	42%	33%	30%	34%
Sports team	20%	16%	20%	20%	14%	19%	15%	23%	30%
Outdoor life organisation (eg Den Norske Turistforening)	17%	30%	25%	12%	16%	14%	8%	17%	10%
Music, theatre or arts organisation	10%	17%	15%	5%	8%	17%	5%	2%	1%
Cinema	7%	14%	4%	7%	1%	7%	9%	5%	4%
Other cultural or artistic organisation	6%	10%	7%	10%	8%	4%	5%	3%	-
Patient or relatives organisation, or other health organisation	9%	13%	7%	12%	13%	4%	9%	8%	6%
Human rights or humanitarian organisation	16%	26%	18%	22%	8%	18%	17%	8%	7%
Wildlife organisation	3%	6%	4%	6%	4%	1%	3%	3%	0%
Religious belief organisation	9%	12%	11%	11%	20%	5%	8%	4%	10%
Non-religious belief organisation	6%	6%	7%	13%	5%	6%	6%	3%	1%
Other organisation, association or society	22%	28%	27%	20%	28%	16%	22%	18%	20%
None of these	12%	6%	10%	6%	8%	14%	12%	22%	18%
No reply	-	-	-	-	-	-	-	-	-

Which of the following devices do you use? Please select all that apply	Total	Culture Segment							
		Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Base	1497	258	203	123	102	219	187	217	189
Audio/MP3 player (eg iPod)	32%	42%	32%	21%	20%	40%	28%	26%	35%
Smart phone (eg iPhone, Android, Blackberry)	80%	80%	79%	78%	68%	92%	84%	73%	80%
Tablet computer (eg iPad, KindleFire)	52%	57%	54%	47%	36%	59%	50%	49%	53%
Portable Laptop computer	85%	91%	88%	85%	78%	87%	76%	86%	84%
Desktop computer	48%	53%	41%	46%	53%	47%	53%	48%	42%
None of these	0%	0%	-	-	-	-	-	1%	-
No reply	-	-	-	-	-	-	-	-	-

2 Focus group transcripts

In addition to the Audience Atlas survey, four focus groups were conducted with a range of culture segments. Groups were conducted in Norwegian and below follow English translations.

These transcripts have been analysed to inform the main report – in particular chapters 14 and 15 which look at non-users, the reasons for their lack of engagement and strategic implications of this.

2.1 Group 1

Transcription of Oslo Performa Project – Group 1
Date: 4 November 2013

M: Moderator
1: Thomas - Expression
2: Grete - Expression
3: Peter - Expression
4: Lena - Affirmation
5: Knut - Expression
6: Gunnvor - Perspective
7: Brigitte - Expression

Participants are seated around an table oval table, M on one long side, 1 to the left of M, 2 to the left of 1, etc. all the way round to 7 who in turn is seated to the right of M.

M: Yes, now it's working. (Sits down) I thought we should begin with you, perhaps? (Pointing at 1)

1: Yes. My name is Thomas. I live in Ski. Age 40. I have a daughter. Free time: mostly at the cottage, the summer in Sweden. By the sea. Skiing in winter.

M: Other things you are concerned about? Or that interest you very much?

1: (Hesitates)

M: Is it mostly skiing in the winter and the cottage in the summer?

1: Yeah, that's mostly what it is, I was going to say.

M: So you're not mainly into reading science fiction and stuff?

1: No, I would not call it a hobby as such.

M: No. OK, fine. Then we'll go on to you (looking at 2)

2: Yes, I'm Grete, age 38; I live in Asker. I have 2 daughters, one who will be five in November and one who is five months old. That's what I'm most proud of at the moment (laughs).

M: Yes, that is very good

2: I'm on leave ...but in my spare time I like very much to be out there, in nature, and I am very keen on travel. Yes, well, those are my main interests, really

M: Thank you; we'll go to you (points to 3)

3: Yes, my name is Peter. Age 28. Half-Norwegian, half Scottish. Studying at BI, organizational psychology. And interests are, well, dogs, I like people, I love nature and travelling. Yes.

M: What kind of dogs?

3: Well, I have a terrier, but I am very fond of dogs.

M: OK.

3: I was in the military with dogs, too.

M: OK. Is that something you got from home or did you become acquainted with this gradually?

3: It's something I've become familiar with gradually (nods)

M: OK, thank you. Then we'll go on to you (looking at 4)

4: Yes, my name is Lena. I'm 42. I'm a single mum, just moved to Oppegård. I have a daughter who has just turned 14. Very much of my time up until now has been spent looking after her; now that she is getting so big, I've got time for more cultural things. Well, let's hope so...

M: Indeed; what could you imagine?

4: Well, going to the theatre, concerts and the like.

M: What do you do in your spare time? Do you do any of that or not?

4: I love travelling; I do some travelling. I like being outside in nature too. I've been attending a lot of her sports activities.

M: Yes, yes. Moving on Going to the next person (looking at 5)

5: Yes, my name is Knut. I'm from Løkka; I live in Vålerenga. I have a son of 16. He is in elite sports. So he is.

M: What kind of sports?

5: Tennis. A bit different from the norm in Vålerenga, where it is mostly hockey and football. (Laughter) A little more west than others. But anyway he's the best in Norway in his class, and so I make use of the cultural scene here in Oslo a lot; everything, really. Outdoor pursuits, theatre, cinema, restaurants, and I travel a lot.

M: According to my information, you do not really go to the theatre, but...

5: Well, occasionally.

M: What is occasionally? Is that once in five years or every year, or what?

5: Perhaps once every 5 years, but it's something I should have done more of, I think.

M: Yes, that's something else. I must ask, it's important that we have the right person here (looking at 5)

5: Well, I'm not running down the theatre (laughs)

(Laughter in the group)

M: No, you should have, hehe.

7: It is expensive, you know (looks at M). To get good seats (nods decisively)

M: Smiling at 7) Yes, but we'll just finish up now with the introduction.

(pointing at 6).

6: Hello, my name is Gunnvor. 36. I have a daughter of 11; we go riding, both she and I. It takes up a bit of time. Otherwise, I am a newly-fledged hunter, in my second year.

M: So you're shooting moose and stuff?

6: Yes (laughs). At least, I try to.

M: You don't often hear about ladies doing that

6: Well, there are more and more doing it.

M: Difficult?

6: No it's fun. Other interests, well, we travel of course. Just bought a small farm, so we will be spending some time there. Guess that will be a lifelong hobby, I think.

M: Yes, it may sound like that, yes. Thank you; we'll go to the last one (points to 7)

7: My name is Brigitte; I live in the old city, and in Tuscany. In a small mountain village. I work with interior design and décor, and events. I've done a lot of work on cultural things. But as to whether I participate otherwise, I don't. I go to galleries more than the theatre, as such. I enjoy home cinema. Like that. I work extensively with concerts and bands.

M: But what type of events are those?

7: It depends; anniversaries, weddings, or award ceremonies or other things

M: But you're not working professionally on events, are you?

7: It is my job (leans back and nods)

M: OK.

7: I work with it, but that does not mean I go and see it. That was the question: whether I do that; well, I don't.

M: I expect that's fine; if not, I'll let my colleague know now, so they need to give me a signal if we need to do something about that. But I think it's fine.

7: I will not go to buy a theatre ticket for NOK 1000 – no way.

* Moderator: no, I think it should be fine. But I would have liked to have had your age (looks at 7)

7: 46.

* Moderator: and what was your age? (points to 5)

5: I told you (laughs)

(Laughter in the group)

M: I heard your son was 16..

5: And I am 45.

M: Fine. Yes, but now we have got to know one another a bit. We have different people here around the table, hoping to get some different opinions too. Yes, well, I'm not really hearing anyone here who says culture is a major interest, but there are some here who goes to concerts and things?

6: I do occasionally

7: occasionally (nods)

5: concerts, yes.

(all nod in agreement)

M: and, do you go alone or with other people?

1 and 7 together: along with others.

5: It depends a bit on what kind of concerts, because some mean sitting still for a long time, so you do not need to go with the others.

M: mm. What are typical concerts to go to with other people?

6: I've never gone alone

2: No, me neither; always with other people

(Laughter)

5: festivals, you know, rock concerts are...

M: and you? (pointing at 1)

1: Well, pop and rock etc.

M: Well, it's mostly pop and rock here, isn't it? (Looks around the table) are there any who go to classical concerts?

6: I have been (puts hand up)

7: I have been, but it was in Prague

M: OK. (Looking at 6) Do you go alone or with someone?

6: A girlfriend came with me. Thought it is something I want to do more of; time is passing.

M: And, I hear that there are several here who go to concerts, classical too; why don't you go more often? (Looks around the table)

2: Don't have time (laughs). Or I have other priorities. Have two children; there isn't time for things like that.

1: It's mainly work and the kids, yes.

7: It seems horrendously expensive; I'd rather spend the money on something else. That's how it is for me.

2: Or go out to eat. I'd rather do that.

6: I have been a student over the past three years; I've had good prices, but I didn't manage to go.

M: What difference does that make? You have been given a good price (looking at 6)

6: It's more about getting to it; making the offer a bit more for me.

1: You don't see classical anywhere unless you are looking for it.

6: Not many of my friends want to be bothered. I'd love to see Peer Gynt; that's a dream, but I don't want to go on my own.

M: mm. Do you agree about that? (pointing questioningly to 4)

4: yes. There has to be a social aspect, and perhaps create one, to go to one, or go to something social, then.

M: How is it with you? (pointing to 3)

3: I never go to concerts.

M: because?

3: Prioritization; lack of interest. Festivals are a different matter; I might go during the summer

M: What is different about a festival in comparison to a concert for you?

3: A concert is more specific; a concert is maybe 1 group, or a warm-up group; a festival has different kinds of music. Groups.

M: the aspect of getting around to it; do several of you feel the same way? (Looks around)

2: I live in Asker; there's a cultural center that circulates leaflets about what's on for the next 3 and the same at Bærum cultural center. Then you're more aware of it and you might want to go.

M: Do you sometimes go to see something because of something like that?

2: it happens. Recently I was considering going to one of those stand-ups at Asker cultural center, but then I felt it was too expensive, actually.

M: do you remember what it was? (looking at 2)

2: 445 I think. Then I think, is it worth it?

M: Do you think that? (pointing at 7)

7: Yes, I think it needs to be accessible, you see.

6: I wouldn't have gone to that.

7: Then I'd rather go to a concert. And now that it is so cheap to travel.

2: Yes, that's right. Then you'd rather do that (nods at 7)

7: It's like a flight ticket to a weekend, or something.

M: If we think a little more about these cultural activities, I've heard concerts, festivals, classical concerts; can you think of other things? What about a dance production?

6: I was there the first year the opera opened; I went to see the Nutcracker, and we were stuck; there were no tickets available, the night before Christmas Eve; we could only see half the stage. We were allowed to move at the interval; somebody hadn't turned up further down, but I was so disappointed that they have seats like that; I didn't feel like spending money on it. That was my experience of it..

M: OK.

1: Otherwise my daughter has been taken to the opera etc. by her grandma.

M: And how did she like it? (looking at 1)
1: She loved it (nodding). So she can go with her, so I don't go, then.
M: Yes, indeed. But are there any of these things except for what what's been mentioned that you want to do again or more often, or how does it go?
1: Well, like the one I saw in Prague, then,
M: So what did you see in Prague, actually?
1: It was Vivaldi's Four Seasons, with strings, incredibly beautiful, so I could imagine going again. Something like that.
M: But you haven't got around to it yet?
1: No
M: Because?
1: Well, yes, I'd have to say it's something like that, yes. A busy life is not the first thing I am looking for.
4: I think a lot depends on price too. I would make it a low priority because it costs so much. If it had been a good view, I might have done it more often.
M: How is it with you, Knut? (pointing to 5)
5: Well, I would prioritize travel above expensive theatre and opera tickets, too. You have to pay a good thousand kroner at least. You need to be sitting virtually in the front row if you want to get a real experience.
7: For a real experience and performance:
* Moderator: now I want you not to talk so much about the price; we are going to talk about price afterwards, but now I want to put that to one side for a bit. Apart from the price, you're also short of time, so let's focus a bit on that. Are there any other factors here? A bad experience might have an effect?
All hesitate.
M: Other things or should we just move on?
7: I think that if it is more available, we make use of it, and details of what is available.
M: If we turn it around, what would have made you go to cultural activities like these, apart from the price?

1: More available information without having to go and seek it out.
6: Isn't it more during the week too? That there's less arranged for the weekends?
5: It is both. There's the theatre throughout the week, except Mondays or Tuesdays, perhaps.
M: Sundays and there's probably not as much. Would that have been easier?
6: I remember I saw an advertisement for Walking With Dinosaurs on the TV, and then I booked right away. Because then I thought about booking and I was reminded. But I don't want (emphasis on W) so much advertising (laughs). I don't like to be overwhelmed by advertising either. But it helped that time.
1: I thought about it, too.
M: On the one hand, you like to be reminded about it, but not too much, perhaps?
(All nod)
M: (pointing at 4). Were you about to say something?
4: I, too, believe that when you see something on TV, you know the atmosphere, instead of read it in the newspaper. You're more tempted.
5: It's very accessible on the web, and also perhaps in newspapers, but not very much on TV; only individual performances are profiled there. Like the latest hit musical, Annie. I'm going to see it with my niece.
M: OK.

5: That's just right for girls of age 7..8; yes, yes.
M: Yes. And you, Peter (pointing at 3): you are simply not as interested, if I interpret it correctly?
3: Uhm, in initially I am very interested, but it's not something I do on my own. If my circle of friends encouraged me to go along, then I would.
M: I'm hearing that from several of you here; it is not something you do automatically alone. You have to get with other people.
5: And that is not so easy.
M: Why? (looking at 5)
5: Well, it is easy to take a trip out and stuff, go to the cinema, but the theatre and the opera are not particularly relevant.
M: Why is that?
1: It sounds like more of an effort than going to the cinema, for example, and it's less expensive to go to the cinema.
6: Things like cinema day; then I go to the cinema, extra cheap, but it's not easy to fit more than one production into a day.
5: I get the impression that most productions are sold out.
M: Have you ever decided to go, but then found it was sold out?
6 and 1: at a concert.
(All nod)
M: Now I really want to talk about these things that we want to elaborate on a bit. Do you know the Norwegian theatre? All the same, or what?
All: yes.
6: But there are so many, what street is it located in? I just want to connect to the right one.
5: Lille Grensen
7: Rosenkrantzgate
6: Yes, I'm with you (nods and smiles)
5: It's only in Nynorsk there, isn't it? In that kind of Norwegian
4: Yes, that's right.
5: The only theatre running productions only in Nynorsk.
M: you weren't all aware of that, were you - what he just said? (Looks around)
6: No, I didn't know that.
M: Does that matter if it is in Nynorsk or Bokmål?
5: No
2: Yes, I think it does.
3: Yes, I think it does, a bit.
M: Please explain
2: I would prefer them to speak Nynorsk rather than Bokmål
M: Why is that?
4: Easier to follow
2: If it is a piece from the north of Norway, that's natural, but if it is in Nynorsk just for the sake of being in Nynorsk, that's... well..
5: Yes, that's what I think, too. If it's from that area, Nynorsk is fair enough.
M: A little more like a dialect, really.
(All nod)
M: Uhm, the National Theatre. Anyone heard of that?
(laughter) (all nod) Yes
M: Torshovteateret?
(All nod) yes
M: Torshovteateret is part of the National Theatre; did you know that? (Looks around the table)
(All shake their heads)

6: Or am I thinking of Trikkestallen? Is it that or something else? (Looks questioningly at Moderator)
M: I think it's the same.
5: Also there are festivities afterwards at the theatre café (Teaterkafeen); you meet the actors and celebrities, etc.
M: But Torshovteateret is part of the National Theatre. The Opera House? Everyone's heard of it?
(All nod) yes
M: Dansens Hus?
5: I've heard of it, but I don't know exactly.
2: Not sure where it is.
4: Aker Brygge?
7: Over towards Vulkan.
M: What type of institution is it? Any opinions about this?
1: I guess something to do with dance, hehe
7: It's got everything possible, from modern to street, also involving children.
M: Yes, and Oslo Philharmonic Orchestra; have you heard of that?
(All nod) yes
M: Anyone not heard of it?
3: I've heard of it; wouldn't have managed to place it, though
6: me neither
M: But this isn't a test, so just say.
You have been invited here because we would expect that
(All laugh)
M: But have any of you been to one of these institutions? Seen a ballet, heard music? We'll do a quick round
1: I've been to Torshovteateret
M: Do you remember what you saw there? (looking at 1)
1: Puppet theatre or something like that
M: With your child?
1: yes
M: And you? (Pointing at 2)
2: I've been to Torshovteateret. Don't remember what I saw there. And I've been to the National, saw a doll's house and the wild duck many, many years ago, and I went to the opera house and saw the Nutcracker, I think.
M: OK. And you? (pointing at 3)
3: I went to the theatre with the primary school a long, long time ago; can't remember which. Not much else.
M: And you? (Pointing at 4)
4: At school to the National, and then I was dancing the Nutcracker at the Opera House, so I've been to the opera house with children's productions. Annie and Blåfjell.
M: When you danced, were you a child, or what?
4: Yes, that was a long time ago.
M: OK. (pointing to 5)
5: I have been to the National Theatre, both as a schoolchild and as an adult, but many years ago. I don't remember what I saw.
6: I went to the theatre quite a lot at lower secondary school; went for drama; as an adult, I've been to Trikkestallen, to the opera house, and I've seen the Nutcracker, and I've seen Shabana Reman; it was down there, you know...
7: Folketeaterpassasjen?
6: No, that...
M: Do you mean the Norwegian theatre?

6: Yes, there!

M: And you? (Pointing at 7)

7: The concert house, many years ago, Hair. Very good; brilliant. And the National Theatre. Long ago. I lived in Canada for a long time. I saw a lot there.

5: But it is only the ones you mentioned or are others relevant too?

(Looks questioningly at Moderator)

M: We should concentrate on these theatres. But if there is something you want to add?

5: There was just one show; Vålerenga is celebrating its centenary now; it's called the next battle; it's really awesome, with a packed house, so I was there to see it a couple of weeks ago.

M: Where was it?

5: Oslo New (nods)

M: But, you're not really in the habit of going there; are those still the points we were talking about, or your experience there?

1: Well, part of it is that it costs a bit more than the cinema, for example; I want to be sure it is good, a larger threshold.

M: So it is more about the price, actually?

1: Yes, I want to know that it is worth seeing

M: What about the rest of you? (Looking around)

7: When it comes to theatre, it's nice to share the experience, I think; otherwise it's fine to go to the cinema or a concert by yourself.

M: Does anyone in your circle of friends regularly go to the theatre/dance productions?

(All shake their heads)

1: Not often, but sometimes someone will suggest it

M: Someone who says, hey, you know what? There's a ballet on at Dansens Hus – do you fancy coming along to see it?

7: That's never happened, hehe

(All laugh)

5: I don't think I know anyone who is concerned about ballet, you see

M: Or someone phones about going to the theatre?

6: Would have been nice, but it doesn't happen. Disney On Ice was all the rage when my daughter was young, but not for an adult. I'd like to go to the theatre with other adults, but it doesn't happen

M: We touched on this, but how do you perceive the Norwegian theatre? What is good and what is bad? Take the good bits first

6: The location; it's near where I live. Central.

M: Anything else?

5: We have well-established actors there. That's quality.

M: I can see you thinking (points to 4)

4: Well, it's so long since I went there. Don't know

M: What is it that bothers you – are there other things apart from Nynorsk?

1: Mostly that, actually.

2: Yes, mostly that. I haven't been there really, but that's what I think. It doesn't appeal to me

M: But is this a reason to avoid it?

1: No

M: It is important for us to know (looking at the participants)

5: Important that that theatre constantly runs on this, having a lot of productions geared to that dialect; from what I have seen, it seems quite good. No stress.

M: So, if it was a play you'd like to see, the price was right and it was in Nynorsk, might you have gone to see it?
(all nod) yes.
5: Definitely
6: I'm more inclined towards Nynorsk now that I'm older
5: It's about being an adult (laughs)
M: How do you perceive the National theatre? Associations?
6: Large and heavy. It is the theatre, as far as I'm concerned.
2: Same for me
7: Lots of history there.
5: Fashionable. Great
M: Peter? (looking at 3)
3: I agree with what you are saying. I agree with that.
M: Do you recognize what they're saying?
3: I've also seen it on TV; the National Theatre is quite well known. I don't remember it as being particularly large; maybe I was in a smaller auditorium.
M: Other things about the National Theatre? Lots of good things; anything that is not good?
1: You don't have to look for it, anyway, hehe
5: It's very large and has well-known productions; a lot of established actors work there. So it's got quality and
7: I expect it is expensive to go there
2: I don't know what prices are in relation to anywhere else
6: That's my preconceived idea. That it is expensive to go there. Because there are good people and they need to be paid
M: What about the Opera House? Your thoughts?
1: I'd like to see something there. Lovely building.
M: Cool building; I've had a look, but have not been to any productions. It's about finding someone to go with
M: mm. And you, Lene? (pointing at 4)
4: I danced there when I was little, of course. I like it. One step below the National. One of the great, good theatres.
M: Anything else?
6: Mentioned something about a bad experience. I was disappointed about the seats; it cost a lot of money. If I had known it was so bad inside, I wouldn't have made the journey; I'd be afraid to book again.
M: But if it was a production that you really felt you had to see...?
6: Then I'd have to be sure to book a seat in the middle; if they didn't have any left, I wouldn't go.
5: It is very clear there, too; you can choose.
6: But it doesn't say NB! You won't be able to see the entire side
(Laughter in the group)
6: I've been a bit higher up in other theatres, but you can still see the whole stage.
5: The Spectrum too; it is totally out on the edges so that you can't see anything on the stage. And they sell tickets for that; it's disgraceful.
M: OK, we'll include that. So the first impression holds true?
5: Yes, definitely. Also the price as well as
M: Also, the Oslo Philharmonic Orchestra. What kind of impression? (looking at the participants)
6: I was there in the spring. Very nice
5: Is it Vika? The concert hall there
3: Oh yes, in Vika, yes

M: Had you been there?
3: Just a little side auditorium, too. But a great building. Completely up to date
M: Is it difficult to say what you think about the Oslo Philharmonic Orchestra as such?
1: I have not heard them. I've been to the concert hall, but not heard the Oslo Philharmonic Orchestra.
M: Give me one word for the Norwegian theatre? (Looks around)
3: Conservative
5: Nynorsk
7: Mm, Nynorsk (nods)
M: The National Theatre? (Looks around)
5: History
7: Great. A part of being Norwegian, in a way.
2: Flashy, I would say
M: The opera house? (Looks around)
6: The opera house (laughs)
M: The opera is the opera?
1: A great building
6: Yes, a really great building
M: Dansens Hus?
6: I'm not familiar with it
7: I haven't been down there, but a lot of good stuff happens there. I know people who work there.
M: Oslo Philharmonic Orchestra?
7: Good, skilled musicians.
M: OK.

(Hostess comes in with food; gives pizza boxes to 6)

5: Now you will be satisfied
(Laughter)
M: We hope you'll like it. Yes, we have to go a little further. What could get you to go to the Norwegian Theatre more?
6: Advertising through the post
7: I need it in my mailbox, me too. I'm on the Internet so much; it gets to be overwhelming. So much.
5: I believe I got a brochure in my mailbox in the autumn from the Norwegian, about productions until Christmas. And there should be more stuff like that in the mail.
7: Perhaps create a joint brochure about what's on once a month or something.
M: Anything else?
6: Perhaps offers for dining as well as a package deal for things.
M: (gets up). And apart from advertising, what content should be at the theatre? What catches your attention? What could have persuaded you to go? (walks around a bit)
7: The well-known actors who are in the play
M: And what kind of production? Ibsen or modern?
3: Varied
7: Yes, both, varied
M: Would that have made you go there? (Pointing at 3)
3: I just need someone to go with me
M: And what about you, Lene? (Pointing at 4)

4. There has to be something social about it, as I'm there so rarely. Someone to go with me.
M: And what's stopping you? (Looks around)
7: The fact that it not just the right moment.
2: I think the distance, that I would choose something in Asker or Bærum cultural center
4: And important to be able to combine it with a dinner date or something else. So the timing is important. Both at the weekend and the time of evening.
M: Do you think about combining it at the theatre, or what? (looking at 4)
4. Well, that you could do it the same evening, then
5. You were thinking more of a package solution?
6: Yes, but that would make it even more expensive then
(Laughter)
7: But it's a nice experience; if you have children, you need a babysitter.
1: But it would have to be something worth seeing; not some very modern theatre.
M: What would hook you? (looking at 1)
1: Hmm, almost easier to say what wouldn't hook me
M: Well, what wouldn't hook you?
1: It must be an understandable production; not too strange
M: What do you regard as strange?
1: nothing specific, but I've seen things on TV and thought I definitely wouldn't go to see that, anyway
M: what kind of feeling you get when you think about the ones you wouldn't go to?
1: Well, it has got to be entertaining.
M: What do the rest of you think? (Looks around)
3: It needs a bit of pace. Not too boring. Music or something. Otherwise we are just sitting there.
M: So just dialogue turns you off?
3: turns me off completely
M: what things are a turn-off?
6: Once I'm there, it's fine. Not what I think about
5: It needs some variety; something for everyone.
M: Should it be more entertaining, educational? Socializing?
6: A combination of everything.
M: I'm looking at you (points to 2)
2: Entertaining is important, I think.
7: Fine to familiarize yourself with it and prepare first.
2: I'd choose something familiar. I saw Ibsen when I was a child; loved it. Know what it is
6: I've never regretted having been to the theatre
M: What about the National: what could make you go there?
(complete silence)
M: Is it the same things? (Looks around)
1: The same things, yes
M: What stops you going to the National?
2: It's expensive. Don't know the price but I think it is expensive
6: Investigate what's on and what it costs. I've visited the website to have a look; cumbersome website. Difficult to navigate. Difficult to get prices. The website is not good enough
M: Anything else?
2: extra stubborn to go to the National. Would have preferred that

M: Why?

2: Not entirely sure. Hard to put into words.

6: You get an extra feeling because it is the National Theatre. You can talk about it later

M: Does anyone else want to add something? How about Dansens Hus? What would it take for you to go there?

6: I'd need to be invited

M: free ticket?

6: mm (nods)

3: Definitely

M: Lene? (looking at 4)

4: Something that I could take my daughter to. I've never been there

M: You're welcome to stop me, but I get the feeling you're not very familiar with it – is that right?

All nod: mm.

M: because I get the feeling you're not against Dansens Hus?

6: No

(All shake their heads)

M: And the Oslo Philharmonic Orchestra, what could get you to go there?

7: familiar classics.

M: I heard Vivaldi earlier, (pointing to 1). Other classics you know?

7: Mozart, Beethoven,

M: What about you, Knut? (looking at 5)

5: The Four Seasons, for example, would have been. Yes.

M: Would have been something for you? (Pointing at 2)

3: Definitely.

5: It's all about getting something out of it personally here

1: Can't say I remember having seen anything about having a piece. That it comes up. Ended up on the web or in newspapers.

3: A small side-show, then. For example, if I were to go to the Oslo Concert Hall tomorrow, but only if I'd been invited; I wouldn't go on my own. It's a matter of being together.

M: So it's about being invited? You wouldn't have gone on your own?

(Moderator continues to walk to and fro in the room)

3: Not to events like that, no. A girl might

M: (Pointing to 1) Why did you go to this in Prague and not in Oslo?

3: We were friends on a trip; we went out for a walk; there was going to be a concert, and we decided it would be nice to go to that before we went out for a meal.

M: Thanks. We need to move on a bit. Here is some marketing material from these different things (retrieves a brochure behind 1; shows it around). Have you seen this? I'll just pass it around. And I have more. (shows another one) Has anyone seen this?

5: Yes, it came in the mail.

5: I'm passing it around so that everyone can get a look at it. (shows another one) Has anyone seen this? (gives it to 4). (shows another one) Has anyone seen this? (No one has seen it. Gives it to 6)

6: This one's better; a bathing environment in the mail, at least

M: Share them around so everyone can get some impression of them (Participants study the brochures)

M: is it interesting reading?

7: This seems good, anyway; a bit about each production, too. (Participants continue to study the brochures)

M: We need to go a bit further, so it is very good if you pass them along a bit more. (walks up to 1) Can I be really bad and take it from you? hehe, (takes brochure from 1 to 3)
(There is a knock at the door. Moderator goes out, participants continue looking at the brochures. 7 and 6 discuss; they like the look of it)
7: Perhaps we will be a little more motivated after the stuff here though. Now that I'm going to move to Oslo< I will be properly motivated.
(6 passes brochure on to 4. Moderator comes in again; picks up another brochure). Has anyone seen this one? (No one has seen it. Moderator gives it to 1) You can look at this.
M: I want to hear your immediate reactions. This is from the National Theatre (looks at 5, who has the brochure), if I could...
6: This one's lovely.
5: This one's lovely too (passes a brochure on to 7)
M: you read it; what do you think? (looking at 3)
3: Yes, it has photos of actors, but no impression of what the productions will look on the stage. But a nice brochure.
M: What about the Norwegian Theatre, then?
5: More impression of what kind of productions. While in the one from the National, it's only about actors without associating them with the actual production
M: was it easier with the National?
5: yes
2: and it was easier; I think this one (lifts another one) is... I hadn't started on that; it takes too long. It's from the Opera House
M: Others who agree?
5: It looked massive.
6: I think I'll put that on one side and enjoy it one evening.
2: But that never happens. So I throw it out
M: (hushes the participants a little) Let's just hear what Lene is saying (pointing to 4)
4: Yes, I saw that and thought it's heavy, but I think I would have kept that. I would have thrown the others away as advertising
M: quickly about Dansens Hus? The one that came in at the end.
(2 is looking through it)
6: How are these deployed if they do not come in the mail? Are they at the actual venue, or what?
M: There and elsewhere; we'll hear later (points out)
2: I worked in a hotel in the vicinity of the Norwegian theatre; I know we had that in the lobby.
5: It has come in the mail too.
7: I got it at Deichmanske
M: What about the Oslo Philharmonic Orchestra? (Looks around)
6: That was a nice poster in the middle; nice overview
M: Do some of the brochures put you in a good mood, and make you want to go there?
6: I think the poster in the middle was nice; a nice picture on one side, a list the other.
1: It is easier to get a sense of the atmosphere with images of the stage.
M: We did touch on that; is it more important to see the stage than to have an introduction to the actors?
1: It isn't as exciting to read about actors as about the actual production. Actors are, well, you can see who's in it.

6: But the little one for the National was sufficient
M: That would have been enough for you – the small one? (Holds up the small one to 6)
6: I probably only had a quick look at it compared to the large ones
M: (Gets up again) Someone who has seen a production that got your attention?
1: Can't say I really managed that now, but
7: I'd quite like to see Ronja Røverdatter which was on in the spring,
1: Yes, that one ...
2: Actually, I did notice that, because I know my daughter would want to see it
M: Did you see it in the small brochure? (Holds up the small one)
2: yes
4: But didn't it say it was from September? (Stretches towards the brochure)
(Moderator gives brochure to 4)
5: yes, it did say September
6: I'm sure I could watch these free guys too, with my daughter and niece at Dansens Hus
M: Now I want to talk more about the institutions. If we think about the people visiting the National, what kind of people are they?
6: west side
3: conservative ... a bit more in that direction
M: what is that direction?
3: Not hipster, not modern, not Løkka, I'd say.
5: older; conservative. Proper grown-ups
3 well-to-do
M: Do you all agree with that?
(all nod in agreement)
M: and why do these people go there?
5: It's the old familiar thing you know
7: A little bit like posh and refined about it; "I have been to the National Theatre, you know" (posh voice); perhaps it doesn't much matter what you've actually seen there.
M: Do we all agree about that?
1: A bit of a tradition, perhaps
5: Often grandparents who take their grandchildren there
M: But isn't it rather nice to go to the National Theatre? Is that what these people are concerned with?
3: It is so difficult to answer.
5: Before, you had to dress up for the theatre; now it is common; now you can wear jeans and be completely urban mainstream without anyone making a fuss. But a lot of people do dress up for it still, but that's more the older ones, perhaps. Not us younger ones
6: I got nicely dressed up when I went to the National Theatre; not jeans – proper clothing; it was so nice to have an evening like that with some wine too.
M: But is it important to be able to be casual and relaxed when you go there?
5: yes
M: Could some people be put off because they feel you have to dress up?
2: That could well be
M: Do any of you feel that way?
1: It's very nice to have a bit of atmosphere
4: Yes, I like the idea of dressing up bit when you're making the effort to do that

M: and why do people who go to the National go there?
6: You know what you get. You know that it is quality
M: Do they go alone or with friends?
2: They probably go together, in most cases, I should think
7: I don't know
4: Lots of them are regulars there. Frequent visitors
5: Husband and wife
3: If I'd taken seven foreign friends with me, to a theatre, then it would have been national theatre
M: Why is that? (looking at 3)
3: Because it is a little taste of Norway. History. Ibsen, etc.
M: OK.
7: You can buy opera tickets a whole year in advance; is it the same with the National? (looks questioning at the Moderator) because then you can go alone
M: I can hear about that later. But Dansens Hus, for example: who goes to that?
5: People who like dance, anyway
7: artistic types
5: a slightly younger group than the National, anyway
M: How young are they?
2: Depends what kind of production or dance it is
M: Can you be more specific? (looking at 2)
2: Something like break-dancing, or hip-hop – that would probably be much younger people. Alternative dance, well, it's a bit different, a slightly older generation then
M: Different audiences for different dances maybe. Can we say that there is a varied audience who like dance?
6: Perhaps young people who dance, who bring people along themselves.
M: It clearly has a younger profile, then, than the National Theatre.
7: Yes (nods). More informal, in a way, then
M: What about the Oslo Philharmonic Orchestra? If there's someone entering there, what sort of person typically goes there?
6: Lots of grey hair. At least, I counted more white than black hair when I was there
(Laughter)
M: Do you all agree with that?
(All nod and laugh)
5: Up with walking sticks (nods)

M: I would like to hear about this too (look at 1-2-3); are there any younger people there too?
1: There was in Prague, anyway, but the average regular attendance there would be well on in years, I'd say.
M: Would that be about the same as the National Theatre or are they older?
4: Younger, I'd expect.
6: I'd have said older, from my experience
M: and you said younger because? (pointing at 4)
4: I've never been there; it's just my impression.
5: I'm thinking that it is the same people as me; the same age group, and things like that.
M: What about the Opera House? What kind of people go to the Opera House?
5: everyone
7: yes, everyone

2: yes, I think just about everybody, really
6: at least, for the well-known major productions; they also have more specialized things that not everyone will go to
M: is there something more ordinary about opera than about the others, then?
1: Maybe not opera as such, but other productions. If it's an operatic production, it might be a bit conservative there too. Can't say it really draws me very much, but my dad is very much into opera
M: and he's older than you, of course, hehe
2: He is older than me, yes
M: But do you feel that the Opera House is more for everyone than the others, perhaps?
5: mm...
M: And the Norwegian theatre? What kind of people go there?
6: (Shakes head) don't know.
5: I think more our age group
M: The young?
5: Hehe, yes, the young. The young and beautiful
(Laughter)
M: Why is that?
5: You can see it in the productions that run there – even from the brochure; the layout. It's somehow not so conservative
M: And you, Grete, do you agree with that? (looking at 2)
2: I agree with that; there's a slightly lower threshold for going there compared to going to the National Theatre, for example.
5: And a lot of up-and-coming actors. Good ones
M: We touched slightly on Dansens Hus, for example – more artistic people goes there; how it is at the Norwegian theatre?
(Silence)
6: I haven't read the brochures yet
1: Perhaps a little bit about the productions that are on there; some that are more popular and others that are more specialized.
M: And on a personal level, what kind of benefits are there for people who go to these institutions? What are people who go to the National looking for?
1: A pleasant experience
M: What do they get out of it?
6: Enrichment
3, Culture, cultural experience
5: History. Bjørnson, Ibsen, etc.
3: And that it is not something artificial; it's authentic. You will get it right in there (gesturing to show he bringing something towards him). Everything else is somehow only frozen.
M: What about the Norwegian Theatre? Same experience?
1: It's more physical, though.
6: There's less history there; more new productions
4: They are not so well known, no
5: Those that are a bit more contemporary, then
M: What about social togetherness? Is this a social thing that people can do?
2: Yes, that means a lot
M: you touched on that a bit before. Some of you who think that it can be relaxing, like exercise – that you can go to the theatre like that? An advantage here?
1: A break from everyday life.

M: You're laughing a little (pointing at 3); do you think it was a bit difficult, or what?

3: well, there are better ways of relaxing. The theatre doesn't exactly strike me as relaxing; a chill-out.

M: What would have been better for you?

5: The couch

(Laughter)

3: A nice dinner; cooking

M: Well, I am thinking in relation to the theatre; what advantage could you envisage?

3: An experience that I can reflect on, more than if I went to see a film; there's more to this.

M: And about learning something? Extended horizon?

6: mm. There is a reason why the well-known major works are well known and major. They add something. Just as relevant today as before

M: We have touched a bit on the price: what would influence you about the price? The pain threshold for a production you want to see? What might that cost?

7: Compared to concert tickets. 300-400 for my part

M: Mm. I would like to hear others also (looks around)

5: 500

1: Somewhere between 400-500, although I think that's quite a lot if you're taking someone with you.

4: I would say 400, but I think I would pay more for the National Theatre; happy to pay a little more there. I expect it to be more expensive there

6: A big, heavy-weight production at the Opera House could cost more than a play I've never heard of at the Norwegian theatre. Basically, if I can go to the Oslo Philharmonic Orchestra to hear something for NOK 100, that's fine; I should do it a lot, but still I don't.

M: so in fact you haven't taken up the offer?

6: no.

5: Student discount, was that what you were talking about?

6: yes

M: How is it for the others? Free to try something?

7: That would be very nice.

M: If you could choose a free ticket to one of these institutions, what would you choose? (looking at 1)

1: The Opera House, I think

M: And what would you like see?

1: well, I don't know what's on, hehe...

M: OK, we'll move on to the next one (pointing at 2)

2: I would have gone to the National Theatre, and seen a production; it meant a lot to me when I was little

M: This positive experience that stays with you?

2: mm, yes.

M: What about you? (pointing at 3)

3: The Opera House; I'd see an opera or ballet. Preferably if they were well-known, foreign

M: yes (pointing to 4)

4: The Opera House or Dansens Hus

M: And you (pointing to 5)

5: The Opera House or National Theatre

M: yes, because?

5: Ibsen at the National Theatre, for example, is educational and enriching. Lots of history

M: (pointing at 6)

6: I've been wanting to see the Marriage of Figaro at the Opera House for ages, but I haven't been following what's on, so this now (pointing to the brochure). Or the National Theatre

M: Yes. (pointing at 7)

7: The Opera House or the National Theatre, as you know.

M: (looking back at 3) you're thinking ballet – any ballet?

3: Actually anything; I'm not familiar with it, but it seems very

7: you've heard of Swan Lake

3: yes, I have. It just looks so delicious; I don't know how to describe it. Very feminine, graceful, sensual.

M: Yes, I am trying to find out how you would benefit in a way you don't already.

3: To see something that I couldn't do myself. To be honest, I don't know; I've never seen a ballet.

M: perhaps it would be a new experience and something you'd find personally enriching?

3: yes.

M: I don't want to lead you; I'm just trying to pin you down a bit (looking at 3)

3: I feel like all culture has something to offer me; it's just an experience that will stand out, that I can refer back to, that that was the date/time when I saw a ballet, rather than an American Hollywood film.

M: What I also want to hear is, if the price had been lower, would you all have gone there?

6: I'd like to say that I could have gone there; now I realize that I could have gone there

3: I don't feel that the price is stopping me; I'd happily have paid NOK 700 to see one of the best ballets in Bergen; it comes back to initiative.

M: What would it take to get you there? If we are not talking about price? – that's really a slightly different matter.

3: (puts hand up) If it was through my work, whether you won it or it was a pleasant gathering, I would have been receptive

M: Anything else?

7: If I'd been given the tickets as a gift, for example

M: As a kind of gift card?

7: yes

M: Anything else?

2: Getting what's available.

M: Yes, I feel they need to give clearer advice:

6: I have advertisement-free mail; I haven't seen any of these brochures. I think I got one of these in a previous year, but not this year.

7: I think it is possible to be put on these mailing lists

6: I have it at Rockefeller and the central stage and spectrum and stuff

4: I think you have to take the initiative yourself; none of us really do that; just those who are particularly interested

1: Yes, the children and work take up a fair bit of time; it is not the first priority to seek out things like this

M: For those of you who go to pop concerts etc. – is that on your own initiative?

2: I take the initiative

5: both

2: definitely both

7: I go on my own

4: clearly, you'll know when so and so is coming, but you don't know when such and such a production will be on You get to know about a major concert.

M: I want to check out some ideas; there's no guarantee they will do it, but I want to run them past you. If they were to offer a bit more of an experience, an event at work, food and drink, what about shopping opportunities or things to see and do with the kids, or things like that?

1: Shopping opportunities?

3: I'm not sure what you mean?

6: I didn't get it either.

M: Well, to be able to buy products there.

6: No, I don't like that (laughs). I'm completely disillusioned, for example, Disney On Ice, having to buy popcorn for NOK 500.

5: Yes, everything costs an arm and a leg

M: But if you could choose a sushi meal or something, would that be worthwhile?

6: Yes, a package like that. Otherwise it seems rather expensive to me when looking at the final total, though. But if I am going to the theatre, I'd certainly visit a restaurant the same day anyway, but then I'd look at the prices separately.

7: I think it should be the same...

1: I'm not completely into the same sort of dinner and the opera; if you're going to eat out, it's better to be able to choose, instead of, oh, now I'll have to eat sushi.

7: Would it be at the same venue or linked with another restaurant?

M: Well, I'm just trying to find out what could be of interest; nice to hear your thoughts.

6: might be nice to have a table afterwards without having pick somewhere at random to reserve your table even when a lot of people will be eating there

1: I think, too, it's more relevant if you have travelled a long way,

5: I agree with you, too; you choose where to eat yourself, so I don't see much benefit in a package like that

M: We're think the experience would sort of be better with children or adults, but I get the feeling this is not what you are looking for

6: no...

M: A concert or production near you, at a cultural venue nearby?

2: that is much more relevant to me. As I live in Asker, it's easier to get there.

6: Exciting if they had come to Sankthansparken and done a production there. I'd be all for that; something a bit different

M: If they were to put on a production during the day in Oslo and you could have contributed to the experience, would that be an idea?

(No response...)

M: You've all gone quiet

6: I don't feel committed enough to want to spend time on it

M: Something fun you found about Oslo that you could tell us about?

(No response...)

1: Perhaps more interesting to hear about the old days

M: Do the others agree with this? (Looks around)

6: about history? Yes, yes

3: Oslo over the last 50 years of developments would have been exciting

M: Or if you could participate in a production?

(Laughter; the participants shake their heads)

5: could have been fun
6: I think that could be exciting, too.
M: Would you ever fancy doing that?
6: Yes, I took drama at lower secondary school.
M: Perhaps something to make your childhood dreams come true.
6: But I don't really know whether I would go to see people like me
(Laughter)
6: I don't think the audience would get much out of it
5: You as Annie and stuff? Tomorrow, tomorrow...
(Laughter)
M: There would be no harm in it, but it might be fun for some of you here; I think you might actually be interested (pointing to 6); others here (pointing to 5) you, just a little?
5: Yes, that sounds quite interesting
(Laughter)
M: OK. Is there anything that you might want to hear or see?
6: Peer Gynt. The Marriage of Figaro; I don't know how I managed to miss that. And Annie too.
M: Anything else? Themes or productions?
1: I saw the musical in London; hilarious; a great show.
M: We have talked about communication; what about opening hours? What days are relevant?
2: Weekends, I think
1: Thursday
2: Sunday, like in the afternoon/evening when there's not very much else happening.
7: Yes, an afternoon/evening or
5: Thursday, Friday, Saturday; it's usually about 6-18.30 then.
M: You Lene? (pointing at 4)
4: Well, I think Thursday, too; I'd say seven would be a nice time. That gives you time to get home too.
M: OK. And, yes, the last question: you can think about this a little while I just go in there (pointing) and find out if there are any more questions; we are almost finished (gets up), but would we be able to get in touch with you again to participate in a follow-up group or another survey? You can give that some thought (Moderator walks towards the door)
5: The actors then (laughter)
M: And then you can discuss a little bit about what they need to do to hook you? (Moderator goes out the door)
7: I'm think about maybe group deals through work or something, when you're with a company and share the experience
3: Yes, I agree (nods)
4: But what you said about gift cards (looks towards 6-7) – it's very nice, because then you have to go.
7: I got that. The person who gave it to me said, "yes, I'll come with you, OK?" and I think that was very good.
6: But it's a nice gift (makes a mimicking sign, but does not mean it in an ironic way)
(Moderator comes back into the room)
5: If we get a group deal now, we can go
6: Yes!
M: Group deal?
7: Yes, if it is also on the website, if there are 5-6 of you, you can get the deal.

5: Yes, it's about go along with someone; I get the impression that's what everyone is saying here.

M: We'll make a note of that. Thank you very much for being here; you'll get your reward out there in the lobby, so it is very nice if we can get in touch with you again, if we can get that noted down.

The group participants pack up.

2.2 Group 2

Transcription of Oslo Performa Project – Group 2:

Date: 4: November 2013

M: Moderator

1: Eva - Expression

2: Preben - Stimulation

3: Helene - Expression

4: Elisabeth - Expression

5: Nikolai - Expression

6: Espen - Stimulation

7: Wibeke - Essence

8: Mattis - Entertainment

1: Eva, 42 years, 2 children and 1 dog. Recreational activities, out with the dog in the woods. And handicraft. Works in a kindergarten.

2: Preben, 34 years, single. Free time is spent on literature and outdoor activities, and he also says something else that I didn't catch. Work in accounting.

3: Helene, 23 years, lives with a girlfriend and 2 cats, works at a primary school, enjoys playing guitar and being with friends.

4: Elisabeth, 39 years, 2 children, partner, 1 cat. Reads and does handicraft. Educated as a reflexologist, but is a stay-at-home mom with her youngest, who turns one on Saturday. Reads crime literature.

5: Nikolai, 46, married, one son aged 3, drives a bus for a living. Interested in old cars and old trains. Could call it a passion. Full scale as far as the trains, is a member of a club.

6: Espen, 28 years, single, working in a sporting goods store, plays in a band. Likes going to concerts, passionately interested in music. Plays bass. Eclectic taste in music, likes many different things, but a lot of heavy metal.

7: Wibeke, 45, lives alone, has a boyfriend. Is a singer, but does not make a living from it. Works at a home for the mentally retarded, in a night watchman position. All types of leisure time is not perceived as leisure time because her music is perceived as a job too. Genre-wise, what she does falls between jazz, contemporary music and rock. Also working with writing texts.

8: Mattis, runs his own catering company, 29 years old, lives alone. Interested in everything that has to do with sports, but has little free time. Most interested in cross country skiing.

M: Do you go to concerts?

7: Yes, I go to concerts with people I know, in both small and large contexts, or if there is something I am very interested in, so it's not that often.

1: Quite rarely, perhaps one concert every seven years or something like that

5: The last time I was at a concert was with Gitarkameratene. I go every time they play live, so not every year. I am going by what they advertise, as I have always been a fan of them.

3: A bit like she was saying (nods at 7), a few smaller concerts where someone I may know is playing maybe, or that I'm otherwise especially interested in.

M: I misunderstood about Gitarkameratene. I thought they were friends of 5, but he meant the group.

M: Do you go alone, or with others?

5: The last time I went was with my father, and one time before that it was with my nephew. I try to avoid going alone, but I do it too if I have to, although it's nice to go with someone.

M: Why are you trying to avoid going alone?

5: It's always more pleasant to go with some.

M: How is this for the others here?

1: I always go with someone.

8: I'd never go to a concert alone. Concert is an experience you have to share with someone I think.

7: I could very well go alone to a concert if it was something I was really interested in, as I believe it is about the experience

6: I went alone to a concert on Thursday and Friday, mostly because I was interested in checking out how some buddies were doing with a new band. I saw them in the spring once, but the sound was so bad that I wanted to check it out again.

M: But then it was like ...?

6: Yes, well, I know the people who play in the band, but when you go to a concert you cannot expect to be able to hang with those who are playing all the time. At least not when they play themselves, as that becomes difficult. There is no problem with going to a concert alone. On Saturday I went alone too, but then there were several friends who were also there.

M: Most people around the table would like to go to a concert with someone, so what is it that makes it hard for you to go alone?

3: It is perhaps not difficult. I could probably do it, but it's nicer to have someone. I like it better to be with someone.

M: So it's not like you think it is dreadful to go alone, that it almost tingles in your stomach with the thought of going there alone?

5: It has to do with the social aspect. Mostly because of the social aspect, that it's nice to have someone to talk to, to talk about the concert afterwards, or to look forward to it with in advance.

M: So it is the social aspect, the pleasantries, and not that it is embarrassing to go alone?

1: No, it is easier to go alone to a concert than go alone to a restaurant.

M: Yes, I'd say I don't know anyone who would like to go to a restaurant alone.

6: The worst I suppose is to kill downtime between bands when you are at the concert. It CAN be awkward when standing alone, but when someone is playing, it is usually so loud that you cannot talk much anyway.

3: Yes, the worst is to fill the downtime in between.

M: Okay, so why do you actually go to concerts? What does it give you?

2: To get out a little really.

6: A completely different setting than hearing an artist on a recording. It's got something to do with the energy, and a live setting that is COMPLETELY different than a disc.

2: If they are bigger artists, it is more planned in advance, but if there are some local artists, it's more that I just pop by.

M: I see, so what do you get out of it, what do you feel when you go out like that?

2: Well, watching the other people then, the local stuff I mostly go to alone, but if there are some bigger artists, I go with others, as then it is easier to plan.

M: And you? (addressing 4)

4: I mostly go with my partner, but now it goes to show that we not been in a while (laughter).

M: Other things that play a role?

3: If there is a band you like, you get the experience when the band you dig is standing on the stage and you can almost touch them.

M: Is it a bit like that? Can you put more words on it? An experience that makes you ...? On a personal level?

3: I am very fond of music, so ... a great show, and ...

1: It is the whole setting, to look forward to it in advance, and the experience of being there. I go so so rarely, as I go only if there is something I am really, really interested in. Yes, having the experience, thinking back on it or talking about with the people I was with.

5: I think there is something good about it, when there is a group you're a fan of, seeing them live. One thing is to hear the CD at home, it's fun to hear the lyrics at home ... Øystein Sunde, for instance, has a lot of funny lyrics, but seeing him and his comrades standing there on stage, joking and kidding and acting and performing the songs that you've heard a thousand times before, it makes it a little more special.

M: Could you describe this feeling somewhat more, that it is special?

5: It is almost like ... when you meet a celebrity on the street you get a little special feeling ... I think ... it's quite common that one ... yes, it tingles a little ... I do not know how to explain it.

M: So it gets you a little closer in a way?

5: Yes, in a way.

M: Do you recognize yourself? (addressing 3)

3: Yes, sort of ... the people you look up to are standing there, doing what they do best.

M: They have come so close? Gesturing and showing something close.

3: Yes, somehow afterwards you think, "Oh my God, he was two feet away, I could almost touch him."

M: Can you have this as well with other cultural activities? One thing's a concert, but ...?

3: You probably can, but I think probably that when you are at a concert, if you are not sitting, then there is something about the atmosphere, you get so excited ...

8: There is something that happens all the time at the concert, but with other cultural events, it might not be like that ...

7: It's not so important if people are famous, but if it's a really, really good concert, and a lot of improvisation and such, and there are a lot of people, something happens between those who play and those that are listening to it, and it creates a mood in the room, and you are part of it as well as a listener.

M: That you become a part of the whole?

7: Yes, exactly that! So it is perhaps not like that at the theater, or it depends on the play.

M: Can one experience the same thing at the theater?

1: If you are really interested in the theater, surely it is possible.

5: You meets your peers who are interested in the same play, or who are interested in going on the same venue. You end up meeting others who like the same play or artist, or ...

M: Can you imagine that you can experience something like that at the theater?

1: Not really, much because when you are there, you sit on your ass all the time in the first place, you do not sit and clap and sing, and you are somehow not a part of it in the same way.

M: What do you others think of that? Have you ever experienced something like that?

6: I've seen improvisational theater, but that is something completely different. Not when it's something scripted, with a script. I could never imagine getting the same feelings about it as a concert. No matter how good or bad the concert is, it is another form of entertainment.

7: It is because things can happen unexpectedly.

6: It's also because you're part of the audience, you can shout out things, and they take notice of it. It is somehow not possible to do that at Peer Gynt.

3: I have ... I do not go to the theater that much, but I've been to a few good plays. You get quite involved there, although you may not stand and jump, but you sit and laugh, or you get sad, or ...

M: You agree? Looks to 4.

4: Yes, I think so, although you might be not as carried away, but you can get involved, and I've been to the theater a bit.

M: Yes, what about dancing?

Silence.

M: Nooo?

8: Think I've been there once .. but I've heard that it can be very good, that is, like stepping and stuff, but I do not think it is quite the same as a concert. It is more that you can be impressed as that they can achieve something like that ... but not the same feeling as a concert.

M: Do you get a sort of admiration?

8: Yes, in a way.

M: Please elaborate, if you want to add something? You frown when I mention dance? (addressing 5)

5: (laughs) No, I think it is too boring, simply put. I've watched Dancing With The Stars on TV a few times and stuff like that, but it's kind of like ... okay, fair enough, maybe sometimes, if they are good enough, but ... I could watch the finals maybe, but I think it will be too tedious.

M: What about ballet?

5: No, that's even worse (laughs).

M: How is it for you others then?

3: I think dance is also very fun (laughs), but now maybe I'm more easy to engage ... but I think dancing is quite nice, when there are good dancers and ... M: Dancing can give you the same feeling? That you get carried away?

3: Yes ... if it's really good, I can probably get carried away.

M: Others who feel the same way? You, for instance? (turns to 2)

2: Yes, well ... I have not been dancing for over 15 years, but I have been at the Lido in Paris once, and at the Moulin Rouge.

M: And what did you like? Feelings?

5: It was not what I had imagined, and not something I could imagine seeing in Oslo either.

M: Can you describe it in words?

2: Yes I can, certainly, it got a little wilder than I expected, it was very good atmosphere there.

M: Others?

5: It is a bit like that ... it was in the paper the other day that Norwegians have to be taught to appreciate culture. It was published in Aftenposten. It's a bit like that ... I've never been to the opera, the only time I've been to the opera was in the cafe there, right inside the door there (laughs). That's because ... maybe I do not understand opera, because I cannot hear what they say, I do not know the plays well enough, I do not know who made the plays well enough ... or maybe I'm too young (laughs).

M: What do you others think? Do you agree?

6: It can be impressive presentations, but it is not something that engages me.

1: That's part of it ... am I'm interested in paying for a ticket? No, I'm not!

6: I can be very positively surprised and intrigued by what they are getting into with their voices, or do in their dances, but it's not like I want to go home and sit and watch it on YouTube afterwards.

M: But if you got a chance and you were invited, would you think fun opportunity or would you decline?

6: I probably would, strictly speaking, say no thanks. I've seen enough of opera and dance that I know that it does not engage me.

M: Others?

1: I could certainly come along, if it was something I recognized.

3: I'd probably have joined in.

4: Yes, I would come with, it could be great, I have never been to it.

M: Can you put into words what's interesting?

4: Probably that I have not seen it before, just a bit on TV.

M: Are there any of these cultural activities that you would like to do sometime?

Silence. The participants are requesting an elaboration on the question.

8: I think probably it is more something that I have to get thrown into my lap. Someone invites me. I do not know if I could find my way there just by looking at it if I saw it in the newspaper.

M: What about the rest of you? Do you need to be dragged?

Nods around the table.

3: Unless there is something I am interested in.

M: Concerts, is that mostly pop/rock, or is it classical too?

7: I have friends who are very interested in classical music and contemporary music. I have, not that long ago, been to a concert with classical contemporary, and it was ... it opened my eyes, it was very exciting.

M: Can you remember where it was?

7: It was in connection with a competition where young Nordic talent was selected.

M: What was it that made it exciting?

7: Basically, it was someone I knew who was participating, but it was ... it opened up ... (thinking) a different type of consciousness maybe ... well ... it sounded very far out (laughs) ... but no ... have you heard classical contemporary music? It is quite peculiar actually! But it was very nice as well. And there is something else about it, quite different from rock and pop and ...

M: I would like to talk about the places and institutions that can be visited here in Oslo. Can you name a few?

6: Regardless?

1: Even if you have not been there?

M: Yes.

4: The National Theatre.

1: The Opera, The Norwegian Theatre.

6: Black Box, Rockefeller, Sentrum Scene, John Dee, Revolver and so on and so forth (laughs).

5: Oslo Spektrum.

M: The House of Dance. Anyone heard of it?

Vague nods and yes-es around the table.

M: What do you think of then? What do you associate with The House of Dance?

1: I'm thinking it's a place I don't want to go.

M: Because?

1: Because I'm not interested in dancing.

M: And you?

2: Mutters, not quite clear what he says, but something about not being interested.

7: I'm not sure, do they just have dance at The House of Dance, or other thing too?

M: They are specialized in dance at least.

7: Yes, okay.

M: Has anyone been involved in or been aware of the Oslo Philharmonic Orchestra?

They nod, they have heard about it.

M: Anyone heard of Torshov Theater?

A pretty unanimous yes around the table.

3: Are they the ones who are located at Trikkehallen?

M: Yes.

3: Yes, I went to the theater there.

M: It is part of The National Theatre, did you know that?

A pretty unison no around the table.

Do you know someone who usually goes to the institutions we have mentioned?

8: Yes, my grandmother is very much into the opera, she goes very often. She tried to get me to go several times, but I've tried to avoid it.

M: Why is that?

8: Because I am not ... I have no interest in it. I can do other things.

M: What if any of your friends had asked?

8: No, same then, there is no difference.

M: Okay, others?

6: Exactly the same here. Not interested.

M: The rest of you?

2: Could probably go, but only to confirm that I do not like it. (laughter)

5: Yes, to some extent I agree there.

M: But why should you confirm that you do not like it?

2: No, because then I will know. It could be that I had gone and actually liked it, but the worst that could happen was that I did not like it. It's not like I'm against it, but it's not something I would have taken the initiative to do on my own.

5: It is possible that it could take me by surprise, like if I had gone with my parents to the Opera for instance, but it's not something I would initiate myself.

M: No, okay. Elisabeth, what about you? (addressing 4)

4: I could have gone, as I said earlier. I would have liked to go to the opera, if it was a play I knew ... and if I had someone to go with me ...

M: If you could choose one of the places, where would you go?

2: Philharmonic perhaps.

M: Asks for a show of hands, only 2 raised their hand.

M: The Norwegian Theatre? 3 and 4 raise their hand.

1: Is there not something called The New Theatre?

M: Yes, would you like to go there? 1: Nods.

M: Why would you like to go to The Norwegian Theatre? Addresses 3 and 4.

3: I think it's okay with theater. Every time I have been there, I have been surprised.

M: What is the surprise?

3: Well ... it is only because I have never been to the theater before. I have not thought much about it. But when I've gone, I've been pretty excited and thought it was pretty fun.

M: Can you elaborate?

3: It's hard ... cannot quite put it into words ... it makes me happy ...

M: What about you? Points to 4.

4: No, I'm generally fond of theater, I find it exciting.

M: What does it give you personally?

4: It's hard to explain, it's fun ...

M: Are there some who feel that it might add something to your personality, or what?

6: It can make you think and reflect on things.

7: Yes, that's what I tried to explain earlier, in relation to contemporary music, it gave me something, I felt like I was ... I really got something out of it, for real.

M: You have grown as a person?

7: It started some processes.

M: It's things like that we're after. So, if that's how you feel, you need to say it.

5: When it comes to theater, it really depends on what kind of play it is, if you have a relationship with it, if it's something you've read, or whether it's funny, or interesting content ... for my part, if it had been some kind of deep play, if you know what I mean? I would not be able to stand it, going there. I would probably fall asleep during the first 5 minutes. But if there had been more action, entertainment, maybe ... so if I got a reason to keep me awake ... I do not mean that they should bounce around on stage, but ... (laughter).

M: How is it for the rest of you? Do you guys recognize yourselves in what he says? Turns to 2.

2: Yes ... I saw Othello, but ... it was not something that would make me want to go again ... I liked it as far as the story, but ...

M: It was with the school? You have not thought that you should see something outside of school?

2: Yes, I have thought it, but ... (mumbles, so I cannot catch what he says).

M: What do you associate with The Norwegian Theatre?

1: They speak New Norwegian.

2: It is an institutional theater. I associate it with something that is boring and predictable.

8: I associate it with old people, i.e. "I go to the Theatre" (gesturing and making his voice posh). It is a place where old people go.

M: What is it that makes you associate it with old people?

8: Well ... it's just that anyone I hear about who goes to the theater is older. I when I serve food at dinner parties, I hear the old people talking about it. So therefore I think that it must be a bit boring.

M: Others?

Silence.

M: The National Theatre?

1: Slightly heavier plays.

5: A solid Norwegian institution, a proper Norwegian institution that has dominated through X number of years.

M: The opera?

3: Opera (laughter).

5: Architecture.

8: A nice building (laughter).

6: A building that they spent far too much money building. A culture building that might as well have been used for so much more than such a narrow field as opera, with such expensive tickets. There is so much other culture in Norway that could have benefited from the funds, so really it is a waste of money.

M: The House of Dance?

Silence.

Muttering that they do not associate it with anything ...

M: Oslo Philharmonic?

1: Then I have to dress up (laughter).

5: You have to do that at the opera as well, don't you? (laughter)

1: Probably you have to ...

M: But is it something positive or negative?

8: I do not know, I have not heard of it before.

M: Have you heard of the Oslo Philharmonic Orchestra?

8: Yes, I think so ...

M: Both names are used.

8: Okay.

1: I did not mean it was something really negative to get dressed up ... (laughs) because when you do, you are a bit "proper" in a way.

M: What does it give you to dress up?

1: Well ... I feel ... I feel ... a little more proper.

M: Is that something good for you?

1: Yes, it is. It is nice to get out among other people who are also dressed up and really appreciate what we shall see ... or hear.

M: Do you recognize yourselves in what she says? What is it like to dress up when you go to a concert or the theater?

3: It's very rare that I go to ones like that ... that I can afford, or decide to spend the money to go ... to places where you should dress up. But you may feel a bit special, so it's nice to do it occasionally.

M: Are there any of you that do not like to dress up?

6: No .. it's fun to dress up once in a while. You need that as well.

M: Dressing up, what does it give you as a person?

5: There is an expectation there, that you should do something you don't do every day, whether it is the birthday celebration of a 32 year-old, an 80-year-old, or a concert for the 17th of May. It's something that does not happen every day. You see everyone else doing it ... so if you come in jeans on the 17th of May, that's a bit ... (laughter).

M: Is it something that's a little fun or special?

3: Yes ... it is a special occasion, that you look forward to dressing up and looking nice for the special occasion.

M: Does dressing up provides something extra for a a concert, or ...?
Nods around the table.

8: It is something you do not do so often. At least, you feel it's not an everyday thing.

5: But also that you know that all the others who come there are dressed up, so unless you do it, you will be noticed.

M: So there is a social pressure?

5: Yes, in fact, I think there is.

M: Show of hands, who would have dressed up? 1, 2, 3, 4, 5, and 8 raise their hands.

7 and 8 say almost simultaneously: It depends a little on what kind of theater it is.

7: Continue: There is a difference between dressing up proper, and dressing up my way. If someone says I must wear a dotted dress, etc ... but maybe I do not want to wear a dress? But did you mean a classic dress up, wearing a dress ...? (addressing 1).

1: Yes, that's what I was thinking, just in connection with the Philharmonic.

7: Yes, I get it ... but are you allowed to wear jeans at the Philharmonic?

1: Because you do dress up in your own way when you go to a concert as well?

M: Yes, this is an important clarification, that you get to dress up on your own terms?

Nods around the table.

8: Yes, you have to be able to do it. It must be the way you would like it to be.

3: You end up doing it because you want to, even if you feel it's a special occasion, where you can dress up, and it becomes a little extra special.

M: What could it have been, for you, things that would make you really want to go to the theater, a concert or dance performance?

7: If a friend of mine or someone I know who I completely trust said "I've been to a concert/performance, and it was absolutely amazing, I was totally captivated," then maybe ...

M: So when you've heard it from others?

6: Someone else who you trust.

7: Yes, that I trust, someone who knows me and my tastes.

M: Other things?

2: If it had been suggested, maybe I would throw myself in the mix.

4: Good acclaim, possibly from friends.

6: Acclaim from the media you trust, and also in relation to your own taste.

8: I assume that those who invite me know it's something that's alright.

M: Getting an experience and enriching oneself, does that play a role?

Silence ...

5: I think the important thing is, say that you get a recommendation from a friend, someone you trust ... I think probably I would rely more on that, than on what my grandmother says. Age difference and differences in interests play a big role there.

M: The idea of doing something special, a bit different than in everyday life?

6: Yes, it's fun getting a break from how you normally live your life. I go to concerts a lot, but by all means, if there was something that seemed interesting enough, I would probably go do something totally different. It does not matter that much what it is, as long as it is interesting.

1: But I would probably need to be invited. It's not like I suddenly decide to go to the theater on a whim.

M: Yes, and if there had been such an occasion, with a chance to dress up, it would have made it extra interesting?

1: No.

5: It's got to be ... one must have some interest, it does not help with a break from everyday life if you fall asleep after 5 minutes (laughter). Because I can just as easily sleep at home.

3: I went to Walmanns the other day. Had never thought to do it, but got a chance to. I only know that it is stable, it has been there for a long time. Many go there, but I had never heard that much about it. But I went anyway, you do not always need to know a lot in advance either.

M: I have talked with others who have said that ... they can learn something new, it enriches them ... is that something you think about?

1: It is certainly the case once I am dragged there. For instance, to the opera, that I get an aha-experience.

M: It was also said that one can relax. Is there anything to that?

Laughs.

7: Relax at the opera? More laughter.

3: I think, if I go out, it is not to relax ... I do not go to concerts to chill.

M: What is more important?

3: I go out to have fun, to get carried away and ...

5: Relax you can do at home (laughing).

3: Yes, I want some sort of action.

4: I just want to ... basically, I have two kids, so I cannot relax that much at home (laughs). So to go out is to relax.

7: It also depends on the play, or what is being presented. There is a difference between entertainment that is just to get a break, where I go and see something that makes me laugh or just think of something else, versus something that truly moves me. That's what I was thinking of earlier as well, if someone tells me that this is ... yes. And that's when I'm actually relaxing, and lowering my shoulders, and it is good.

M: What makes you so disinterested in going to a concert/theater? What stops you?

3: I think ... it was not something I did in my childhood, so if I had had the opportunity growing up, it would have become more natural for me, and I might have done it more now. I have not had the opportunity nor the access to it.

8: For me it's the opposite, because I was dragged there a lot growing up, both theater and ... so I then thought, I will not do this very much anymore.

M: Why?

8: I think it will stressful. The whole thing, it gets to be so much hassle. And then there are the times I've actually been, and it has been a disappointment ... waiting and waiting, and then the show was bad as well. (laughter) So there have not been enough of the good things.

3: Certainly there too we are opposites then, because the times I have actually gone to see something there, it has been good, and I liked it a lot, and it made me excited.

M: What about the rest of you?

1: I've sort of got other things to do, I do not feel that I need it ...

5: Priorities.

1: Yes, both time and money.

5: It is easier to go to the cinema for instance.

M: What does cinema give you?

5: Of course it depends on the movie, but it is also the fact that you know a bit more about it, you know the genre, you know the actors ... so we may want to see an action movie, and then we do that. You know a little more about what you are signing up for. It may be a little more on the fly, you do not need to dress up, you do not need to turn up in good time ... it is not the same amount of effort that it often is to do other things.

M: But surely at the movies, you need to show up in good time?

5: No ... you have a bit more freedom. I do not know how it is at the opera, but you may have to sit on the bench for half an hour before ... I think it gets to be more of an effort then.

M: Looks to 2. What's stopping you?

2: Well, it's probably because I do not tend to go out to the theater and stuff, so then I'm a little dependent on others dragging me with ...

6: I'm attending so many concerts, that I ... prioritize spending my money on it instead of theater and stuff, as I feel that it gives me so much more.

M: What kind of people go to the theater? Describe a person.

6: Upper middle class.

7: I think that very many different types of people go to the theater today.

8: Age limit 50, as the lower limit (laughter).

3: Now I feel a bit judgmental, but (laughing) the first thing I envisioned was a woman with a fur coat, and ... but I know that many different people go to the theater.

Silence.

M: Probes, addresses 2.

2: Well, I have friends and acquaintances who go to the theater, but ... they are different age groups, and ... I do not see that there is only one type that goes.

1: Maybe a bit more educated.

M: What do you think?

1: You should have at least completed secondary school.

M: Why?

1: No, I don't know ...

4: I also see it a bit that way ... a west side lady, turning to 3 and refers to the fur coat.

M: Everyone agrees on this? Upper middle class, west side ..?

8: I think there are many of those, or I hear a lot about who it is that wants to go to the theater, and they talk about it then when they come to dinner parties, and they talk about the performances they have been to, and they are often from the west side, higher educated, and now retired.

M: Do all of you around the table share in this opinion?

7: I think that if it is a part of your upbringing, to go regularly to the theater or the opera, then it will be something you continue to do ... and this might, possibly, be something that stems more from the west side.

3: It probably has something to do with money ... that is, I cannot afford it. I will not decide to spend the money to go to the opera. But I would certainly have done it more, I think, if I had more money.

5: But it's certainly got something to what is playing too ... last time I was in the theater ... that was probably 30 years ago, and it was People and Robbers in Cardamom Town at The National Theatre. Some birthday stuff, and I had friends with me, and ... I would not mind going to the theater now, with my son aged 3. Children's theater or something. It will really depend on what kind of show it is.

6: There are a lot of productions, so it will depend a bit on what type of play it is. I can imagine that there are some non-classical plays where there are not that many west end people, but people of a slightly different type of background who are interested in some new stuff, that is not the stuff that is written by people who lived 150 years ago.

M: What kind of people go to see these plays then?

6: Generally those with a cultural or literary interest, but it should probably be things they already know from before.

M: The rest of you, do you agree with what he says?

8: There are of course many different people who go to the theater, including those who are very interested in it, that do not go because of status.

M: What are they trying to get out of going to the theater. To find what kind of experience? The west side group?

1: Looking to have a nice time.

7: There is a group that goes to the theater because it is something "you do", you see a play and eat a piece of chocolate cake at the Grand ...

6: To maintain social status?

7: Yes, but then you also have those who are genuinely interested in seeing good theater.

3: Certainly there are some who go because it's good entertainment as well, just like I go to the movies.

6: It is much more impressive to see a live play, if they do it well, than to see a movie ... so that can be a motivation.

M: Entertainment, status.

6: In relation to the west side stuff, yes, social status.

M: The other group then?

6: To enjoy it ...

3: Many are looking to have an experience from it, that they might learn something from it ...

5: That one is particularly interested in the author ... if you are particularly interested in Ibsen, you may go to all his plays, for instance.

M: What kind of people go to dance performances?

3: I think there are many people there who dance themselves.

M: Points to 4.

4: Don't know ...

7: There may be many of those attending the theater, who also attend dance ... depending on what kind of show it is. Modern theater and modern dance, it is perhaps not such a big leap? (laughter)

Silence.

M: Is it so hard to talk about dance?

1: Yes, when you really have not been to any, it is a bit tricky. The only thing I've seen is Dancing With The Stars.

M: What do you think about that?

1: Well, if there is nothing else to watch, it's fine, but really it's a bit boring.

M: Why?

1: Because it's much more fun to dance yourself than to watch.

M: Anyone else see what she says? Refers to 1.

3: Often. But I think that Dancing With The Stars is a bit like that ... (mumbles) so I do not think it's very exciting. But watching people dance, a little more like modern dance, I think it's very exciting, because I think they are good, and because I cannot dance like that. I'm also really in agreement that it's more fun to dance yourself.

M: Is there anyone here who likes to watch dance?

6: I can very well watch hip-hop and modern dance, but that's more to be impressed by the control they have over their bodies, and how they accomplish the things they do. But to sit and watch dancing for an hour and a half, I do not think I could have stood that.

7: Yes, I could watch a performance of contemporary ballet, or modern dance, on Black Box for instance. I've done it before, but now it's a long time since I've been to that kind of a performance.

M: Do you get something else from watching the dancing than you get from watching a play?

3: I think, with dancing, it's more like people showing what they can do, just for entertainment perhaps, but theater can have a deeper meaning ...

M: Addresses 4.

4: I really agree with what she said (pointing to 3).

8: You might be a little more impressed by the dance performance, or perhaps you should be.

6: They cannot convey that much verbally with dancing, so that's just about using your eyes to watch the dancers move in relation to music, while at the theater, they have the opportunity to use their voice and convey something.

M: If you consider the aspects of relaxing and entertainment, is dancing different than theater?

6: It is usually more impressive.

5: It's a bit the same, really, you get the same kind of relaxation.

7: What kind of dance are we talking about?

M: Generally.

1: You have to somehow pay attention to it a bit more with the theater, you should catch everything that is said. At a dance performance, you can for instance leave for a bit without really missing a beat.

M: If you were going out one evening to relax, what would you choose between dance and theater?

4: Then I'd have chosen theater.

M: Why?

4: Because then you have to concentrate a little more maybe, dancing is like ... I have never been interested in it.

5: It gets a little monotonous, dance becomes too one-sided in a way, it is limited how many steps can be right, left, up and down, to put it simply.

M: What would it take to get you to go to a dance performance?

3: I have not been to very many dance performances, but maybe something a little new. I watched a talent show where they had some of those special outfits with a light show, where you don't see the dancers, just the light. The dancers were insanely good at it.

M: Addresses 2.

2: If it was something like the Moulin Rouge, then maybe ... something a little bit more show-like.

3: A bit like he said (pointing to 5). Sitting and watching just dance for one and a half hours, it can get a little boring, but if there is a production with something more, or a little different, then ... for example, a production of Moulin Rouge, it is both music and dance. And there is theater in there too.

1: It should preferably be a type of music I like.

M: A genre you like?

1: Yes.

5: It has to be a bit give and take. If the wife asks me to dance performance while promising to join me at a motor show, then maybe (laughter).

M: What kind of people go to the Oslo Philharmonic?

7: People who are interested in classical music, not necessarily older people, some older, but also younger.

5: One should like that type of music, classical or concert music, as it is an advantage ...

3: I've really only heard the name, but don't really know what it is.

6: It is a kind of symphony orchestra, is it not?

8: I think there are many musicians who go there, those who play classical, going there to get inspiration and see how good they are.

M: So they have a relationship to the instruments in the orchestra?

8: Yes.

5: That they even get the sound out of a trumpet is impressive to me (laughter), and if they make them sound good in addition, it will double up on the amazing. Especially when, it depends on what they are playing. If they play music that you know and love, like Beethoven 5th or the other famous classical pieces, it is a plus for me. Rather that, than if they just played completely unknown work, or simply Norwegian tunes that I've never heard before ... so it depends on what is on the agenda.

M: What would get you to go to the Philharmonic?

1: For me, it's like he says (pointing to 5), that it's something I've heard before, that it is known to me at all, and to have someone to go with me.

8: I'll actually be going there in January. A friend of mine who's a tuba player has gotten me to agree to go. Because he wants to show me what it is. So I will join him to show interest in what he's doing.

3: For me it is not very important whether or not I've heard it before. I have gone to unknown things before, and been pleasantly surprised. But if a friend had invited me, I would have gone.

M: What's stopping you today from going?

1: Never thought about it.

7: I've been there listening to the Philharmonic, but it is many years ago.

M: Why have not you been thinking about it? Turns to 1.

1: I never listen to classical music. I have CDs with it, but they are just gathering dust.

M: And you? Turns to 4.

4: I also have CDs sitting and collecting dust.

6: They are much more powerful works, so I could very well go, but not alone. It has to be the right genre, from romance and baroque – grand, powerful works, not the deep depressive works, but the big airy ones.

7: I like the deep depressive ones.

M: We've brushed upon the subject of price, but what would you pay to see a play, if there was something you really wanted to see?

7: If there is something I really want to see, I pay what it costs (laughter). If it costs 450 NOK, I will pay that.

1: I also think 500 NOK is quite an acceptable price really, as if you go to a big concert, the costs are up to 1000 NOK.

3: I would not pay that much for it. I do not have the luxury to do it. I never go to very big concerts, so ... maybe I could spend 200 NOK. Because it's not something like I find super interesting.

M: Who is around 500 NOK?

1: If there is something I really want to see. If there is something I am not that engaged in, then maybe 100-200 NOK.

2: If someone had invited me and it was something I did not know, I would not accept a very high price. But if it's something I really want to see, then the pain threshold is closer to 1000 NOK.

4: Right now the limit low, maybe 200 NOK.

6: If there was something I wanted to see, which has not been playing in Norway before, I could happily pay 1000 NOK. But my interests are quite narrow.

5: Yes, I could also gladly pay up to 1000 NOK if there was something I was very interested in, but that does not happen very often, so ...

7: I think my limit is around 450-500.

8: If there was something really good, I would not care that much about the price. But if it's something you know little about, I think it stops at around 200.

M: If you could have ticket offers for 50-100 NOK for people who might be slightly interested, but who do not go that often, would that make you tempted?

1: Yes, I could probably do that.

6: I would check what it was first.

8: Yes, I would check what it was first.

5: Yes, not just anything, but probably I would gladly pay 100 NOK just to see what the opera looks like on the inside.

M: Dance performances, is it the same principle? Show of hands. Everyone raises their hand.

6: But I would check what it was first anyway, as if there is something I know does not interest me, there is no point in spending 100 NOK and lots of time on it.

Those around the table nod and agrees with this.

M: What about a classical concert?

Silence ...

Mumbles yes.

6: Same again, I'd check what it was first.

5: If it's something you don't attend that often, it could of course be okay to spend 100 NOK to confirm or disprove whether it is something you like or not.

M: If they are going to get you to go along with that, to utilize that kind of an offer, what must they think of in order to accomplish it?

1: There must be some form of advertising, so that I become aware of what goes on, and that makes me interested.

5: I do not want to have to look up what is happening, when and where. Fair enough, The National Theatre advertises in Aftenposten, but you have to somehow be a bit interested to read about it there. And to be able to buy tickets online. That it is easy, and that you do not have to spend much time on it.

8: I think at least ... I always know about it if there is a new movie in the cinema, and I do not really know how, but ... in the theater however, I know nothing about it, so maybe others get up to date with the theater, but not movies.

3: Yes (laughter), you are always informed if something new comes along.

6: It is only natural for the media and the daily press to write about a movie coming out, rather than about a theater play that goes on for only two months.

5: Yes, the newspapers write about movies to come once a week, and then you read about it there.

M: What are the channels you use to get information? Newspapers were mentioned, what else?

1: Television and radio.

8: The Internet, commercials.

6: It's really not hard to figure it out. Just go to the website of each theater, but of course, that involves the effort of doing so. If they had advertised on Facebook, I would have blocked it, because that is just annoying.

M: When you are present in the theater, can they do something to make the experience better? Cafe or something like that?

3: Well, yes, a bar maybe. But at the same time, it does not matter, as I go to the theater to go to the theater.

6: You go to the theater to go to the theater, you do not go there for a whole evening, and there are plenty of other restaurants.

2: Being able to buy a glass of wine and bring it inside is nice.

5: It will also somewhat depend on how long the show is, if there is a break, so it might have been okay with a wine bar/coffee shop.

M: What could they have done that would make you feel welcome there?

Silence.

M: Is it difficult?

More silence.

5: The place where I went to see Gitarkameratene, I cannot remember what it's called, but it is located upstairs in Universitetsgaten ...

6: Dizzie Show Theatre or something?

5: Yes, something like that, which is very fine, they have a bar you can go to, before and during the performance, with small tables so you can sit there and have something to drink while listening to the concert.

M: If it were a play or concert near you, might that make it more interesting?

3: If you live in Oslo, everything is mostly close no matter where you live, so it's not that far to travel anyway.

4: I live in Langhus, so if something happened in Ski or Kolbotn, it could be okay.

1: Yes, same for me in Lørenskog, it is easier to head there instead of going all the way to the center of Oslo.

5: Accessibility is somewhat important, so that it is close to public transport hubs, like avoiding the need to change buses four times, or having to take the car and park far away anyway, and it costs 1000 NOK per hour ... all these things take their time as well.

M: If they offered the opportunity to participate as an extra or behind the scenes, would that be fun?

4: Yes, I've been part of a theater group before, and I worked behind the scenes, and it was very exciting.

M: So you would participate?

4: Yes.

M: And you? Turns to 1.

1: Nods.

8: I think maybe it would be fun to see how they work, maybe for a day or two, but no more.

7: Are you now thinking about an offer to the public?

M: Yes.

3: I think that if I go to see a show, it is scary enough to sit in the front row at Laughter. But if you could choose, then maybe ...

1: But I'm not sure I would buy a ticket to sit in the audience and pay to watch all the others who will be on the stage as well as the actors.

Now they are speaking a little out of turn, and I am unable to catch who says what.

M: Opening times, a lot goes on on weekdays and Saturdays ... opinions about this? What makes you go?

3: It's fine with flexibility. People my age usually go out on the town Friday and Saturday, but might have gone to the theater or something like that on weekdays.

M: What about Sundays?

5: As long as it doesn't end too late, then it might be interesting on a Sunday, yes.

M: Leave the room to check if there are questions. The group is instructed to think about whether there is something they have not talked about.

Silence, then talk about pizza.

M: Comes back in, ask if there is anything they have not talked about, but there is not.

M: Ends the group, they get up and start to get dressed. It gets a little noisy.

M: Asks if there is anyone who has been wanting to go to a concert or theater based on this discussion.

No responses are audible due to noise with jackets/bags, etc.

2.3 Group 3

Transcription of Oslo Performa Project – Group 3:

Date: 05.11.2013, 17:00-18:30

M: Moderator

1: Odd Magne - Stimulation

2: Jocelyn - Stimulation

3: Kjell - Release

4: Nina - Expression

5: Erik - Expression

6: Ragni - Expression

7: Erik - Affirmation

8: Herlyna Mariana - Stimulation

Participants are seated around an oval table, M on one long side, 1 to the left of M, 2 to the left of 1, etc. all the way round to 8 who in turn is seated to the right of M.

(Presentation round).

M: Now it comes (sits down). Then we can start with you (pointing to 8).

8: Yes, my name is Herlyna Mariana.

M: Herlyna?

8: Yes (nodding). I'm not Norwegian (laughs). I have lived here for about 12 years. I am married with two children. I am 39 years old, worked in a nursing home for six years. Until now.

M: What do you do in your spare time? What do you like?

8: It is having to do with the children, and with the Internet.

M: Well, what are you doing on the Internet?

8: Surfing and finding information that is good for the family.

M: Such as?

8: For instance travel.

M: Yes. Thanks to you, then we go to the next person. (Looks at 7).

7: My name is Erik Haukeland. I am 45. Right now I am unemployed, as I chose to resign as a driver in Oslo Taxi-bus. Because I am the chairman of a residential cooperative, and I am happy with all the tasks there. I chose to go

to janitorial school and finished it just now. So hope I get a job soon. Otherwise I have to return again to the old job. Driving as a career pays too poorly, so therefore I am aiming for another profession.

M: And when you do not read anything new for school or work, what do you enjoy doing in your spare time?

7: I have a dog that I like to do things with. I have a child, but the child is 4 months old. A son, who lives in the Philippines. So I live by myself. I'm working on getting the wife and children relocated here.

M: I see. And the dog? What are you doing with the dog?

7: We are in a sled club, so it runs and pulls.

M: Okay, those are also in Oslo?

7: Yes.

M: Okay, I did not know that. Exciting. Let's go on to the next (pointing to 6).

6: Should we tell you this much about ourselves?

M: You can tell us whatever you want to.

6: I am 29 years old.

M: Your name perhaps?

6: Yes, Ragni. I am 29. Newly-graduated humanist. Looking for work, but working a 150 percent position as a server. I go to concerts a lot.

M: What kind of concerts?

6: A lot of electronic music, but other music too. I like to go out, in general.

M: Okay, thank you. Then we move on to you (looks at 5).

5: Yes. My name is Erik Vange, 47 years of age. Just got out of a relationship. Not you (looking at M), but another Aleksandra (laughter). Russian. I work a bit in the fitness industry, so that is what I do in my spare time. Right now that is mostly it.

M: And when you are not exercising or working?

5: I'm spending a lot of time with neighboring friends. We have a very good environment there, so we are often getting together and barbecuing and enjoying ourselves.

M: Thank you.

4: My name is Nina. 40 years. I work in home nursing, and I really enjoy it a lot. Working with people. I have a daughter aged 18. I am with my boyfriend Lars, but we live apart. We met each other in the parking lot between the clocks, but we have not yet moved in together (laughs). After many many years. And in my spare time, I do a bit of traveling.

M: Traveling to specific locations, or ...?

4: No, I am in a travel club.

5: Sounds like a comfortable spare time activity (laughs). (Laughter).

M: How does this work. Do you then hear where you are traveling to, or...?

4: No it's about obtaining members and things like that, so in a way it's like a small second job. Very exciting. Now I'm going to Florence before long.

M: Yes, good, thanks. Let's move on to you (points to 3).

3: Yes, Kjell Vestby is my name. 45 years. Married with two children who live in Sørumsund. Locksmith is my profession. In my spare time outside of work, there is not that much time left except for the time spent with my wife and children.

M: But do you sometimes do things with your family in your spare time?

3: Yes, it happens that we go out for a walk once in a while, and we have been to some of those shows as well.

M: What kind of shows? We want to know everything (laughs).

3: Kristine Kote and those kinds of shows.

M: It was at a theater, or ...?

3: Lillestrøm Cultural Centre.

M: Yes, how exciting. Let's go to you (nodding at 2).

2: Jaseline is my name, I am 32 years old. Married, 4 children. Qualified social worker, but on long-term sick leave right now. Yes, well I have four children, so much of my spare time goes to them. Finding things to do with them. If my husband and I have free time, or time off (making quotes, laughs), we like to go to concerts. And we very much like to travel.

4: Then I have to talk to you (looks at 2).

(Laughter).

M: You may have to do that after the group. But I want to hear about the concerts. What kind of concerts do you go to?

2: Mostly reggae music.

5: Good taste, in other words.

M: Good, thank you, then we will go to the last one remaining (looks at 1).

1: My name is Odd Magne. I am 39. Trained occupational therapist. Two children. Yes. In my free time, I like participating in my children's activities. Both basketball and football. Is am a very ardent football fan, traveling around the country to catch whatever goes on.

M: Okay. A question just out of curiosity, about your work.

1: Which football team? (Laughs)

(Laughter in the group)

M: No, I', thinking of the occupational therapist. But you can answer the football question first.

1: Sogndal (nods).

(Laughter in the group).

M: Okay, then we know that (laughs). And as an occupational therapist?

1: That is evident from the word. To engage people, older people or handicapped people, and make a plan that ...

M: Okay, so it relates to physical activity?

1: Not necessarily physical activity, but it can be anything from walking to reading newspapers, easy baking, slightly adapted to the kind of functionality they have left, and that must be taken into consideration for each individual. And the residual capacity they have left, if we are talking about older people.

M: Okay, how exciting. I think we have a nice mix around the table here today, so I hope we will get some various feedback this evening. Let's get started.

M: Tell me a little more about what you are doing in your spare time? Sort of, what do you like to do? (Looks around).

2: Something that kids can participate in.

M: Yes, what can you do with the kids?

2: It can be a lot of different things. Everything from going to the park for an event that is designed for children.

M: What kind of events are you thinking of?

2: In the summer it is perhaps, I cannot remember what it was, kind of a boat down at ...

1: The harbor? (Laughs).

(Laughter in the group).

2: Yes, it was not on the mountain, anyway.

(More laughter).

2: Yes, it was something like a reggae show for kids, and that was really fun for them, with face paint and everything.

M: So with a bit of music?

2: Yes, with music and dancing, and ...

M: Others who do such things with their children? (Looks around).

8: No, but I will tell you that a week ago, on the weekend, we were at, what it's called, Grønland, the whole family, and they called something like World Day for Children, like things from many different countries, where they introduced dances and different foods and cultures. It is held every year.

6: It is in connection with the Oslo World Music Festival?

8: I think so. I don't have a clue about it. But that's how national concerts are organized there every year. So I sometimes have to somehow ... my husband works at the embassy, and many people are invited there, so we took a trip to Lillehammer. And then we watched the kids, who are good at dancing, because I come from Indonesia, so those who are born here, but we do teach them, introduce them to food or dancing.

M: How exciting.

5: I just have to ask one thing. I am wondering a bit about something (looks at M). Is there any other studies going on simultaneously? The reason I ask is because I was told that we would listen to music and stuff, and there is not very much of that going on here, or at least that is my impression.

M: We are not going to listen to music.

5: No, but I was sort of told ...

M: We are doing some tests like that too. I could go out and ask briefly, in case you feel like you are in the wrong place?

5: Well, actually I am a bit surprised that this is the subject of the conversation. Because I was asked to ...

M: But it is not music that is today's subject really.

5: No, but that's why I was a bit surprised when I came in, because it was music that I had been asked to come to. But it does not matter really.

M: But we will check just to be sure, in case you were really supposed to be somewhere else (gets up).

5: Yes, because I thought it was a little surprising, so it's just nice to know if there were any more conversations like these here. I've never been here before you see.

(M exits).

5: But anyway, I had heard about the music I saw (nods to 8), that I should listen to some music, and (looks at 3) and radio stations with different types of music.

4: It looks like you should really have been somewhere else.

(7 gets up and takes food).

5: No, I should be here (taps his finger on the table).

4: Yes but in another room.

5: Yes, no, but I was supposed to come here to Rema and all that, so it was here I was supposed to go, but I just had to check, because it does not make sense at all, I do not know what it was she said we should be a part of, it was something like that, culture (looks at 8).

8: Culture (nodding). That is what I was asked about. They brought me here. I'd like to, but I have young kids, so how do I get it to work out (laughs).

(M enters again).

M: I've been informed that you should have been participating in something else.

5: Yes, no, surely it is correct. It was just not quite what I had been told, but that's fine.

M: Is it okay for you to stay? (Looks at 5, sits down).

5: Yes, sure (some laughter in the group).

M: But then we have had a small digression.

5: I was just surprised, as it was a little different than what they had said when they called and asked me to come, but ...

M: But can we discuss that afterwards? Because it's important for us to know what has happened here (look at 5).

5: Yes, yes.

M: But, I'd really like to go a little further on the cultural aspect here, because we have several cultural activities, and I'd like to hear a little more about them. Whether it is with family or no family, as not everyone here has children. I want to hear a little more about what the others do (looking around at the participants).

4: I like going to the movies sometimes. I think that is really all right. They have got new good cinema at Lambertseter. The new shopping center, and I would like to see the Pinchcliffe film. And then I was in the musical Annie, it was very good, and I like to listen to music in general, but I do not do it so much with my daughter, because she is 18, and yes. We do not do it as much together as we did when she was younger. She is interested in other things, to put it like that (laughs).

M: How often do you go to the cinema? (Points to 4).

4: Not very often, but sometimes. If there is a film that interests me, or I feel like I want to go see, then I go.

M: I heard someone talk about concerts? (Points to 6).

6: Yes, I go to concerts quite a bit.

M: And what's a lot?

6: Ehm, sometimes once a week, sometimes three to four times a week.

M: That is a lot.

(Laughter in the group).

6: It can be anything. There are very many events in Oslo that are free. On Friday, I was at the House of Literature, saw Elvira Nikolaisen with band, and I actually associated it with some readings and stuff. There has been a lot of debate on relevant issues, writers who speak out about it, new launches or various things.

M: Was this a free event or did you have to pay for it?

6: It was free (nodding). And then I was in The Concert Hall on Sunday, where there was a German DJ during the Ultra Festival last year, who had received a challenge from the festival organizers to play their music acoustically, so then he hired an entire bell orchestra, with bells in all sizes, and played three pieces, concerts on Sunday. That was for paying guests.

M: And what does it give you? When you go to concerts like that, what does it give you as a person?

6: It's life. Music is life. Of course, one must try to get food on the table and that kind of stuff too. Food could also be culture. I work in the food service industry, so I also eat out a bit.

M: But when you say that it's life, could you put even more words to it?

6: It expresses who one is, what one thinks about, the things that occupies you the most in your life, and it make it easy for others to recognize themselves. And one can feel the togetherness around the music, and share experiences that create friendships.

7: Socialize and enjoy yourself among people.

M: Others who recognize these kinds of feelings with something cultural, to do with concerts, or ...? You for example. (Points to 3).

3: I'm not going to concerts that much then. I listen to music too, and in this respect, you get in a good mood when you listen, but I do not think much further than that.

M: No. Can you have people with you, for example when you go to the theater?

3: Then I have to be honest and say that I have not been so much to the theater, other than children's theater with my kids, I think. And it was long time ago, now I'm probably not going to get them to be a part of it. (Laughter in the group).

3: But, I do not really have such a big connection to music and stuff, I do not go to concerts that much. Sometimes, if there is a band or something that I think is alright.

5: For example, Friday shows like that, like Skavlan, where they play music. Are there many who watch it? (Looks at the other participants).

4: I watch it on TV 2, it's ... oh my god.

7: The Voice.

4: Yes, The Voice (laughs). I think it's kind of neat. (Laughter in the group).

M: But what do you really want to watch? (Points to 6).

6: No, that you listen to music with family and friends, maybe if you have dinner with people you know, you end up playing the same music, because it might be something that ties you together.

M: Is it like that for you? (Looks at 1) Do you get a feeling like that?

1: When it comes to culture, the last concert I went to was, well, Judas Priest in 2001 or something like that. Basically. But culturally, it is mostly only movies with the kids, although I have certainly seen a lot of fun things there. Despicable Me 2 was probably the last one we went to, it is highly recommended (nodding). For those without children as well. Or older children.

M: Do you go to the cinema and watch movies for adults as well?

1: Very little. I went and saw these movies with him, it's a few years ago, I cannot even remember what they were called. Some movies about Bergen, a police investigator.

3: Varg Veum.

1: Varg Veum, yes! (Points to 3). They came out with a great deal, and I think I caught most of it in the cinema. But otherwise it is mostly with the children, as things are pretty hectic in that respect.

M: Why was this something you thought was interesting?

1: Veum?

M: Yes.

1: Well, I saw the first one, and I thought it was good. Then more and more came out, and it seems the vast majority of those was good.

M: And what does it give you as a person?

1: Well, I figured eventually there would be another, after the first and second, I heard that there would be more of it, I was excited. I wanted to catch the rest as well, regardless of the reviews, even though they did actually get pretty good reviews.

M: Okay. Is there anyone here who watches dance for example?

5: Dance?

M: Yes.

5: I've seen Dancing With The Stars.

3: My daughter dances.

M: What does she dance?

6: Well, now there's something. Hip hop. So they have these event or whatever, when they finish up a season, and we go do that, but it's kind of ...

M: But if your daughter was not doing it, would you have wanted to attend a dance performance?

6: I don't quite envision that, no.

M: Okay. Others that would?

2: I would like to have done it. My daughter danced ballet when she was younger, but as far as myself, I'd like to. I know that I miss being able to go to the cinema and theater, but I have had to put a lid on that for now. But I'd really love, love to do it.

M: What would it give you? What are you missing by not going there now?

2: It's a bit of a rush, going to a concert or watching a good movie. I remember we were invited to one of those African dance demonstrations, and I really wanted to go, but we did not manage it. It's a bit about the rush you get, as she said (points to 6). That it is life, that little bit of something extra it gives you.

M: Are you also getting that out of going to the cinema for example? (Points to 4).

4: Yes, and I was also at a Kurt Nilsen concert. I just remembered that (points to 6). And then I was like ... (raises her arms and shakes them), because I've not been to a concert like that in years. Yes, but it gives you a rush like that, as you say (looking at 2), it was really good, at Rockefeller. It sends you quite up there somehow (pointing at the ceiling, laughing).

M: While we're on the subject, if you had the time to do it more frequently, is that someone you would want to do? Are there others that might like to do things like that more often, that kind of cultural thing (looking around at the participants).

4: I'd love to go to concerts more often, but the problem is that the guy I'm with is not a concert lover, so then I am dependent on finding someone else to go with.

M: What's it like for the rest of you? Do you go to concerts by yourselves?

5: It is easier to go with others. Most of my friends have small/slightly older children, and so one does not end up going to the cinema all that often. It's a bit nice to be a small group going, we used to do it in the past, annually at Rockefeller. It was a tradition for a small group of us. There is something with that, when you go to do things. Even if you will go listen to music, you would still like to share it with someone, as it makes it a little more all right.

1: I could easily have gone alone to a concert, if it had been appropriate, if there was something that triggered me. But I'm very much into this 70/80s music. I do not think I've bought a CD since '78 or something. I'm kind of stuck on what I was listening to when I was growing up somehow. When I listened to Judas Priest in Oslo in the early 2000s, there were several of us, but it is also not a problem to go alone if they were to come again. But we are in the same group of friends, we are the same age, and we also have the same taste in music. But it would be fine going alone.

M: How is it for the rest of you, I'd like to hear more opinions (points around). Can you do it alone or would you rather go together?

2: Preferably together, but if I was really like ... into seeing something, I'd probably have gone alone as well.

M: How is it for you? (Points to 3).

3: Well, I'd probably go to things with my wife at least. M: At least? (Laughter in the group. 1 claps).

3: If we are several couple friends.

M: And you are okay with going alone? (Points to 6).

6: Yes, if it's something you definitely want to see. I've done it a few times, it has been great, so, I can recognize myself here. I can just turn loose somehow.

5: I was going to say that you go so often to concerts that you are bound to meet someone you know regardless.

6: Yes, but this was when I lived in another country, so then I had to go alone. But then I got to know the people there.

M: And how is it for you Erik? (Points to 7).

7: I enjoy going alone, but that's because I've traveled a lot alone. So, it's just the way it has been. I rent a house in the Philippines, where my family lives. I am probably the only white man who has been there. At least there are not many. They have been having shows there, like a beauty pageant and concerts, and when I was there I got to be the judge, and it was very fun.

M: Yes, I see. So what I'm hearing is really that everyone around the table here is interested in doing something once in a while. Some more often than others. But what prevents you from doing it more often? What puts a stop to it?

7: For me there's nothing that prevents me. I'm here in town, and something happens all the time. When you take the bus through the city, suddenly you will see that there is a concert in a park, and if you have time, you can just jump off and listen to it. There are a lot of free events with unknown groups.

M: And you said money? (Points to 6).

6: Yes.

1: The obstacle is perhaps that the day only has twenty four hours, and the week itself, except the weekend, is filled up already.

M: Time, money, other stuff?

2: Small children.

M: It's perhaps a bit mixed.

8: I, as a mother, when I am doing something for myself, always think of how my children are doing. It comes to mind immediately. They must be well, I must not be selfish in a way.

M: Yes, you can almost feel guilty? (Looks at 8).

8: Yes, it is true. I will introduce them to music and everything.

5: That they should get the same experience.

8: Yes, they have to learn.

6: There are in fact two options for those with children. I don't know how often they do it at Blue anymore, but you have something called Blue Toddlers, which is a kind of disco with a live band, and with music they play from a stereo. And the Kampen Town Hall, they have one Sunday a month. That's kids disco then.

2: We have gone to this reggae disco on a boat at the pier (looks at 1, laughing).

1: It was on the dock, it was important to note that (laughs).

(Laughter in the group).

M: But I also think of another thing, we have talked a little about concerts and cinema, is there anyone here who goes to the theater?

5: It's a long time ago. Yes it's a long time ago.

6: I saw Peer Gynt a few years ago, and I think that really, theater, or at least for me, it becomes a bit awkward, because it is so arranged. Of course, in a way, it would take a lot before I really understand the real meaning of this play. Probably because a lot of the things playing are things that have been played for 50 or 100 years, and it is so instilled in us, because we have heard it so many times in different versions that it becomes almost a cliché. But I could

very well imagine going to see newer stuff, like that Shockheaded Peter, which I have heard should be very good.

M: Okay. I would also like to hear from some others here. What is it like for you? (Pointing around).

1: Not theater for grown-ups, but I have been to children's theater. There was a play in the Frogner Park in the summer. A lot of fun. The little mole who wanted to know who had pooped on his head. And it turned out that it was his butcher dog Henry.

M: Yes (laughs). But grown-up theater, what about that?

1: I was at a Lithuanian play (laughs), lord knows how many years ago. But it did not appeal. Of course, a bit because it was Lithuanian, and I am not so good at that language. But no, I'm sticking with what the kids think is fun.

M: But is there anyone here who likes grown-up theater, but who do not go? (Looks around).

5: Something might be of interest, but in my circle of friends there are not that many who are interested in theater, and so that becomes a bit of the reason why you don't go. But it could certainly be fun to go to the theater here in Oslo.

M: And you Kjell? (Points to 3.)

3: At least not that I can remember. So if I have been to the theater, it doesn't seem to have stuck with me.

M: But there are some here who go to the movies. What does going to the movies give you that theater does not, or vice versa? What's the difference?

2: I sat here trying to think about it. Why you are so willing to go to the movies, but not the theater. I think it has to do with the commercials you get from the cinema. It makes it so incredibly exciting to see posters all around, while with the theater, advertisement like that is so minimal. You do not quite catch that it is advertisement for the theater. At least, that's how it is for me. (Participants nod).

5: It makes sense really.

7: For my part, many of the plays are so old that the attitudes reflected are a bit antiquated, and it does not represent society today. But as I said, they've got several productions of new plays now. More than before.

M: Others who have opinions about this? It's more a matter of course for you to go to the cinema rather than the theater?

8: Just like she said, (points to 2), there are too many posters and advertisements. They stick. For example, now I will go see this or that.

M: You are a bit conscious of it, and decide not to attend, while the rest of you are not completely aware of it, or what?

4: I do not think as much of the theater as I do of the cinema, so to speak. It is not equally accessible.

5: When you have friends who have been to the movies, you get to hear about it, and they will recommend it, and things like that. But if there are few in your group of friends that go to the theater, they will not recommend it, as it has a bit to do with the input. Either through advertising or friends and stuff, so it's easier to try to go to it, if you had gotten the recommendation via any other channel.

4: I went to Annie because my neighbor invited me. It was really for kids, but it was a very good performance (nods and laughs). They sing like nothing I have ever heard the likes of.

M: And apart from this rush, was there something else that it gave you?

4: I did not quite get the same feeling from Kurt Nilsen as I did from Annie, but it was very good regardless.

5: That is probably because of the sound level. Concerts are very loud (raises hands), and things tend to get a little bit wild. One cannot start cheering or shouting at a theater stage.

1: And for cinema, you see it advertised on TV. "Coming to the cinema on 18 December". But it seems rare to see that kind of advertisement for the theater. The National Theatre, for example, does not go and advertise something like that on TV.

2: And again and again. You really get it fed to you.

1: That's also the deal with children. They are always seeing those commercials.

M: Are there any of you that attend classical concerts?

(The hostess comes in with fruit).

M: Is there anyone here who attends it? (Looks around).

(No answers, the group laughs a little).

1: (Laughs).

No, it would not occur to me either (shakes his head).

M: Why not? (Looks at 1).

1: It goes against my musical tastes, and my somewhat heavy metal tastes from the 70/80s. Forget it.

6: It can be very beautiful, but it is also very expensive. 300 NOK and up. And then I'd rather prioritize other things.

M: And it was you who had been to see Peer Gynt?

6: Yes.

2: I associate classical concerts with holidays, like Christmas, tatata. And that has to do with the mood, the Christmas spirit, I do not know what other holiday it should be.

M: Is there anyone else here who feels that they get a special atmosphere with classical music? Formal.

6: It's a bit like that. Food for thought if one can put it that way. Since there are no lyrics, the atmosphere comes through the notes you are left with.

M: Do the rest of you think it's a bit like food for thought?

8: I thought I really want to know what it is. Well, I work at a nursing home with seniors, and we have an occupational therapist there, and sometimes I talk to her about such things as why we cannot have a special room, a theater room for example, where we can gather the patients and watch old movies or something. Yes, theater or music. I'd like to experience it. If not with the kids, then with colleagues at work. But now with the savings and all, oh my god ... like, I think that instead of the older people just sitting there, we have the time, to sort of ... I just love for them ... when they were young ... maybe experienced ... I would like to learn from them.

1: I would state it as clearly as this, that if I had been invited to a classical concert, I would say no thanks almost guaranteed.

M: Even if you could have gone for free?

1: Yes, no.

M: Who here would do that?

8: Me.

(2 and 4 raise their hands, 3 and 7 follow suit).

6: it can be very powerful with a full orchestra, and on that kind of a stage, there are often very good acoustics.

2: I could pay a little, but not a lot, to go to a Christmas concert for instance, because has a bit to do with the mood like I said before.

M: Could you specify this mood for us?

2: Christmasy (laughs).

(The participants laugh).

2: You get home, and in a way ... how do you explain a mood?

M: Try to put it into words.

2: Satisfied with where you are, if it is Christmas for instance. Content with the fact that you are where you are.

M: It's a good mood then?

2: Yes.

5: Those kinds of Christmas stories can often be about the spirit of Christmas, and I have been to some of those Christmas things, and it's very cozy. You get the a slightly different picture than when you were a kid and went to Sunday School, without necessarily having been an active churchgoer. So you get a picture of that stuff with the baby Jesus in the stable, and the three Pharisees or whatever it's called, who came.

M: Kings.

(Laughter in the group).

5: Yes, and incense and myrrh and all that, you get sort of a mood when you see this. Most people have heard about this at school and daycare and perhaps growing up, so you get sort of a picture of what you have heard about, you know. It gives a good mood.

M: Now I want to talk about the places in Oslo, institutions, and the places you know. I heard one of those mentioned earlier. You mentioned The National Theatre (pointing to 1). Others you know?

2: Do you mean halls? Or other places where it is held?

M: Yes.

2: Sentrum Scene.

4: Rockefeller.

8: The Concert Hall.

5: Now you have mentioned all the places in Oslo I now. I live far away (laughter).

(Latter).

3: Yes, there is something called Oslo New Theatre maybe.

M: Yes. Others you know?

6: Around Vulkan there are a bunch. The House of Dance and Blue.

M: Anyone else heard of The House of Dance?

2: Yes (nods).

1: (Shaking of heads). It is evident from the word what it is I guess.

2: The opera house maybe.

4: Yes, yes yes (looks at 2).

8: Isn't there Soria Moria as well? (look at M).

6: There's a cinema there. Rockefeller, John Dee.

M: Does anyone know the opera?

(Everyone nods).

3: Heard of it, yes (laughs). Have seen it too (laughs).

M: Anyone been in the building?

5: I've been there and looked around, but not inside the hall itself. It has not been open. Only the great hall.

M: Had you been to The House of Dance? (Points to 6).

6: Yes.

M: To a show, or not?

6: In connection with the opening, we saw a performance, but it's the kind of thing you tend to forget.

M: Because?

6: It's not like the quintessential thing we do. It is very poorly marketed, I think. M: What do you mean?
6: I do not hear anything about it, although I often visit websites to see what goes on.
M: It doesn't pop up online either?
6: No, actually I think Black Box, which is also a dance theater, is more visible than The House of Dance.
M: Okay. The Norwegian Theatre, anyone heard of it?
(Everyone nods).
1: Heard of it, yes. Heard but not been.
M: What kind of theater is it?
3: A Norwegian theater (laughs).
(Laughter in the group).
6: That is where I saw Peer Gynt. There are perhaps only Norwegian plays there.
5: That is what struck me, maybe it is old Norwegian plays.
6: They've had some new ones too. It looks like what's at The National Theatre is more exciting.
M: Why?
6: At least this year. No, it is perhaps The New Theatre where Shockheaded Peter was on, which looked exciting, and there was also something like Lulus, which was at The National Theatre, which also looked exciting. But I have been there in connection with the performance I wanted to see, and it cost from 330 NOK and up. And I think that is too much to pay for a medium that I do not find all that exciting.
M: What are you willing to pay to go to the cinema for example?
2: What it costs now, and no more.
1: 80-100 NOK.
2: It costs about 80 NOK. I think at the Ringen cinema, it costs a little more.
M: And when you go to a concert, what you pay then?
2: 300 and up.
1: 3-400 NOK, certainly. I seem to remember that I paid a lot.
6: 2-300.
4: I paid around 400 for Kurt Nilsen.
5: Everything depends on what kind of artist it is.
1: Yes, no, because I do not think you get the famous artists ...
5: No, if it is a world artists, it will not be less than 500 anymore.
M: I've talked to several people about it, and heard of prices as much as 1000.
2: Yes, surely that is true.
4: But if it is something I really would have liked to see, something I really like, then I gladly open my purse. Then I'll tighten the belt on something else instead.
7: When Madonna was in Norway most recently, it cost 1000 NOK.
2: That is stiff. She would not have gotten that from me.
(Laughter in the group).
M: But it's a bit interesting. Could you go over 500 if it was something you really wanted to see? (Looks at 3).
3: Yes, I could.
M: Yes, if it's a concert ...
5: Artist or favorite artist ...
M: But when we talk about theater or music, for example classical, is anything over 400 too expensive? How is it?

5: It is only because it does not appeal to me, for my own part, anyway. I am not interested in paying for it. I understand that it must cost money, but then those who want to can go to it.

2: I do not think 400 NOK is too expensive if it's just once in a while. But 4-500 NOK every week, I understand that this is not possible. But for me, who goes to a concert a few times a year, 4-500 NOK is not that much.

5: Yes, because that's just 1000 NOK per year. That's okay.

M: Could you imagine paying 1000 NOK for something you definitely wanted to see? (Looks at 6).

6: Uh. No. That's a lot. There is so much going on to choose from, and I often find that those who have become so big that they can charge 1000 NOK for a concert, I have probably seen them enough times before to be able to skip it.

M: Enough about the price, I think. If more things come up I may ask about it, but right now I'd like to talk about the people who go to the theater. What kind of people are they? If a typical person who likes to go to the theater was to appear?

2: I envision older people.

4: I was also about to say it, older people.

2: I have a friend my age who goes to the theater very much, but she has had it instilled from childhood, so I think it has something to do with having done it since childhood.

1: I do not know what you meant by older people, as I think that it might indeed have decreased a little. I'm 40, and I do not know if I can be characterized as older.

4: No, no.

1: But I think that there are more 40-year-olds, at least among those who have the opportunity and access, than there are 20-year-olds.

M: Do we all agree on older people? What is older?

6: It depends on what kind of a play it is. If it's a classic, then yes, then there are probably a lot of older people.

M: Yes, but what is older then?

1: I think of retirement.

6: Yes, 60 and up, who attend it. A lot of retirees, surely.

5: I also think it has something to do with people generally having better finances at an earlier age today than what we had a few generations back, and that work weeks for most people are shorter than before, and that people are more involved in things, organized things like sports or other things. People have better finances, and more often go do theater and concerts that costs a little bit.

M: What do the rest of you think? I want to hear more opinions. What do you think? (Looking at 3).

3: I do not really have much to add, I think. I also envision a bit older people.

M: And what about childhood? There are several people here who bring children to concerts and children's theater. Are your children the future ...?

2: Theater goers?

(Laughter in the group).

2: I have the impression that theater goers are an older group (making quotation marks), but that's because I have several friends who are 30-something who go to the theater. I would have liked to have gone to the theater if I could, if I had the time. And I could very well have paid 4-500 NOK to go once in a while. So I do not have that same image of theater goers, but I do think that if you have done it through childhood, that you continue to take it

with you. The kids who get to go to the theater a lot, are those who will want to go to the theater in adulthood.

1: I think it has something to do with, as you said, that you have 4 children (points to 2), and the whole package there, and maybe a little bit of a time thing. Perhaps it is those who do not have children who attend the theater the most.

M: Those who do not have small children perhaps?

8: Those with grown children.

M: But those who like to go to the theater, what do they get out of it?

5: It's a story retold to them, and even if there are new ones, you still have Peer Gynt and the others that people would like to experience. They might have read books and would like to see this dramatized. It is often like that with books too, that there has been a film of it, and the same with theater. You can see the story, and will get images from it.

M: Other things they get out of it?

6: I think many see the new plays because they are perhaps relevant issues, and to debate what is being discussed in the play afterwards, to get some kind of input.

M: Yes, a bit like intellectual input in a way. And your friend, why does she go to the theater? (Looks at 2).

2: She gets much more out of the theater than cinema, from what she says. I think she has been stricken by the theater, that it is live. Not that it is not real people at the cinema, but the screen is, you get a little more personal relationship to what is happening on stage when it is performed right in front of you.

M: She feels she is a part of it?

2: Yes, and it becomes a bigger impression than cinema.

M: Can it also provide a kind of relaxation for the people who go to the theater?

5: Of course.

4: I'm thinking that for some it might be a bit spiritual too, in a way. Sort of, yes. I do not know how to explain it.

M: Try to put it into words.

4: A bit spiritual (waving arms), a bit like that. Oh.

2: Emotional maybe.

4: Yes, a bit like that. An experience.

3: Maybe it is easier to get into it when you have real people and get in a different mood than when it is on the screen.

M: More like an interaction maybe?

3: It becomes more real if it is real people standing in front of you, rather than just on a screen.

M: I hear lots of really good things here. Is this something that you really miss?

2: Yes, I think so (laughs).

6: I think so.

M: What do you miss? (Looks at 2).

2: The mood, and being able to. Experience the rush.

M: The rest of you, do you feel that you miss something?

6: I would like to be forced to broaden my horizons a bit.

M: Why do you say forced?

6: Because the theater is often a bit like a confrontational art form that is being made to give an impression, and also as you say (looking at 5), that

many of those who see the classic plays, it's a retelling, but of newer things so it can deal with current events, for example, asylum policy.

M: A message?

6: Yes, a message, or that you only abstract situations and try to transform them into something that can provide a completely distinctive impression for the audience.

M: Okay.

5: Or if you are inquisitive, that you get a very different picture or a response to things that one might have done because of one thing, but perhaps there are more things. It opens the outlook of the individual person.

M: You two are perhaps a bit less into the theater (looks at 1 and 3). When we discuss these things, do you still feel that this can be a little tempting? Not to persuade, but just to ask.

3: No, I do not feel like it's my thing. If theater can be a show with a stand-up comedian, then yes, but if it is old plays like Peer Gynt, I think no.

M: Now you have to help me, but if I interpret you correctly, as long as it's entertainment, you can be a part of it?

3: Yes.

1: On my part there is little relevance in adult theater, but children's theater, absolutely.

M: Why children's theater?

1: It's because I like to share the experience with my kids.

M: What kind of people attend classical concerts? For example the Oslo Philharmonic? Anyone heard of it?

6: Yes.

5: Have heard of it.

1: But that's probably the extent of it.

5: I've heard it on TV, I've watched it a little. They have played on shows that I have browsed through. But it depends on the kind of music you like. Those who have been in marching bands and stuff like that will probably have more appreciation for it because you had it in your childhood. You have rehearsed and been on tour yourself, and so you appreciate the setting.

M: What do the rest of you think? What kind of people like it?

3: That I do not know, but speaking of that (looking at 5), I've played in a marching band, and I do not feel any greater desire ...

M: No. I've heard it before, that when you play or have played an instrument yourself, that you might have a closer relationship to it, but ...?

3: Not in my case.

5: Maybe you were forced into the marching band then?
(Laughter in the group).

3: No, I played for almost 20 years. Everything from bass to drums.

5: You've played so long that you have a distaste for it.

M: Now I want him to tell me himself.

3: I have not got any distaste for it you know.

5: But if you got quite tired of it, I think ...

3: No, absolutely not.

M: I want to ask you because I think you should answer for yourself (pointing to 3).

3: Yes, no, but I do not know why. I have no desire to go to a classical concert. Although I have played in a marching band for years.

M: What was it like to play classical music?

3: Well, it was marching band music, so not quite classical, although I guess it could be called that. However, I enjoyed to play in the marching band. Social and things like that.

M: But not beyond that?

3: No, not for me.

M: But a little more about the people who like it?

6: The Philharmonic, I imagine really old people.

M: And what is really old?

(Participants laughs).

1: Retirement age (laughter in the group).

6: 80 and just got the mink coat out of the closet. Hasn't been used since last year, when they saw the same piece.

M: But could it be that someone like him (points to 3) who has played in a marching band, might still favor a slightly more classical music genre?

6: My grandmother was fond of classical music, and did not come from a typical bourgeois background.

M: What do you mean by bourgeois?

6: Oslo West (laughs). With a stay-at-home mom, and, yes. Father with a family company.

M: What's it like for the others here? Are you also thinking of those Oslo West associations when you think of classical concerts?

1: I live in Oslo West (laughs). I don't think they are any better. At least not in my circles.

2: I think probably that it takes a special kind of person, maybe not people from Oslo West, but the type of people who attend classical, who gravitate towards it.

M: In what ways are they different from you?

1: Just that we do not like that kind of music I guess (laughs).

2: I have a cousin, he lives in South America, and he likes classical music. He is very good at school and very proper. Maybe because I know him, I think that anyone who likes classical music is a bit square. It sounds silly, but they are very proper in everything they do, and very good at school.

5: For example, the mafia in Italy and elsewhere in the world, they are very fond of classical music, and they are very proper.

(Participants laughs).

5: No, I have no impression that they are somehow more proper than others. (Group laughs).

M: But it's very nice that you try to give some associations (looks at 2).

2: Yes, that is my association to classical music. Now I'm not from Italy, so ...

4: But I listened to classical music throughout adolescence, or my father did, so I have heard very much of it, whether I would want to or not. Some of it is nice to listen to. I have some CDs. But I do not attend any concerts or anything.

M: Did your father go to concerts?

4: No, he listened to it at home.

5: I grew up with Vikingarna, from my parents, but I have not been to a psychologist yet (laughs).

M: But you like some classic music (looks at 4). Could you mention something?

4: Vivaldi for example. Maradona, which is very long, can be fun. But it's not something I listen to every day, just to make that clear (laughs).

M: But if you were given the opportunity to see Vivaldi at the Oslo Philharmonic?

4: I would have maybe done it.

M: Those who attend dance performances, what kind of people are they?

1: I think it's more kinds of people, that the spectrum is wider. Several types of people go to see dancing, than classical.

M: It's a bit more for everyone?

1: Yes, I have that impression at least.

6: What kind of dance performances do you mean?

1: I think of dance in general.

M: What do you think of in relation to dance?

5: It can be anything from hip hop to Leikarring, which there is a lot of around rural villages in particular.

6: But do you think in terms of the institutions mentioned? (Looks at M).

M: Yes, for example if we look at The House of Dance?

6: I think a lot of dancers go there. Or people who have been dancers.

M: It's more for special interest, is that what you're saying?

6: No, I think you have a slightly wider audience, yes.

2: It depends on what kind of a dance event it is. Someone that would have gone to one type would not necessarily go to another type. Someone who would go to classical ballet might not have gone to ...

7: Hip hop.

2: No, or maybe yes, but I just think that there's something for almost everyone maybe.

1: Yes, that's what I thought at first, that it is a wider range.

8: Yes, much so, many different kinds.

6: I could certainly imagine going to The House of Dance. I have thought about it several times, but I have not known anything about the shows that have gone on there, and it sort of petered out.

M: And those who go to dance performances, what do they get out of it?

5: Dance is often associated with joy, and those involved with dance get both the exercise and fitness and wellness, besides the aspect of meeting others. It depends on whether you go to just sit and watch.

M: I'm thinking of being in the audience now. What do they get out of it?

8: Maybe experiences, or if they have been dancers before, maybe to see it with friends.

6: It is very expressive when you use your whole body. Then there is the music, and it is almost a bit like a cross between classical music and theater perhaps.

2: I'm thinking that it is a perfect combination if you like music and entertainment, like the movement type of entertainment then.

M: With the theater, it was mentioned that one can attain knowledge, get some intellectual stimulation. It is the same with dance, or what?

6: I feel that it is a non-verbal form of communication, or a non-verbal expression through various movements, whether it is fast or soft or ...

M: What about relaxation, does one relax when watching dance?

2: No. At least I don't unwind (laughs) if I were to watch dance. It's not something I relax to, oh let me take it inward, one is almost getting carried away (waving arms). You get some energy out of it in a way.

M: What it is like when you watch your daughter? (Points to 3).

3: I usually video tape it, I think (laughs).

M: Okay, so there is no relaxation for you either?

3: No, I guess there is not.

M: But I have heard some say that you can relax a little. But you say that one is almost more excited and wants to participate (looks at 2). How it is for the rest of you here? (Looks around at the group).

1: I can see myself really like slow motion stuff. That can be relaxing. There is a difference. Some go fast and some slow down in a way, so there are certainly some that unwind to it, in a way.

5: Yes, if you look at Pilates, you can almost fall asleep to it. Not because it's boring, but because they are very slow movements. But if you see something like that Latin American stuff, I think you are getting engaged from the music and the rhythms.

M: Is there anything you are missing out on by not going to dance performances?

2: Yes, I feel like I miss everything, when I sit here.

(Laughter in the group).

1: You are the one with the most children.

2: I have a dance show every day at home. No, but as mentioned we were invited to this kind of African dance performance, so I felt like I missed something.

M: Where is the feeling of missing something stronger? Is it theater, dance or classical music?

8: Theater. I would like to see and experience it directly.

M: How is it for the others?

2: Between just those three?

M: Well, what would you like to add?

2: Concerts that are not classical music perhaps. Dance and more concerts maybe. I'd like to go.

M: Do you miss something? (Looking at 3).

3: No, if I feel like I'm missing something, I usually do something about it.

5: Well, that's the way it is for most of us. You do not feel that you are missing out on things you do not want to participate in to begin with. Because then you would try to involve friends or a husband or wife in order to realize it. As I said, it's not every week, but a few times during the year. I think this is very individual. But if you have a desire for something, you usually inform your loved ones. Try to get it to happen, because it is realistic for everyone, whether it is to see a Chat Noire show or a musical or something else.

M: How could we have gotten you to go to the theater for instance?

8: For me, if the theater is for both adults and children.

M: To avoid the guilt?

8: Yes, and also so that we can have fun together.

M: Is there anything specific you are thinking about, or what?

8: I tend to order tickets for Disney On Ice for my child. But I could imagine if it is classical that would fit for them, it is a bit okay for me to ...

M: Yes, how could we have gotten you to attend the theater every now and then?

2: Better marketing might do it. Get it out there what this is really all about.

M: And where should they market themselves?

8: Everywhere.

2: TV and the Internet maybe.

5: The most important is TV and the Internet, because people spend a lot of time on those two mediums.

2: Or in the mail for instance.

3: I'm a little unsure about the mail, because I think there are many who get a stack that goes right in the trash.

5: And nowadays people have more and more of their mail online too.

M: What about you Nina, what would we have to do to get you to go to the theater? (Looks at 4).

4: Advertise more. I have no idea what goes on in the theater. But it would have to be something that captivates me.

M: What would captivate you?

4: Something that was a bit exciting, where I would think, aha, I could perhaps see that.

8: I thought, what should you do on the weekend, go to the movies, I would not say go to the theater.

M: Why is that?

8: People do not say it that often.

2: It is not as accessible as cinema.

4: No, it's not.

M: What do you mean by accessible?

2: Something to do with the advertisement, and there are not as many shows as there are in the cinema. At the cinema you can always repeat the same movie throughout the day, so you can choose what time you want to go. At the theater you must find out more about it yourself, and then you need to organize yourself according to the theater's schedule.

M: But it's not like that at the movies too?

5: You have a seven o'clock show and a nine o'clock show. There are several show times.

2: The movies run at the cinema for weeks on end, so if Monday is no good for you, you can go on Saturday. I have the impression that the theater is not as repetitive.

M: There are many plays in the theater that run for weeks on end.

2: But maybe not four times a day. The poor actors ...

M: Other things that could be a good measure for you?

1: For my situation, and my limited experience with the theater, what I remember from my own childhood, which has become relevant again, are shows such as Granny and the 8 kids for example. I have had a relationship with it since I was a child, so I could easily have taken my children to see it again.

M: How would we get you to go? (Points to 6.)

6: It's expensive. 3-400 NOK. I do not want to pay for something that I am not sure if I will like. But if it costs maybe 200 NOK, I might try to see a show to see if I might be more interested in seeing something that was new. I would certainly have liked to see more of dance.

M: What's it like for the rest of you? Watching dance?

1: Dance and classical I do not think you would get me to go to.

2: I think you would have to work hard to get me to go to that too.

(Laughter in the group).

6: But on Dancing With The Stars, they often have things like contemporary dance, which they choreograph themselves. And it's not that different from a show. It is in a way theater without words.

M: Are there others who have seen the show?

1: I know that there is something called that, but I cannot say that it is something that gets me going, so to speak.

5: It probably won't make you go see theater and dance. There are so many TV channels, and most of them have TVs the size of that window there (points to the view). Because we are simply happy to have it at home. We spend a lot of time with friends, and it can be on as a main activity or a background thing while we are being social.

M: I hear some people say that they need to get out of the house to unwind. Does that matter to you, or do you unwind just the same in front of the TV?

8: Not in front of the TV for me.

M: But there is a difference in unwinding at the theater and a concert, versus at home?

5: I think so, because unwinding at home, you do not have the volume as you do at a concert.

M: But what does it do to you as a person?

6: TV is so full of advertising and all kinds of c...

1: Yes, say it, get it out! Get rid of this crap.

(Laughter in the group).

6: I got rid of the TV a few years ago, and I read newspapers more and more, other I do other things more, as you are not inadvertently chained to the shows on TV, that you might even have already seen from before. There is so much noise around the things you are trying to catch.

1: If you see it outside the house, then you do not have all these disturbances that you have at home.

2: For me it's critical to get out of the house, if I am to get that kind of an experience. It's no use for me to watch a concert by an artist on TV. It's like saying, bread and cakes. It is impossible to compare.

M: As we said earlier, being a part of what goes on as well. That there might be something that happens when you are not at home, but in the theater or at a dance performance or classical concert, for those who like it.

2: The entire experience when going to a concert, you bought tickets, you dress up a bit, get out of the house, maybe get together with friends, it's the whole experience around it.

1: You go for a beer first, or maybe food.

2: Or you go out afterwards.

M: Could something be done about this? With the experience, like an experience package? Going to the theater, getting food there, a glass of wine perhaps?

5: They usually sell that between the acts.

4: Yes, before and between the acts.

1: But then the package will be more expensive too.

5: Yes, no, they tend to sell it during the breaks as well.

M: What do you think? (Looks at 6).

6: One could for instance have an offer to those who went to the theater, to participate in a small debate about the subject of the play afterwards. Where people could buy a glass of wine, hear from the writer and have them give a talk afterwards.

4: That's when you see who has paid attention versus not (laughs).

5: Not for me!

(Laughter in the group).

2: It would cost more, but perhaps it is more appealing to those who would care to spend money on that sort of thing.

M: What about if they offered tickets for 50 NOK, just to try, to see if it's something you like?

2: Are you thinking of theater now?

M: Yes, or ...

(Group nods).

M: And what about dance performances?

2: If you got it almost free, then it would be silly not to take part in the experience.

5: Yes, but to find out if you really like to see it live as well.

4: You do not know that until you have seen it.

3: I do not know if the price, up to 400 NOK, matters all that much really.

M: And what about a classical concert?

4: I think I'm the only one here who would be interested in that (laughs).

2: A Christmas concert yes, but otherwise for classical music, no.

6: Is contemporary music considered classical, or how long must it have existed to be classical? I occasionally see music ensembles that may not be classified as classical music.

M: Yes. Not everyone here lives in Oslo, so if it could have been closer to where you live, would that matter?

8: I live centrally, so it is not a problem for me.

5: Those of us who live close to Lillestrøm, we do notice it, as we would much rather go there than to Oslo.

M: If they were going to be putting on show at the cultural center in Lillestrøm, would that be of interest?

5: It evokes greater interest to go see something that has been brought out there. Especially since they are such nice premises anyway.

M: For you as well?

5: Yes, if it is easily accessible, that matters.

M: Another idea, which could perhaps be exciting, is if one were to become a part of the cast. What if you had the opportunity to be on stage or behind the scenes?

2: No, not really.

(Participants laugh and shake heads).

1: Doubt it.

2: I think it would remove what a show is supposed to be all about, in a way.

5: Did you mean to see it before or after the show?

M: No, that you could have a role behind the scenes or on stage?

1: I have not thought about that (looking at 5, laughs).

(Laughter in the group).

M: Is there an actor in you?

5: Yes, there is.

M: I think you either like it, or you do not.

5: If anyone has seen The Housing Association, I have for instance called people and, yes, hello, I'm sitting here with Tommy in my lap, with a piece of cake (with a feigned voice), and I received a reply back on SMS, and we realized that you had sent a voice message. Things like that.

M: What about opening hours? Could they have done something with the opening hours?

6: It's most often at night.

5: That is probably when most people are available.

M: Sundays. What if there had been a show on Sundays?

8: For me it is about adapting the schedule to the children or my family.

M: Okay, I will go to the room next door and see if there are more things I should ask about, and in the mean time you can think about whether there is any advice that I should bring with me for the client (gets up and walks out).

2: Is there enough time to go to the bathroom?

M: Yes, of course.

(2 gets up and walks out, 3 follows. The rest stay behind and talk about Twist.)

4: (Points to 1) But you're thinking that I should go to We Love The Eighties.

1: Where is it? When is it?

3: Yes, but it won't be until far into the next year sometime.

(M enters again).

1: I do not love everything from the 80s. I'm more into the heavy metal.

4: Yes, I was a huge Kiss fan, I remember.

M: There were no more questions, so that means we are done. You will get your rewards.

(The participants pack up and leave).

2.4 Group 4

Transcription of Oslo Performa Project – Group 4:

Date: 05.11.2013, 17:00-18:30

M: Moderator

1: Espen - Expression

2: Tommy - Stimulation

3: Ann Kristin - Release

4: Anders - Entertainment

5: Ståle - Essence

6: Namrin - Expression

7: Monica - Perspective

8: Kristine - Essence

1: Espen, 27 years, married, studying special education, working part-time in a funeral home and residence for autistic children. Loves music, playing saxophone, also plays a little football. Jazz and folk music

2: Tommy, 27, works in PU housing, listens to music, collects vinyl records, plays a little guitar. Listens to punk, metal, old country, and a lot of different things. Spends his free time with friends who like the same kind of music.

3: Ann Kristin, 48 years, married, 3 children. Nurse in a newborn intensive unit. At Ahus. Painting a little in her spare time, mostly abstract on canvas.

4: Anders, 20 years, working as a salesperson at an IT distributor, selling everything in IT. Plays golf in his spare time, has played for 15 years, in the winter skiing is very much on the agenda.

5: Ståle, 35 years. Divorced, two children, works at Expert, has worked there for 8 years. Spends a lot of time with his kids in his spare time, is interested in football, watching most of the time, but he does a little playing as well.

6: Namrin, 43 years, 4 children, works as a kindergarten assistant. Likes to walk, or sit at home and read suspense novels and magazines

7: Monica, 41 years, football from the sofa, very interested in football. Runs her own company – translation. Otherwise, I read some crime, do some painting and training a bit.

8: Kristine, 38 years, server equipment, maintenance for the rail service. In her spare time she like to sail, she is more or less single – no children.

M: What are you doing in terms of cultural things?

3: Go to exhibitions

5: Go to concerts

7: Concerts

8: I was very open and said that I do nothing like that, but they said I could join here anyway (laughs). I do not go to museums ... nothing ...

1: Concerts once in a while, maybe a Christmas concert per year ...

2: In the past I went to concerts all the time, much like, underground concerts, rarely at Rockefeller etc. Have never been to Spectrum for example.

M: Why not?

2: The big bands do not appeal to me simply

8: Turns to 2, what kind of underground is it?

2: No band that you find at Platekompaniet, it is independent labels and stuff.

M: The rest of you who go to concerts, what kind of shows is it?

7: Everything

5: yes, anything is possible, but there is a lot of speed, much ... old bands are fun, but it's rare that I bother to call when I know it will be sold out quickly. Do not know why, but I will not be making such an effort.

7: I have been in the telephone queue like that just before 9 in the morning to get tickets, for example, for Pink Floyd I did so. (Roger Waters)

3, it can be Madonna at Telenor, it can be Christmas concerts, church concerts

...

4: I go to concerts, very fond of Vamp, have worked a little with them when they have been in Oslo among others.

8: Yeah, I've been to a concert, I have actually touched Celine Dion! I go to Frogner Church on Christmas Eve and listen to Santa's choir, but I have no need to stand in a huge crowd to listen to anything.

7: You need to have some sharp elbows to do it.

M: Do any of you go to the theater?

6: We go to the theater with our children, such as the library, Carpenter Andersen each year ...

3: I've been to the theater, Putti Plutti Pott for example.

4: There is one show I would really like to see, it is about Vålerenga's history. I'm a Vålerenga fan, so I have to try at least.

M: Where is this?

4: Oslo Nye I think ...

M: How did you hear about this, because it's obviously not something everyone has heard of?

4: Advertising banner at a Vålerenga match, down around the field.

M: When you heard about this, could you have liked to see it?

7: Had it been United I could have gone and seen it

4: Then we shall not talk more together then (laughs)

8: I've been at one game then, Vålerenga match

7: Yes, I have also been to Vålerenga matches, if I must choose a Norwegian team, I choose Vålerenga.

4: Yes, but the English one was wrong (laughter)

M: Gets back to the topic, turns to 1.

1: Theatre has somehow not been huge, mostly through school, like mandatory things. Theatre has not hit me completely.

2: I have not been to the theater since I was a little kid.

M: How did you find going to the theater as a child then?

2: It was great! Saw People and Robbers in Cardamom Town, it was cool.

M: So that experience did not make you curious to see something else, to get that experience again?

2: No, actually not. Would probably not want to go to any theater today no ...

YES! In fact (enthusiastically) the Jokke performance that was just on, that I had really wanted to go to, it was called Worthless Men or something. I regret that I did not get to see that. Do not remember where it was, some years ago now.

1: It was fun with theater, school trips, there was no theater in Voss, so we went to Bergen. Now it's not really something I feel I want to spend money on. Would rather do other things, like free things, like play football, board games with friends ...

M: Have any of you been to classical concerts?

5: Yes, Oslo Concert Hall around 11-13 years ago. Carmina Burana, quite famous show

3: I've been there too, think it was in Losjen.

7: I was there when I was 12, I think it was some Philharmonic Orchestra ... M: This experience has not made you want to visit again?

3: Yes, I really want to, but it's hard to get it to happen with 3 children and shift work, but I want to.

7: If someone had brought me there, I would go, but not by my own initiative, as then I'd prioritize spending the money on something else.

5: Yes, I think it is ... a bit over priced often, especially the big events. The prices are stiff I think.

M: What do you think is a high price?

5: 500 NOK plus

7: My parents were at the opera this Sunday and paid 11-1200 NOK per ticket, and it was fantastically boring in addition they said. (laughter) Then it is not worth it. Nicely staged, but boring music.

M: I hear a little about how it's nice to do something with someone else. Are there other things you do then?

7: I don't know if it's so much culture, but pub quiz, shuffleboard, billiards at the pub with friends.

3: Revues or cabaret shows.

4: That is mostly what I do in my free time, golf in the summer, skiing on a mountain and then back down in the winter.

M: What about the cinema, do you go to the movies?

Rarely says most around the table.

7: I'd rather wait until it comes on dvd/bluray

6: Raises hand in response

6: Not very often, but once every 2-3 months maybe

1: I go a little more, like ... going to the movies once in a while, a bit the same as concerts, if there is something extra special, I go.

2: I very rarely go to the cinema. I am not very fond of Hollywood movies. I like mostly indie movies and stuff. There was one movie I wanted to see for years, but it was released in ALL the countries in Scandinavia except Norway, so then I was pretty pissed. It was the remake of Evil Dead.

M: You did not go to Sweden then?

2: No, I'm not that crazy (laughs)

7: (to 2) just admit it, you are a Fast & The Furious fan (laughter)

2: Fuck no! I haaate it! I hate car movies, and I hate Vin Diesel! (laughter)

3: Sometimes, but rarely, I have gone with the little one once in a while. It is all too rare.

M: What is it that makes you do things like that so rarely?

7: Everyday life that takes over

3: A bit too much good on TV instead, so then you go, nah ...

8: There is something about sitting at home watching movies ... just sitting in my pajamas in a comfortable chair and just ...

4: Very much is available elsewhere as well, you can go on the web and watch movies there, just a day after they arrive in the U.S., which is then two months before they arrive in theaters in Norway.

8: But is it legal? (laughter)

4: Hush, let's not talk about it (laughs)

M: What's the difference between going to the theater than the cinema?

8: I probably would have rather gone to the theater than cinema. It is more grand in a way, more fascinating, is a better experience to see live performances.

3: Cinema is perhaps something you do on impulse, theater is something we are planning more in advance.

8: More a full evening maybe
3: Yes, an entire evening
M: Why is it easier to go to the movies on impulse?
8: It is cheaper, does not cost 5-600 NOK, although cinema tickets have also become insanely expensive, but ...
3: Yes, and you can choose more where to go, and times, it runs more places at once, and several days.
4: There is also more advertisement for movies, they are everywhere, if you go down to Oslo S you'll see that Tom Cruise is releasing a new movie. There is less advertising for new plays
7: There's a lot of advertising around the National Theatre, but not much else
8: But all the big boards around there are about movies (gesturing to view large boards), not theater, or right now it's Putti Plutti Pott, but it is the every year ...
M: How, where should they advertise it?
8: Subways
7: Yes, subways, buses, trams, wherever you just sit and kill time. And that's where the interest is aroused.
M: What about you? How should they advertise? Looks to 1.
1: Well, I don't watch that much TV, so it would have to be on the subway and stuff, because I don't really think of theater as an option.
M: What about newspapers?
3: Yes newspapers, I enjoy Aftenposten daily, viewing ads for theater, concerts and ... oh my god, there's so much to choose from
M: You read it already, so how can it be done then?
3: Well, by blowing up an ad maybe, so that it becomes a focal point in a way.
M: What about the Internet?
7: I have blocked all advertising there
8: Same here, and now with the way a digital decoder/recorder works, you might as well just skip it, so there is almost no advertising on television any longer either.
3: Same here (laughter)
M: Looks to 6.
6: Well, the subway and public transport is probably fine.
M: I've already heard mentioned several places and stages you can go to see concerts and things like that, but what more can you suggest?
7: Sentrum Scene
3: Rockefeller
7: Telenor Arena and Spectrum
3: Valle Hovin
2: Skuret, Betong, Elm Street in the past, but it has been closed down.
7: Skuret yes, where I have been several times
A dialog starts between 7 and 2: If anything at Café Sør, but fails to capture what it is, but there is something sooo nice, and 2 has been there and built up the stage.
2: Kakadú is also a place they play, and Hausmania, Blitz
M: The National Theatre is mentioned. Has anyone heard of The Norwegian Theatre?
Nodding around the table
5: Edderkoppen
1: Chat Noire or something.
3: Chateau Neuf
5: Dizzie has something too

M: Is there anyone who has heard of the Oslo Philharmonic Orchestra?

7: Say no and shakes head

7: I have been several times in the Oslo Concert Hall

M: Yes, that's where they often play

M: The House of Dance, has anyone heard of that?

8: Is it at Bryn?

M: No, it's Oslo East, not at Bryn

8: No, that's The Dance House!

3: I've heard about it but not been there.

5: Have heard of it but do not know where it is ... and have probably never thought of going there.

M: Why not?

5: No. Lack of interest

8: It's actually something I find fascinating, that everyone is so incredibly similar, so synchronous – gesturing and illustrating lines/parallels. The chorus is engaged and bounces and jumps, and everyone is so perfected, so ... I do like to dance, so maybe that's why I would like it?

Have seen a show once, but that was long ago

M: Anyone else seen a dance performance?

5: No, but I've been on like Military Tattoo – several nods around the table

3: Spectrum?

8: I saw it in Edinburgh, it was ...

1: I have seen the ballet, The Magic Flute, or is it opera?

3: Ballet opera

1: I thought it was fun for half an hour anyway, but then I thought it was much of the same again ... also went to a ballet in Paris, which lasted 3 hours ... not quite my thing, so but find it nice to see a little bit anyway.

M: What did that half an hour give you?

1: Something new, because I do not listen to that type of music or watch that kind of stuff otherwise.

M: Anyone else have something to add?

Silence.

M: Would any of you like to go to a ballet?

3: I think I'm going to see The Nutcracker with the children. I feel it is a must to do in a way. At the Opera.

M: Anyone else who would like to go to the Opera?

1: I want to go to a classical concert

M: What's stopping you?

1: My one my friend who was excited to go has moved, and I have heard that the prices are a bit high, so ... then it must be something that I can think that "I will like" and then I make a little effort to find out about it beforehand.

5: I also think that there must be something to pull me there ... like the guy from Jethro Tull who was in Oslo Concert Hall last year ...

M: Is there anyone who would like to visit the Opera House, for the sake of the opera itself?

8: Yes, looking at the building, it's just fine, on nice summer days, go up on the roof which is nice.

3: I've been to outdoor concerts there, like a barge on the water and you sit way up on the roof.

M: Do you have friends who go to the theater, dance performances and things like that?

Most are nodding or saying yes.

M: What are they getting out of it? Do you talk about it?

1: I think it is ... I have a friend who has danced ballet herself, so she goes to all sorts of stuff, contemporary dance and everything, invites me on Facebook, she can get cheap tickets and ...

7: I get asked to football matches

5: Asked to go to theater for children maybe.

3: Sometimes we go to revues and stuff, sometimes we plan it.

7: Going to Latter is completely OK, it's stand up at Aker Brygge

3: Yes, I have also been there

4: I've been there once.

3: It is quite intimate there.

M: Those who go to the theater or dance performances, what kind of people are they? A specific type or?

3: I think it is all very different

4: I think it's such a stereotype

8: I'm envisioning a purple scarf (laughter)

3: Those with plenty of time and a lot of money

4: Not necessarily just theater, but classic opera shows, perhaps my grandparents go to that. I associate opera with the elderly.

1: I think they are people with good finances, because it's a little expensive. You must have stable finances, otherwise it comes at the expense of other things. I cannot afford things like that, I choose to spend my money on other things.

5: I still believe that there are some who want to show off, to show that they are there and are interested.

3: Yes, write about it in the Christmas letter and on Facebook and all that – nods around the table.

3: That's what things have come to a bit. That one wants to show that one is cultured and interested as a human being.

M: But are there some who go there because they like it?

4: I think certainly, but they are not necessarily showing off, they are not necessarily the ones nodding in the foyer with a glass of champagne.

3: It is those with time and money, perhaps typical people of Oslo. I see that, yes, you do not have to go far outside Oslo before you meet people who have hardly been to a concert or anything.

M: Is it urban?

3: Yes, that's probably true.

8: I think of theater, I mean things like older people who attend Theatercafeen first and then theater, or vice versa, and the Grand. Sort of see and be seen.

M: Those who want to show off, what do they want to show off?

8: Status

4: Look at me, I'm successful, maybe ...

8: And they are somehow so friendly, the people attending Opera, they are exuberant – "I've been to the opera" – gesturing to illustrate. If you go to the movies, then you are more neutral kind of.

5: Theatre or opera is more grand.

M: What will those who enjoy these things get out of it?

3: A good feeling, you get a diversion from everyday life, the pleasure of going, cultivating a passion or hobby.

M: Relaxation, do you understand that they achieve it?

Nodding.

8: In a way I cannot understand it, it's sort of good music, but ...

M: Can they get the same feeling as you do when you go to concerts?

Nodding again

7: They might not understand it, but they respect it, as I do towards them.
4: They probably go for some of the same reasons as why we choose to go to a concert. You get a good feeling.
5: Not everyone can understand why you like to watch football either – nods around the table. It is the same thing.
M: Do you feel that you miss something?
7: Not at all. (laughter)
8: I do not feel that I do, but I feel like I should feel it. Maybe I'm missing something?
1: I certainly think that it could happen, because it's also a bit like what one gets used to it, like me and jazz, I do not listen to the same kind of jazz now as when I started listening to it.
M: So one should perhaps make it a bit more often to understand what's fun about it?
Nodding
3: I wonder if it is getting harder and harder to go to the theater and all that. I think of my kids, they are not used to having to pay complete attention on one thing anymore. You've got the PC there, the TV there, and iPhone there somehow ... you can't do that when you go to the theater. Does anyone bother?
8: Yes, you see that with the next generation, they are the constantly looking down at something. What happens then?
3: Mhm, I look at my kids, they cannot even go to the bathroom without a phone, it is absolutely horrible!
M: You're the youngest here, what do you think about that? Looks to 4.
4: I thought about it, it's fun to hear you say that the way you say it (turning to 3). I'm thinking when I was in high school, not many years ago. If I had come on a Monday and told buddies and friends that I was at the theater on the weekend ... you are, in a way ... what do you call it? Socially undesirable ... theater is not for youth, youth should be going out on the town to get drunk!
1: It could be that way, if I decide to watch a movie, I may choose one because of a specific actor.
M: Do you think that way too?
8: Yes, I can probably do that.
7: Yes, that tends to happen. It draws a lot more if it is a quality actor
M: Are there any Norwegian actors you would choose to go to see?
8: Conradi
1: Dennis Storhøi
8: Hege Schøyen
1: If I were to go to a play, I'd probably see something with someone I've heard about.
3: I will be at Christian Valen soon, I think he's hilarious
M: Should they highlight these actors/artists more to get you to go to things like that?
Nodding and yes around the table.
1: I think like you, you have the Music Night, where there are concerts, where you can listen to free concerts and stuff. Something similar to lure people in could be good.
M: How can they do that?
1: In connection with the Oslo Jazz Festival there is a music night, with concerts in churches and along Akerselva.
7: They can have free performances occasionally to invite people in
5: Profile the actors

8: They've got small concerts on the subway and stuff too, which showcases bands, which to me are completely unknown, but when they get the attention you can sometimes be pleasantly surprised

1: The way they advertise, it does not work entirely in terms of movie trailers, you have to find something that works, but ...

8: A brilliant thing was when Mari Maurstad and another person traveled with Norwegian Airlines, round trip to Bergen, and performed excerpts from Peer Gynt.

M: How could one get you to go to a classical concert then?

laughter

8: That might be kind of tough I think

3: It must be, one hears it quite often, like a little snippet. It's amazingly great music, and I think many could like it, even though people think they do not like it.

M: Do you agree?

5: It's exciting, watching children's television that I grew up with, Disney has been very good at using classical music, and drawing to music – that's when you get the mood of what it can give you. I used it in a kindergarten a few years ago.

M: Can you put into words what it can give you?

5: To create images, you envision things, it gives each person different things, depending on what you associate with it. It is very evocative.

8: Look at Vamp, they play with ... KORK, that was amazing.

6: I'm not a concert person, but as he says (referring to 5), closing your eyes and just listening to music is nice. I do not like new music as much, but a lot of old music.

7: I'd like to see In the Hall of the Mountain King, it is quite dramatic, it takes you on a journey

8: The music is grand, you kind of feel it

5: I think you have heard it a lot more, because it is Norwegian

3: It's somewhat soothing to listen to music like that, like for example if you are sad and stuff, it can get you in a different mood.

M: So you can get comfort from the music?

3: Yes! As I mentioned earlier, Madonna, Madonna is great, but not for things like this.

M: Have you experienced it? Looks to 2.

2: Oh yes! I can name two bands that makes me dream myself away. One is called Bront Access (?). It's a neo-folk band, they use synthesizers and violins, snare drums and stuff, using samples from Nietzsche for instance. And then there is a Norwegian band, Burzum, where I dream myself away in the text, production, cover art and ...

3: Think how sad life would be if we did not have music!

M: Ideas to get people to the theater, being part of the production, might that be tempting?

8: It could certainly be cool

3: Then I have to get paid (laughs)

7: Yes, it could probably have been fun.

3: No, I'm going there to get something, not to participate.

M: What about children's performances, could they do anything extra to draw more?

3: Maybe serving something?

8: Slightly shorter performances

3: More breaks

6: I think it would be easier to bring my 19-year-old than my 12-year-old now, as he likes to sit at home with his Game Boy, PC or something like that all the time ... he wants to be at home, cannot even come visiting somewhere because it's boring there.

7: You've got an attention problem, people are sitting there now with the TV on, the movie on your PC, and iPhone in hand, and watching all three – take away two of them, and ...

5: It is not allowed to be bored anymore. Just look at my son, he's 7 years old now, and I tell him constantly that it is actually allowed to be bored once in a while (laughter). We had children's television for half an hour every day, and that was it!

7: But we were outside playing!

3: Creativity dies.

M: Could it be appropriate for you to take the 7-year-old to the theater (for 5)?

5: Yes, maybe it could, trying to get him away from the digital world once in a while. It has to do with being able to present it in a better way. You cannot be bothered to sit down to figure out what you want to see.

M: Is that mostly the issue, that it is hard to find out about something?

7: Just look at the difference in Aftenposten when it comes to cinema ads and theater ads. Cinema ads are in color and everything, theater ads are gray and boring.

3, But it's such a project! It has to be planned a long time in advance. It should be a little more like "I'll go to the theater tomorrow maybe", like the way it is with the cinema. Look, I dare not plan anything in December, because there are school events, and a lot of things happening – and a little friendlier prices of course, because if we as a family are going to the theater, it will nearly ruin us.

7: More people friendly prices would have been great.

M: What about you? Points to 4.

4: I think that if you had traded prices and advertising between cinema and theater, I think it would be the opposite, that people would be going to the theater, not the cinema.

M: Is it that simple?

Quite in unison from the table, the price is probably the main thing ...

4: It probably also has a little bit to do with what you're used to growing up, I think

5: It is that way, this thing with a full evening again, that oh, now we are spending so much money that we need to do something grand.

M: It's easier to miss when it's cheaper?

5: Yes, that's it. Then it becomes easier to try too.

8: Speaking of 1000 NOK, if it is a bad show, then that is really a waste, and it makes you not want to try that again. You would rather spend 1000 NOK on something else then. It is the double negative then.

6: You can buy two movie tickets for 200 NOK, and if the movie is bad, then "oh well, only 200 NOK".

M: I'm just going to check if there are questions I have forgotten. Meanwhile can you discuss a little bit more about what might make it attractive for you to go to these cultural institutions?

5: The only one I find is good at promoting themselves is the Astrup Fearnley Museum.

3: Have you been there?

5: Yes, once, when Michael Jackson's monkey was there

8: But they are replacing exhibits all the time right?
3: Don't know, have never been there
5: I think they're pretty long, the exhibits.
4: It seems so distant to me!
8: Yes, me too. I was at the Louvre, and I've never been more disappointed ever. All the queues and everything, and then when you finally got in, you go ... "huh, that was it?!"
7: I was at a Salvador Dali exhibit by the London Eye, and I looked forward to it a lot because he is supposed to have lots of cool paintings. Never been so disappointed before! They had only used his sketches, and very few of the finished paintings. And I paid how much for it?!

3: Then you will not want to try again.
8: I was at a tiny museum in Paris as well, and it was absolutely fantastic!
5: It's like the Frogner Park, the Vigeland Park, it is not so interesting for us Norwegians, and probably it's kind of like that with Gaudi in Barcelona too.
M: Comes back, asks what they talked about.
3: Negative experiences we have had
7: Tells the story about Salvador Dali again.
5: Retells the story about the Frogner Park and Gaudi again.
M: I have one more question. We talked about these institutions. Have you ever seen anything by The Norwegian Theatre, like advertising or something?
3: I've seen the logo on something, but cannot remember what it was advertising.
5 and 3: Say they have also seen something like that.
8: I've seen something on the subway.
M: Do you know where it is located?
1: Shakes his head
3: Do not remember.
M: Anyone seen anything about the opera?
5: On the bridge by Oslo S there is a lot
8: It is gone now
M: Do you remember what you've seen there?
5: No, it has not stuck.
3: I've seen something in Aftenposten, about a play that was supposed to be on there, but I cannot remember what.
8: In the local newspaper in Frogner, I have often seen something about the opera. I have not checked what, but I have seen it.
M: What about The National Theatre?
4: I've seen advertisements around the theater, but cannot remember anything about it.
8: A close second, the TV series, it has to do with that. I think it was with Dennis Storhøi or something, or was it Maurstad?
4: Wasn't the show with Kåre Conradi there?
M: The House of Dance?
Nothing
M: Oslo Philharmonic?
Nothing
M: Ends the group.

3 Technical note

3.1 Client and research service provider

This study was carried out for Audiences Norway by Morris Hargreaves McIntyre.

3.2 Objectives for the research project

This research programme has been designed to understand “non-users” in the Oslo area. “Non-users” are defined as those who have not attended any of the 5 collaborating institutions¹ in the past 5 years.

The objectives are to

- Develop and disseminate knowledge and insight into cultural users in the Oslo area
- Identify non-users of the participating Oslo venues
- Understand the profile, habits, needs and motivations of non-users
- Place this in the context of an understanding of the whole market in Oslo in terms of their engagement with culture
- Use the lens of a Norway-bespoke Culture Segments
- Empower Norway organisations to undertake informed development activity and engage larger, more diverse audiences

3.3 Audience Atlas population survey

Target group for the research: Adults resident in Oslo and Akershus

Sample size: Target sample was 1,500, 1,513 responses were gathered, of which 1505 (weighted 1,497) had ever engaged with culture.

Date of fieldwork: 30/08/13 to 18/09/13

Sampling method: Quota sampling was used. Quotas were set for age, gender and location.

¹ Dansens Hus, NationalTheatret, Den Norske Opera & Ballett, Det Norske Teatret and Oslo Filharmonien.

Data collection method: Self-completion online panel survey

Type of incentives: Panelists were rewarded inline with Ipsos MORI's Norwegian panel policy.

Questionnaires: A full copy of the survey is available on request.

Weighting procedures: Data was weighted for age, gender, origin and education.

Reliability of findings: The 95% confidence interval for this dataset is +/- 2.53. This means that where the value in the dataset is 50% we can be 95% confident that the true value lies between 47.47% and 52.53%.

3.4 Focus groups

Target group for the research project: Adults normally resident in Oslo and Akershus earning under the average household income who are non-users.

Number of participants:

Group	Segments	Participants
1	Affirmation, Expression, Perspective	7
2	Stimulation, Expression, Essence, Entertainment	8
3	Stimulation, Release, Expression, Affirmation	8
4	Expression, Stimulation, Release, Essence, Perspective	8

Date of fieldwork: 4/11/13 and 5/11/13

Fieldwork method: 3x 8 and 1 x 7 person focus groups.

Recruitment method: Respondents were recruited from Ipsos MORI's Norwegian panel.

Type of incentives: Respondents were incentivised inline with Ipsos MORI's policy.

Number of interviewers / moderators: 1

Interview and/or discussion guide: The topic guide is available upon request.

Please note: The results of qualitative research cannot be projected onto the overall population due to sample selection, interviewing methods and sample size.

4 Population survey questionnaire

	Prosjekt	13-072237
	Skjemanummer	

ID: cawi_start

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Vervet fra eBase	<input type="checkbox"/> 4																																																																																																				
KJONN	AUTO UTFYLLING																																																																																																				
Kjønn																																																																																																					
R: *																																																																																																					
A: sms_kjonn c																																																																																																					
Mann	<input type="checkbox"/> 1																																																																																																				
Kvinne	<input type="checkbox"/> 2																																																																																																				
ALDER	AUTO UTFYLLING																																																																																																				
Hva er din alder?																																																																																																					
A a: sms_alder c																																																																																																					
..... _____																																																																																																					

FYLKE AUTO UTFYLLING	
Hvilket fylke bor du i?	
	R: * A: sms_fylke c
Østfold	<input type="checkbox"/> 01
Akershus	<input type="checkbox"/> 02
Oslo	<input type="checkbox"/> 03
Hedmark	<input type="checkbox"/> 04
Oppland	<input type="checkbox"/> 05
Buskerud	<input type="checkbox"/> 06
Vestfold	<input type="checkbox"/> 07
Telemark	<input type="checkbox"/> 08
Aust-Agder	<input type="checkbox"/> 09
Vest-Agder	<input type="checkbox"/> 10
Rogaland	<input type="checkbox"/> 11
Hordaland	<input type="checkbox"/> 12
Ubenyttet	<input type="checkbox"/> 13
Sogn og Fjordane	<input type="checkbox"/> 14
Møre og Romsdal	<input type="checkbox"/> 15
Sør-Trøndelag	<input type="checkbox"/> 16
Nord-Trøndelag	<input type="checkbox"/> 17
Nordland	<input type="checkbox"/> 18
Troms	<input type="checkbox"/> 19
Finnmark	<input type="checkbox"/> 20
UTD AUTO UTFYLLING	
Hva er din høyeste fullførte utdanning?	
	R: * A: sms_utt c
(INNTIL 8 ÅRS SKOLEGANG)	
Folkeskolenivå	<input type="checkbox"/> 1
(9-10 ÅRS SKOLEGANG)	
Ungdomsskole/ Realskolenivå	<input type="checkbox"/> 2
(11-13 ÅRS SKOLEGANG)	
Videregående skole/ Gymnasnivå	<input type="checkbox"/> 3
(MER ENN 12 ÅRS SKOLEGANG + STUDIER)	
Universitetsnivå	<input type="checkbox"/> 4
Er under utdanning	<input type="checkbox"/> 5
Universitet/ høyskole, lavere grad	<input type="checkbox"/> 6
Universitet/ høyskole, høyere grad	<input type="checkbox"/> 7
INNT AUTO UTFYLLING	
Hva er husstandens samlede bruttoinntekt?	
	R: * A: sms_innt c
Inntil kr 100.000	<input type="checkbox"/> 01
Kr. 100.-199.000	<input type="checkbox"/> 02
Kr. 200.-299.000	<input type="checkbox"/> 03
Kr. 300.-399.000	<input type="checkbox"/> 04
Kr. 400.-499.000	<input type="checkbox"/> 05
Kr. 500.-599.000	<input type="checkbox"/> 06
Kr. 600.-799.000	<input type="checkbox"/> 07
Kr. 800.-999.000	<input type="checkbox"/> 08
Kr. 1 mill. +	<input type="checkbox"/> 09
Vil ikke oppgi	<input type="checkbox"/> 10
Vet ikke	<input type="checkbox"/> 11
POSTNR AUTO UTFYLLING	
Hva er ditt postnummer?	
	A: sms_postnr c
.....	<input type="text"/>
SENTRALITET AUTO UTFYLLING	
Hvor bor du?	
	R: * A: sms_sentralitet c
Stor by	<input type="checkbox"/> 1
Mindre by	<input type="checkbox"/> 2
Tettsted	<input type="checkbox"/> 3
På landet	<input type="checkbox"/> 4
Q18 AUTO UTFYLLING	
Eierform	
	R: * A: sms_q18 c
Leid bolig	<input type="checkbox"/> 1
Selveierbolig	<input type="checkbox"/> 2
Borettslagbolig	<input type="checkbox"/> 3
Annet/ Vet ikke	<input type="checkbox"/> 4

<p>BOLIGTYPE AUTO UTFYLLING</p> <p>Hvilken type bolig bor du i?</p> <p>R: * A: sms_boligtype c</p> <p>Leilighet <input type="checkbox"/> 1</p> <p>Hybel <input type="checkbox"/> 2</p> <p>Enebolig <input type="checkbox"/> 3</p> <p>Rekkehus <input type="checkbox"/> 4</p> <p>Bofellesskap <input type="checkbox"/> 5</p> <p>Annet/vet ikke <input type="checkbox"/> 6</p>	<p>S1 Hvor gammel er du? kun ett svar</p> <p>R: *</p> <p>Under 18 år (⇒ SCREENED) <input type="checkbox"/> 01</p> <p>18 til 19 <input type="checkbox"/> 02</p> <p>20 til 24 <input type="checkbox"/> 03</p> <p>25 til 29 <input type="checkbox"/> 04</p> <p>30 til 34 <input type="checkbox"/> 05</p> <p>35 til 39 <input type="checkbox"/> 06</p> <p>40 til 44 <input type="checkbox"/> 07</p> <p>45 til 49 <input type="checkbox"/> 08</p> <p>50 til 54 <input type="checkbox"/> 09</p> <p>55 til 59 <input type="checkbox"/> 10</p> <p>60 til 64 <input type="checkbox"/> 11</p> <p>65 til 69 <input type="checkbox"/> 12</p> <p>70 til 74 <input type="checkbox"/> 13</p> <p>75 til 79 <input type="checkbox"/> 14</p> <p>80 til 84 <input type="checkbox"/> 15</p> <p>85 år eller eldre <input type="checkbox"/> 16</p>
<p>PERSONER AUTO UTFYLLING</p> <p>Hvor mange personer bor det i husstanden?</p> <p>R: * A: sms_personer c</p> <p>1 person <input type="checkbox"/> 01</p> <p>2 personer <input type="checkbox"/> 02</p> <p>3 personer <input type="checkbox"/> 03</p> <p>4 personer <input type="checkbox"/> 04</p> <p>5 personer <input type="checkbox"/> 05</p> <p>6 personer <input type="checkbox"/> 06</p> <p>7 personer <input type="checkbox"/> 07</p> <p>8 personer <input type="checkbox"/> 08</p> <p>9 personer eller flere <input type="checkbox"/> 09</p> <p>Ikke oppgitt <input type="checkbox"/> 10</p>	<p>S2 Er du ... ? kun ett svar</p> <p>R: *</p> <p>Mann <input type="checkbox"/> 1</p> <p>Kvinne <input type="checkbox"/> 2</p>
<p>SIVILSTAND AUTO UTFYLLING</p> <p>Hva er din sivilstand?</p> <p>R: * A: sms_sivilstand c</p> <p>Gift/Samboende/par <input type="checkbox"/> 1</p> <p>Samboende med venner <input type="checkbox"/> 2</p> <p>Enslig <input type="checkbox"/> 3</p> <p>Bor hos foreldre <input type="checkbox"/> 4</p>	<p>S3 Hvor bor du? kun ett svar</p> <p>R: *</p> <p>Akershus <input type="checkbox"/> 1</p> <p>Oslo <input type="checkbox"/> 2</p> <p>Hedmark (⇒ SCREENED) <input type="checkbox"/> 3</p> <p>Oppland (⇒ SCREENED) <input type="checkbox"/> 4</p> <p>Buskerud (⇒ SCREENED) <input type="checkbox"/> 5</p> <p>Vestfold (⇒ SCREENED) <input type="checkbox"/> 6</p> <p>Telemark (⇒ SCREENED) <input type="checkbox"/> 7</p> <p>Annet (⇒ SCREENED) <input type="checkbox"/> 8</p>
<p>BARN AUTO UTFYLLING</p> <p>Hvor mange hjemmeboende barn under 18 år er det i husstanden?</p> <p>A: sms_barn c</p> <p>Antall <input type="checkbox"/> 1</p> <p>svar fra \SCRIPT:MARSCBACKFEED(\MARSCOPEN.A.1, \MARSCNUM.A.1, '3')</p>	

S4A Hvor i Oslo bor du?
kun ett svar

F: \S3.a-2
R: *

Alna 01
 Bjerke 02
 Frogner 03
 Gamle Oslo 04
 Grorud 05
 Grünerløkka 06
 Marka 07
 Nordre Aker 08
 Nordstrand 09
 Østenga 10
 Sagene 11
 Sentrum 12
 Søndre Nordstrand 13
 St. Hanshaugen 14
 Stovner 15
 Ullern 16
 Vestre Aker 17
 Vet ikke 18

S4B Hvor i Akershus bor du?
kun ett svar

F: \S3.a-1
R: *

Ås 01
 Asker 02
 Aurskog-Høland 03
 Bærum 04
 Eidsvoll 05
 Enebakk 06
 Fet 07
 Frogn 08
 Gjerdrum 09
 Hurdal 10
 Lørenskog 11
 Nannestad 12
 Nes (Ak.) 13
 Nesodden 14
 Nittedal 15
 Oppegård 16
 Rælingen 17
 Skedsmo 18
 Ski 19
 Sørum 20
 Ullensaker 21
 Vestby 22
 Vet ikke 23

S5 Hva er din høyeste FULLFØRTE utdanning?
Hvis du er under utdanning, velg den høyeste eller siste utdannelsen du har fullført.
kun ett svar

R: *

Ingen fullført skolegang 1
 Barneskole (1. til 7. klasse – alder 6 til 13 år) 2
 Ungdomsskole (8. til 10. klasse – alder 13 til 16 år) 3
 Videregående skole (VG1 til VG3 – alder 16 til 19/20 år) 4
 Høgskole/universitet (1 til 4 år) 5
 Høgskole/universitet (5 år eller mer) 6

De første spørsmålene handler om hva du gjør i fritiden din. Ikke ta med betalte aktiviteter eller jobb.

Q1 Har du deltatt i noen av de følgende aktivitetene i fritiden din de siste 12 månedene? Kryss av på alt du har gjort.

ROT:1 R: *

Spilt et musikkinstrument (alene eller i et band eller korps) 01.
 Fotografi, video eller film som en kreativ aktivitet (dvs. ikke en ferie- eller familievideo), inkludert opplasting av digitalt innhold 02.
 Hørt på innspilt musikk (hvilken som helst musikkjanger) 03.
 Øvd på eller fremført et skuespill, teaterstykke eller dikt 04.
 Dans, f.eks. ballett (ikke inkludert dans med trening/fitness som formål) 05.
 Lest romaner, fortellinger, skuespill eller poesi (inkludert lyttet til lydbøker) 06.
 Laget kunst eller håndverk, inkludert maling, skulpturer, grafikk, keramikk, håndverk av glass, papir eller tre, møbler eller håndarbeid 07.
 Skrevet historier, skuespill eller dikt 08.
 Kjøpt/lastet ned musikk og/eller film 09.
 Skrevet/laget musikk, inkludert opplasting av digitalt innhold 10.
 ROT:n
 Ingen av disse 11e.

Q2 Har du gjort noen av de følgende aktivitetene på fritiden i løpet av de siste 12 månedene? Velg alle som gjelder.

ROT:7 R: *

Drevet med sport (f.eks. tennis, fotball, innebandy, svømming, skøyter, håndball) 1.

Vært på helsestudio eller drevet med trening 2.

Utendørssport (f.eks. ski, snowboard, klatring, løping, fotturer i fjellet, fiske, fugletitting, ekstremidrett, jakt) 3.

Gått på tur (for eksempel i skog og mark, med hunden osv.) 4.

Vært på en kafé eller fritidsklubb 5.

Vært på hytta, eller på hyttetur 6.

ROT:n

Ingen av disse 7e.

Q3 De neste spørsmålene handler om dine personlige interesser og hobbyer. Ikke inkluder aktiviteter du kun gjør i forbindelse med jobb. Har du en personlig interesse eller hobby innenfor noen av de følgende områdene? Velg alle som gjelder.

ROT:7 R: *

Dyreliv/naturhistorie 01.

Historie/lokalhistorie 02.

Mote 03.

Miljø/naturvern 04.

Politikk 05.

Arkitektur 06.

Arkeologi 07.

Familiehistorie/slektsforskning 08.

Hagearbeid/hagebruk 09.

Kunst/kunsthistorie 10.

Astronomi 11.

Lære et fremmedspråk 12.

Eie og ta vare på kjæledyr 13.

Spille spill/dataspill 14.

Matlaging/gastronomi 15.

ROT:n

Ingen av disse 16e.

Q4A Har du vært på noen av følgende type steder de siste 12 månedene i fritiden din? Velg alle som passer.

ROT:7 R: *

Arkeologiske funnsteder 01.

Historiske bygninger/steder 02.

Temaparker/fornøylesparker 03.

Dyreparker/safariparker 04.

Dyreservater/naturreservater 05.

Vitenskapssenter (f.eks. Norsk Teknisk Museum i Oslo) 06.

Offentlige biblioteker 07.

Offentlige arkiver 08.

Ved kysten eller sjøen 09.

Naturskjønne eller interessante byer/landsbyer/tettsteder 10.

Nasjonalparker/naturskjønne landskap 11.

Idrettsarrangementer (f.eks. fotballkamper) 12.

I skogen 13.

På fjellet 14.

ROT:n

Ingen av disse 15e.

Q5A De neste spørsmålene handler om arrangementer/steder du kan besøke på fritiden. Ikke inkluder aktiviteter du får betalt for å utføre i forbindelse med jobb. Har du NOEN GANG vært på følgende typer arrangementer/steder på fritiden? Velg alle som gjelder.

ROT:7 R: *

Musikfestival/rockefestival (f.eks. Øyafestivalen, Musikkfest Oslo, Hovefestivalen) 1.

Moderne dans/samtidsdans 2.

Kunstgalleri/kunstutstilling 3.

ROT:n

Ingen av disse 4e.

Q5B Når var du sist på denne typen arrangement/sted?				
	R: *			
	I løpet av de siste 12 månedene	1-3 år siden	3-5 år siden	Mer enn 5 år siden
ROT:7 F: \Q5a.a=1				
Musikkfestival/rockefestival/popfestival (f.eks. Øyafestivalen, Musikkfest Oslo, Hovefestivalen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F: \Q5a.a=2				
Moderne dans/samtidsdans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F: \Q5a.a=3				
Kunstgalleri/kunstutstilling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5C Kunne du tenke deg å besøke denne typen arrangement/sted?				
	R: *			
	Jeg kunne gjerne tenke meg å besøke	Jeg er ikke interessert i å besøke		
ROT:7 F: \Q5a.a=1				
Musikkfestival/rockefestival/popfestival (f.eks. Øyafestivalen, Musikkfest Oslo, Hovefestivalen)	<input type="checkbox"/>	<input type="checkbox"/>	1	
F: \Q5a.a=2				
Moderne dans/samtidsdans	<input type="checkbox"/>	<input type="checkbox"/>	2	
F: \Q5a.a=3				
Kunstgalleri/kunstutstilling	<input type="checkbox"/>	<input type="checkbox"/>	3	

Q6A Har du NOEN GANG vært på følgende typer arrangementer/steder på fritiden? Velg alle som gjelder.		R: *
ROT:7	Museum	<input type="checkbox"/> 01.
	Litteraturarrangement (f.eks. i forbindelse med bøker, skrivning eller dikt)	<input type="checkbox"/> 02.
	Konsert med klassisk musikk	<input type="checkbox"/> 03.
	Konsert med andre typer musikk (f.eks. rock, jazz, folkemusikk eller blues)	<input type="checkbox"/> 04.
	Opera	<input type="checkbox"/> 05.
	Karneval, sirkus eller gateopptreden	<input type="checkbox"/> 06.
	Arrangement eller festival med sang eller kor	<input type="checkbox"/> 07.
1	Skuespill eller teaterstykke	<input type="checkbox"/> 08.
	Musikal	<input type="checkbox"/> 09.
2	Danseforestilling	<input type="checkbox"/> 10.
	Humor-show, revy eller stand-up	<input type="checkbox"/> 11.
	Kino	<input type="checkbox"/> 12.
ROT:n	Ingen av disse	<input type="checkbox"/> 13a.
3		

Q6B Når var du sist på denne typen arrangement/sted?		R: *				
	I løpet av de siste 12 månedene	1-3 år siden	3-5 år siden	Mer enn 5 år siden		
ROT: F: \Q6a.a=1						
Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	
Litteraturarrangement (f.eks. i forbindelse med bøker, skriving eller dikt)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	
Konsert med klassisk musikk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	
Konsert med andre typer musikk (f.eks. rock, jazz, folkemusikk eller blues)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	
Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	
Karneval, sirkus eller gateopptreden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	
Arrangement eller festival med sang eller kor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7	
Skuespill eller teaterstykke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8	
Musikal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9	
Danseforestilling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10	
Humor-show, revy eller stand-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11	
Kino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12	

Q6C Kunne du tenke deg å besøke denne typen arrangement/sted?		R: *	
		Jeg kunne gjerne meg å besøke	Jeg er ikke interessenert i å besøke

Q6D Nedenfor er en liste med utsagn som beskriver mulige grunner til å besøke disse arrangementene/stedene. Hva er grunnene til at du har besøkt disse arrangementene/stedene? Velg alle som gjelder.

Å besøke disse arrangementene/stedene ...

ROT ₂	R ₁
... gir meg muligheten til å ta del i en felles opplevelse	<input type="checkbox"/> 01,
... gir meg muligheten til å tilbringe tid sammen med venner og familie	<input type="checkbox"/> 02,
... er en hyggelig form for underholdning eller tidsfordriv	<input type="checkbox"/> 03,
... gir meg anledning til å se interessante bygninger og steder	<input type="checkbox"/> 04,
... gir meg anledning til å holde meg oppdatert på hva andre snakker om	<input type="checkbox"/> 05,
... gir meg noe nytt å snakke om	<input type="checkbox"/> 06,
... lar meg oppleve sterke følelser	<input type="checkbox"/> 07,
... hjelper meg å uttrykke meg selv og mine følelser	<input type="checkbox"/> 08,
... gir meg en følelse av nostalgi eller å reise tilbake i tiden	<input type="checkbox"/> 09,
... gir meg personlig tilhørighet	<input type="checkbox"/> 10,
... lar meg se vakre ting i vakre omgivelser	<input type="checkbox"/> 11,
... lar meg oppdage nye måter å gjøre ting på, innovasjoner eller nye kunstverk	<input type="checkbox"/> 12,
... lar meg utvikle mine ferdigheter og gir meg følelse av å prestere	<input type="checkbox"/> 13,
... utvikler mine barns interesser	<input type="checkbox"/> 14,
... utvider mine kunnskaper	<input type="checkbox"/> 15,
... utvikler meg, min familie og/ eller mine barn som mennesker	<input type="checkbox"/> 16,
... lar meg dyrke en hobby eller personlig interesse	<input type="checkbox"/> 17,
... lar meg utforske nye interesser eller gir meg nye impulser	<input type="checkbox"/> 18,
... hjelper meg å uttrykke mine ideer	<input type="checkbox"/> 19,
... lar meg oppleve ærefrykt og forundring	<input type="checkbox"/> 20,
... gir meg et avbrekk fra hverdagen	<input type="checkbox"/> 21,
... lar meg utvikle min kreativitet og fantasi	<input type="checkbox"/> 22,
... lar meg reflektere over livet og verden	<input type="checkbox"/> 23,
... beriker min livskvalitet og hjelper meg å leve livet	<input type="checkbox"/> 24,
... hjelper meg å stresse ned	<input type="checkbox"/> 25,
... er bra for helsen, hjelper meg å holde meg i god form	<input type="checkbox"/> 26,
Ingen av disse	<input type="checkbox"/> 27e,
Vet ikke	<input type="checkbox"/> 28e,

Q6E Og av grunnene du har valgt, hva vil du si er den viktigste grunnen til å besøke disse arrangementene/stedene? Velg kun ett svar.

Å besøke disse arrangementene/stedene ...

R: (27) 1 try
 \Q6d.a=1 2 try
 \Q6d.a=2 3 try
 \Q6d.a=3 4 try
 \Q6d.a=4 5 try
 \Q6d.a=5 6 try
 \Q6d.a=6 7 try
 \Q6d.a=7 8 try
 \Q6d.a=8 9 try
 \Q6d.a=9 10 try
 \Q6d.a=10 11 try
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 \Q6d.a=12 13 try
 \Q6d.a=13 14 try
 \Q6d.a=14 15 try
 \Q6d.a=15 16 try
 \Q6d.a=16 17 try
 \Q6d.a=17 18 try
 \Q6d.a=18 19 try
 \Q6d.a=19 20 try
 \Q6d.a=20 21 try
 \Q6d.a=21 22 try
 \Q6d.a=22 23 try
 \Q6d.a=23 24 try
 \Q6d.a=24 25 try
 \Q6d.a=25 26 try
 \Q6d.a=26

Q6F Hva slags skuespill eller teaterstykker har du vært på? Velg alle som gjelder.

F: \Q6f.a=8
R: *

ROT:r

Klassiske stykker skrevet av etablerte dramatikere (f.eks. Ibsen) 1.

Samtidsteater eller nye stykker 2.

Barneteater/familieteater 3.

ROT:n

Annet 4.

Q6G Hva slags musikal har du vært på? Velg alle som gjelder.

F: \Q6g.a=9
R: *

ROT:r

Tradisjonelle musikal (f.eks. My Fair Lady, Les Miserables, Cats) 1.

Rockemusikal (f.eks. We Will Rock You, Mamma Mia!) 2.

Kabaret eller middagsteater (f.eks. Wallmanns Salonger) 3.

ROT:n

Annet 4.

Q6H Hva slags danseforestillinger har du vært på? Velg alle som gjelder.

F: \Q6h.a=10
R: *

ROT:r

Ballett eller klassisk dans 1.

Moderne dans eller samtidsdans 2.

Folkedans eller tradisjonell dans 3.

ROT:n

Annet 4.

Q6I	Hva slags konserter har du vært på?	F: \Q6I.a-4 R: *
ROT:7	Jazz <input type="checkbox"/> 1.	
	Blues <input type="checkbox"/> 2.	
	Rock eller pop <input type="checkbox"/> 3.	
	Samtidsmusikk <input type="checkbox"/> 4.	
	Tradisjonell musikk eller folkemusikk <input type="checkbox"/> 5.	
	Ny klassisk, elektronisk eller improvisert musikk/lydkunst <input type="checkbox"/> 6.	
ROT:8	Annet <input type="checkbox"/> 7.	
Q6J	Hva slags kunstutstillinger har du vært på?	F: \Q6J.a-3 R: *
ROT:7	Klassisk kunst fra det 19. århundre eller tidligere . <input type="checkbox"/> 1.	
	Moderne kunst fra forrige århundre av kunstnere som Picasso, Monet eller Munch <input type="checkbox"/> 2.	
	Samtidskunst (f.eks. Damien Hirst) eller mindre kjente kunstnere <input type="checkbox"/> 3.	
	Fotokunst fra forrige århundre eller tidligere <input type="checkbox"/> 4.	
	Fotokunst fra vår tid <input type="checkbox"/> 5.	
	Skulpturer <input type="checkbox"/> 6.	
	Digitalkunst eller videokunst <input type="checkbox"/> 7.	
ROT:8	Annet <input type="checkbox"/> 8.	
Q6K	Hva slags museer har du vært på?	F: \Q6K.a-1 R: *
ROT:7	Kunstmuseer (f.eks. Nasjonalmuseet, Astrup Fearnley Museet) <input type="checkbox"/> 1.	
	Historiske museer (f.eks. Nobels Fredssenter, Norsk Folkemuseum) <input type="checkbox"/> 2.	
	Naturhistoriske museer (f.eks. Naturhistorisk Museum, Norsk Maritimt Museum) <input type="checkbox"/> 3.	
ROT:8	Annet <input type="checkbox"/> 4.	
Q6L	Hva slags filmer har du sett på kino?	F: \Q6L.a-12 R: *
ROT:7	Populære filmer eller storfilmer (f. eks. Hollywood eller Bollywood-filmer) <input type="checkbox"/> 1.	
	Smale eller uavhengige filmer <input type="checkbox"/> 2.	
ROT:8	Annet <input type="checkbox"/> 3.	

Q7A	De neste spørsmålene handler om teatre, scener og konsertlokaler i Oslo og Akershus. Vi vil at du skal bruke tid på å vurdere svarene dine, da de er svært viktige for oss. Hvilke av de følgende teatrene, scenene og konsertlokalene i Oslo og omegn har du hørt om? Velg alle som gjelder.	R: *
	Akershus Teater <input type="checkbox"/> 01.	
	Asker kulturhus <input type="checkbox"/> 02.	
	Bærum kulturhus <input type="checkbox"/> 03.	
	Black Box Teater <input type="checkbox"/> 04.	
	Chat Noir <input type="checkbox"/> 05.	
	Christiania teater <input type="checkbox"/> 06.	
	Cosmopolite <input type="checkbox"/> 07.	
	Dansens Hus <input type="checkbox"/> 08.	
	Den Norske Opera & Ballett <input type="checkbox"/> 09.	
	Det andre teatret <input type="checkbox"/> 10.	
	Det Norske Teatret <input type="checkbox"/> 11.	
	Dukketeatret på Frogner <input type="checkbox"/> 12.	
	Dramatikkens hus <input type="checkbox"/> 13.	
	Folketeatret <input type="checkbox"/> 14.	
	Kolben kulturhus <input type="checkbox"/> 15.	
	Latter <input type="checkbox"/> 16.	
	Lillestrøm kultursenter <input type="checkbox"/> 17.	
	Nationaltheatret <input type="checkbox"/> 18.	
	Nes kulturhus <input type="checkbox"/> 19.	
	Nordic Black Theatre <input type="checkbox"/> 20.	
	Oslo Konserthus <input type="checkbox"/> 21.	
	Oslo Nye Teater <input type="checkbox"/> 22.	
	Oslo spektrum <input type="checkbox"/> 23.	
	Oslo-Filharmonien <input type="checkbox"/> 24.	
	Parkteatret <input type="checkbox"/> 25.	
	Teater Manu – norsk tegnspråketeater <input type="checkbox"/> 26.	
	Telenor Arena <input type="checkbox"/> 27.	
	Torshovteatret <input type="checkbox"/> 28.	
	Trikkerstallen <input type="checkbox"/> 29.	
	Rådhuseteatret i Ski <input type="checkbox"/> 30.	
	Rockefeller Music Hall <input type="checkbox"/> 31.	
	Sentrum Scene <input type="checkbox"/> 32.	
	Ullensaker kulturhus <input type="checkbox"/> 33.	
	Ingen av disse <input type="checkbox"/> 34e.	

Q7B	Hvilke av de følgende teatrene, scenene og konsertlokalene i Oslo og omegn har du noen gang besøkt eller sett forestillinger på? Velg alle som gjelder.
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Q7C Når var du sist på de teatrene, scenene og/eller konsertlokalene du har krysset av for?		I løpet av de siste 12 månedene	1-3 år siden	3-5 år siden	Mer enn 5 år siden	
		1	2	3	4	
F: \Q7b.a=1	Akershus Teater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
F: \Q7b.a=2	Asker kulturhus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
F: \Q7b.a=3	Bærum kulturhus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
F: \Q7b.a=4	Black Box Teater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
F: \Q7b.a=5	Chat Noir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
F: \Q7b.a=6	Christiania teater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
F: \Q7b.a=7	Cosmopolite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
F: \Q7b.a=8	Dansens Hus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
F: \Q7b.a=9	Den Norske Opera & Ballett	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
F: \Q7b.a=10	Det andre teatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
F: \Q7b.a=11	Det Norske Teatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
F: \Q7b.a=12	Dukketeatret på Frogner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
F: \Q7b.a=13	Dramatikkers hus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
F: \Q7b.a=14	Folketeatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
F: \Q7b.a=15	Kolben kulturhus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
F: \Q7b.a=16	Latter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
F: \Q7b.a=17	Lillestrøm kultursenter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
F: \Q7b.a=18	Nationaltheatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
F: \Q7b.a=19	Nes kulturhus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
F: \Q7b.a=20	Nordic Black Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
F: \Q7b.a=21	Oslo Konserthus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
F: \Q7b.a=22	Oslo Nye Teater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
F: \Q7b.a=23	Oslo spektrum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
F: \Q7b.a=24	Oslo-Filharmonien	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
F: \Q7b.a=25	Parkteatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25
F: \Q7b.a=26	Teater Manu – norsk tegnspråketeater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
F: \Q7b.a=27	Telenor Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
F: \Q7b.a=28	Torshovteatret	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28
F: \Q7b.a=29	Trikkerstallen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
F: \Q7b.a=30	Rådhuseteatret i Ski	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
F: \Q7b.a=31	Rockefeller Music Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31
F: \Q7b.a=32	Sentrum Scene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32
F: \Q7b.a=33	Ullensaker kulturhus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33
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	9	8	7	6	5	4	3	2	1
<p>Q7D Av teatrene, scenene og konsertlokalene i Oslo og omegn du IKKE har besøkt eller sett forestillinger på, hvordan vil du vurdere din interesse på en skala fra 1 til 10?</p> <p>10 = Jeg kunne absolutt tenke meg å besøke dem eller se en forestilling der</p> <p>F: \Q7a=1</p> <p>Si \Q7b=1</p> <p>Akershus Teater</p> <p>01 <input type="checkbox"/> 02 <input type="checkbox"/> 03 <input type="checkbox"/> 04 <input type="checkbox"/> 05 <input type="checkbox"/> 06 <input type="checkbox"/> 07 <input type="checkbox"/> 08 <input type="checkbox"/> 09 <input type="checkbox"/> 10 <input type="checkbox"/></p> <p>F: <input type="checkbox"/></p>									<p>1 = Jeg er overhodet ikke interessert i å besøke dem eller se en forestilling der</p>

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LOOPAWARE hidden Aware teatrene		Q8A\$CNT; Nedenfor finner du en liste over ulike årsaker til ikke å besøke . Kryss av alle som passer for deg.	
	R: 1 try \Q7a.a=8 2 try \Q7a.a= 9 3 try \Q7a.a=11 4 try \Q7a.a=18 5 try \Q7a.a=24 6 try () \Q7a.a=8& \Q7a.a=9& \Q7a.a=11 &!\Q7a.a= 18& \Q7a.a=24) A: sys_range c		F: \loopAWARE.a= \$cnt&! \loopVISITED.a= \$cnt: R: *
Dansens Hus	<input type="checkbox"/> 1.	Jeg vet ikke hvilke forestillinger som vises på	<input type="checkbox"/> 01.
Den Norske Opera & Ballett	<input type="checkbox"/> 2.	Andre forpliktelser gjør at jeg ikke har tid til å besøke	<input type="checkbox"/> 02.
Det Norske Teatret	<input type="checkbox"/> 3.	Jeg ville besøkt hvis billettene var billigere	<input type="checkbox"/> 03.
Nationaltheatret	<input type="checkbox"/> 4.	Det passer ikke for meg å reise til	<input type="checkbox"/> 04.
Oslo-Filharmonien	<input type="checkbox"/> 5.	Forestillingstidene på passer ikke for meg	<input type="checkbox"/> 05.
None of these	<input type="checkbox"/> 6e.	Ingen forestillinger på interesserer meg	<input type="checkbox"/> 06.
LOOPVISITED hidden VISITED teatrene		Jeg har ingen å se forestillingen med, og jeg vil ikke se den alene	<input type="checkbox"/> 07.
	R: 1 try \Q7b.a=6 2 try \Q7b.a= 9 3 try \Q7b.a=11 4 try \Q7b.a= 18 5 try \Q7b.a=24 6 try () \Q7b.a=8& \Q7b.a=9& \Q7b.a=11 &!\Q7b.a= 18& \Q7b.a=24) A: sys_range c	Jeg er blitt advart av kritikere, venner eller familie er ikke for folk som meg	<input type="checkbox"/> 08.
Dansens Hus	<input type="checkbox"/> 1.	er ikke det jeg forbinder med underholdning	<input type="checkbox"/> 10.
Den Norske Opera & Ballett	<input type="checkbox"/> 2.	er ikke relevant eller interessant for meg	<input type="checkbox"/> 11.
Det Norske Teatret	<input type="checkbox"/> 3.	Jeg antar at billettene alltid er utsolgt	<input type="checkbox"/> 12.
Nationaltheatret	<input type="checkbox"/> 4.	Jeg har alltid hatt ambisjoner om å besøke , men har aldri kommet så langt	<input type="checkbox"/> 13.
Oslo-Filharmonien	<input type="checkbox"/> 5.	Jeg tror ikke jeg vil forstå eller sette pris på forestillingene på	<input type="checkbox"/> 14.
None of these	<input type="checkbox"/> 6e.	Det er for mange valgmuligheter med andre teatre og scener i Oslo	<input type="checkbox"/> 15.
ID: teatrene_		Vet ikke	<input type="checkbox"/> 16e.

Q8B\$CNT; Nedenfor er en liste over noen faktorer som kan påvirke hvor ofte du besøker i Oslo. Velg alle som gjelder.

F:
 \loop\AWAR...a=
 Sont;&
 \loop\VISITE...a=
 Sont;
 R: *

Jeg vet ikke hvilke forestillinger som vises på 01,
 Andre forpliktelser i livet mitt hindrer meg fra å ha nok tid til å besøke oftere 02,
 Jeg ville besøkt oftere hvis billettene var billigere 03,
 Det passer ikke for meg å reise til 04,
 Forestillingstidene på passer ikke for meg 05,
 Forestillingene på interesserer meg 06,
 Jeg har ingen i omgangskretsen som er interessert i , og vil ikke gå alene 07,
 Jeg har blitt frarådet det på grunn av dårlige vurderinger fra kritikere, venner eller familie 08,
 Det er ikke min type mennesker som går på 09,
 er ikke det jeg forbinder med underholdning 10,
 er ikke relevant eller interessant for meg 11,
 Jeg antar at billettene alltid er utsolgt 12,
 Jeg har ønske om å besøke men har ikke hatt tid 13,
 Jeg tror ikke jeg vil forstå eller sette pris på forestillingene på 14,
 Det er for mange valgmuligheter med andre teatre og scener i Oslo 15,
 Vet ikke 16.

Q9 Følgende spørsmål handler om din tilnærming til livet. Angi hvor enig eller uenig du er i hvert utsagn:

R: *

	Helt enig	Delvis enig	Verken enig eller uenig	Delvis uenig	Helt uenig	
Jeg er en åndelig person	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	1
Jeg er vanligvis først blant mine venner til å vite hva som skjer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Jeg liker best å se ting som har vist seg å være bra og som mange har sett	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Kunst og kultur er en viktig del av livet mitt ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Jeg liker å gjøre mine egne ting uavhengig av hva andre måtte mene ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Jeg nyter livet og bekymrer meg ikke for fremtiden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0,5

Q10 Følgende spørsmål gjelder dine tanker om hvilken rolle kultur kan spille i samfunnet. Angi hvor enig eller uenig du er i hvert utsagn:					
	R:*				
	Helt enig	Delvis enig	Verken enig eller uenig	Delvis uenig	Helt uenig
Å oppleve kunst i våre kulturinstitusjoner er en verdifull måte å engasjere seg i viktige samfunnsspørsmål på	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Å oppleve kunst og kultur hjelper folk til å føle seg mindre isolert i samfunnet. ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunstopplevelser hjelper folk til å bli mer aktive og engasjerte borgere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunst og kultur stimulerer viktig debatt. .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunst og kultur stimulerer utforskning av ideer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Er du medlem av noen av følgende typer organisasjoner? flere svar mulig		R:*
Bransjeorganisasjon, fagforening eller yrkesforbund	<input type="checkbox"/>	01.
Politisk parti eller organisasjon	<input type="checkbox"/>	02.
Treningscenter eller helsestudio	<input type="checkbox"/>	03.
Idrettslag	<input type="checkbox"/>	04.
Friluftsgeselskap (f.eks. Den Norske Turistforening)	<input type="checkbox"/>	05.
Musikk-, teater- eller kunstnerisk organisasjon ...	<input type="checkbox"/>	06.
Kino	<input type="checkbox"/>	07.
Andre kulturelle eller kunstneriske organisasjoner	<input type="checkbox"/>	08.
Pasient-, pårørende- eller annen helseorganisasjon	<input type="checkbox"/>	09.
Menneskerettighets- eller humanitær organisasjon	<input type="checkbox"/>	10.
Dyrevvernorganisasjon	<input type="checkbox"/>	11.
Religiøs organisasjon eller trossamfunn	<input type="checkbox"/>	12.
Ikke-religiøs livssynsorganisasjon	<input type="checkbox"/>	13.
Annen organisasjon, forening eller forbund	<input type="checkbox"/>	14.
Ingen av disse	<input type="checkbox"/>	15e.

Q12 Hvilke av de følgende enhetene bruker du? flere svar mulig		R:*
Lyd/MP3-spiller (f.eks. iPod)	<input type="checkbox"/>	1.
Smarttelefon (f.eks. iPhone, Android, Blackberry)	<input type="checkbox"/>	2.
Nettbrett (f.eks. iPad, Kindle)	<input type="checkbox"/>	3.
Bærbar datamaskin	<input type="checkbox"/>	4.
Stasjonær datamaskin	<input type="checkbox"/>	5.
Ingen av disse	<input type="checkbox"/>	6e.

Q13		Hvor mye tid har du brukt på følgende aktiviteter på Internett, inkludert fra en mobiltelefon eller en annen personlig enhet, i løpet av den siste uken? kun ett svar per utsagn			
		R: *			
		Ingen tid overhodet	Mindre enn 2 timer	Mer enn 2 timer	
	Lese og sende e-post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
	Høre på direkteavspilt lyd (f.eks. Last.fm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
	Laste ned musikk for å høre på senere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
	Laste ned podcasts for å høre på senere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
	Se på direkteavspilt video (f.eks. YouTube)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
	Laste ned video for å se på senere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
	Laste opp bilder (f.eks. Instagram, Flickr)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
	Laste opp lyd eller video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
	Blogging (f.eks. Wordpress, Bebo, Tumblr)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
	Mikroblogging (f.eks. Twitter, Pinterest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
	Nettsamfunn (Facebook, LinkedIn, MySpace.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
	Vurderinger og anmeldelser (f.eks. TripAdvisor)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
	Nettavisar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
	Netthandel av noe slag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
	Nettbank, betale regninger, osv.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
	Læring, forståelse og kunnskapsberikelse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
	Spille nettverksbaserte spill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
	Annen surfing etter informasjon, underholdning, osv.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18

Q14		De neste spørsmålene handler om hva du bruker Internett til. Hvilke av de følgende aktivitetene har du noen gang gjort på Internett? Velg alle som gjelder.	
		R: *	
	Sett en film	<input type="checkbox"/>	1.
	Sett visuell kunst	<input type="checkbox"/>	2.
	Sett digital kunst	<input type="checkbox"/>	3.
	Lest en bok	<input type="checkbox"/>	4.
	Lastet ned musikk	<input type="checkbox"/>	5.
	Sett en konsert	<input type="checkbox"/>	6.
	Sett en teaterforestilling	<input type="checkbox"/>	7.
	Sett en danseforestilling	<input type="checkbox"/>	8.
	Ingen av disse	<input type="checkbox"/>	9a.

Q15		Hvilke av de følgende aktivitetene vil du vurdere å gjøre på Internett i fremtiden? Velg alle som gjelder.	
	Se en film	<input type="checkbox"/>	1.
	Se visuell kunst	<input type="checkbox"/>	2.
	Se digital kunst	<input type="checkbox"/>	3.
	Lese en bok	<input type="checkbox"/>	4.
	Laste ned musikk	<input type="checkbox"/>	5.
	Se en Konsert	<input type="checkbox"/>	6.
	Se en teaterforestilling	<input type="checkbox"/>	7.
	Se en danseforestilling	<input type="checkbox"/>	8.
	Ingen av disse	<input type="checkbox"/>	9a.

Q16 Hvilke av de følgende kildene bruker du for å finne informasjon om eller planlegge arrangementer, aktiviteter eller kulturbegivenheter på fritiden? Velg alle som gjelder.

flere svar mulig

R: *

Plakater, tavler og faner utenfor kinoer, teatre, gallerier, museer, osv.	<input type="checkbox"/>	01,
Plakater på T-banen eller T-banestasjoner	<input type="checkbox"/>	02,
Plakater på trikken eller trikkestasjoner	<input type="checkbox"/>	03,
Plakater på toget eller togstasjoner	<input type="checkbox"/>	04,
Plakater på utendørs oppslagstavler	<input type="checkbox"/>	05,
Reklame andre steder	<input type="checkbox"/>	06,
Turistkart, guidebøker eller informasjonssentre ...	<input type="checkbox"/>	07,
Brosjyrer og flygeblader fra kinoer, teatre, gallerier, museer, osv.	<input type="checkbox"/>	08,
Lokalaviser (f.eks. annonser/sider om "hva som skjer")	<input type="checkbox"/>	09,
Riksaviser	<input type="checkbox"/>	10,
Livstilsmagasiner/interesseblader	<input type="checkbox"/>	11,
Reklameblad	<input type="checkbox"/>	12,
TV	<input type="checkbox"/>	13,
Radio	<input type="checkbox"/>	14,
Jungeltelegrafan/anbefalinger	<input type="checkbox"/>	15,
Postutsendelser fra kinoer, teatre, gallerier, museer, osv.	<input type="checkbox"/>	16,
Nettaviser eller nettmagasiner	<input type="checkbox"/>	17,
Artistsider på Internett (inkludert MySpace)	<input type="checkbox"/>	18,
Nettstedene til kinoer, teatre, gallerier, museer, osv.	<input type="checkbox"/>	19,
Nettannonser eller nettsted for "hva som skjer"	<input type="checkbox"/>	20,
E-postutsendelser eller nyhetsbrev	<input type="checkbox"/>	21,
Nettsamfunn (Facebook, Underskog, LinkedIn) ...	<input type="checkbox"/>	22,
Blogger (f.eks. Bebo, Tumblr)	<input type="checkbox"/>	23,
Mikroblogger (f.eks. Twitter, Pinterest)	<input type="checkbox"/>	24,
Nettsteder med vurderinger og anmeldelser (f.eks. TripAdvisor)	<input type="checkbox"/>	25,
Andre nettsteder	<input type="checkbox"/>	26,
Plakater på bussen eller busstasjoner	<input type="checkbox"/>	27,
Ingen av disse	<input type="checkbox"/>	28a.

Q16A Hvilke aviser leser du? Velg alle som gjelder.

flere svar mulig

F: \Q16.a-
9;10
R: *

Verdens Gang	<input type="checkbox"/>	1,
Aftenposten	<input type="checkbox"/>	2,
Morgenbladet	<input type="checkbox"/>	3,
Dagbladet	<input type="checkbox"/>	4,
Dagens Næringsliv	<input type="checkbox"/>	5,
Dagsavisen	<input type="checkbox"/>	6,
Ditt Oslo – Lokalavisen	<input type="checkbox"/>	7,
Utrop	<input type="checkbox"/>	8,
Annnet	<input type="checkbox"/>	9,

Q16B Hvilke livstils- og interesseblader leser du? Velg alle som gjelder.

flere svar mulig

F: \Q16.a-
11
R: *

Norsk Ukeblad	<input type="checkbox"/>	01,
Vi Menn	<input type="checkbox"/>	02,
Illustrert Vitenskap	<input type="checkbox"/>	03,
Familien	<input type="checkbox"/>	04,
Utrop	<input type="checkbox"/>	05,
Jakt og fiske	<input type="checkbox"/>	06,
Vi i Villa	<input type="checkbox"/>	07,
Teknisk ukeblad	<input type="checkbox"/>	08,
Motor	<input type="checkbox"/>	09,
Samtiden	<input type="checkbox"/>	10,
Norsk Shakespeare tidsskrift	<input type="checkbox"/>	11,
Historisk tidsskrift	<input type="checkbox"/>	12,
Musikkpraksis	<input type="checkbox"/>	13,
Natt og Dag	<input type="checkbox"/>	14,
Plan B	<input type="checkbox"/>	15,
Filmweb.no Magasinet	<input type="checkbox"/>	16,
Se og Hør	<input type="checkbox"/>	17,
Hjemmet	<input type="checkbox"/>	18,
K magasin	<input type="checkbox"/>	19,
A magasinet	<input type="checkbox"/>	20,
Interiørmagasinet	<input type="checkbox"/>	21,
Obos bladet	<input type="checkbox"/>	22,
Lyd & Bilde	<input type="checkbox"/>	23,
KK	<input type="checkbox"/>	24,
ENO	<input type="checkbox"/>	25,
SAS magasinet	<input type="checkbox"/>	26,
Det Nye	<input type="checkbox"/>	27,
Henne	<input type="checkbox"/>	28,
Vagant	<input type="checkbox"/>	29,
Vinduet	<input type="checkbox"/>	30,
Annnet	<input type="checkbox"/>	31,

<p>Til slutt følger noen bakgrunnsspørsmål som det er viktig for oss at du svarer på. All informasjon du oppgir blir behandlet konfidensielt og anonymt.</p>	
<p>Q18 Har du barn under 16 år som bor hjemme?</p> <p>R: *</p> <p>Ja <input type="checkbox"/> 1</p> <p>Nei <input type="checkbox"/> 2</p> <p>Vil ikke svare <input type="checkbox"/> 3</p>	<p>Q21 Hvilken av de følgende bransjene jobber du i, studerer du, eller er du pensjonert fra?</p> <p>R: *</p> <p>Kunst/kultur <input type="checkbox"/> 01</p> <p>Ideell organisasjon/veldedighet <input type="checkbox"/> 02</p> <p>Bygg/anlegg/ingeniør <input type="checkbox"/> 03</p> <p>Kreativ/kommunikasjon/media <input type="checkbox"/> 04</p> <p>Utdanning <input type="checkbox"/> 05</p> <p>Kraft/energi/olje/gass/vann <input type="checkbox"/> 06</p> <p>Jordbruk/skogbruk/landbruk/fiske/havbruk <input type="checkbox"/> 07</p> <p>Offentlig forvaltning <input type="checkbox"/> 08</p> <p>Finans <input type="checkbox"/> 09</p> <p>Helse/omsorg <input type="checkbox"/> 10</p> <p>Servering/overnatting <input type="checkbox"/> 11</p> <p>Jus <input type="checkbox"/> 12</p> <p>Kommunale myndigheter <input type="checkbox"/> 13</p> <p>Produksjon <input type="checkbox"/> 14</p> <p>Gruve- og bergverksdrift <input type="checkbox"/> 15</p> <p>Eiendom <input type="checkbox"/> 16</p> <p>Detailhandel <input type="checkbox"/> 17</p> <p>Vitenskap <input type="checkbox"/> 18</p> <p>Sosiale tjenester <input type="checkbox"/> 19</p> <p>Teknologi <input type="checkbox"/> 20</p> <p>Transport <input type="checkbox"/> 21</p> <p>Turisme/fritid <input type="checkbox"/> 22</p> <p>Annen bransje <input type="checkbox"/> 23</p> <p>Vil ikke svare <input type="checkbox"/> 24</p>
<p>Q19 Inkludert inntekt fra arbeid, investeringer og andre kilder, hvilken av de følgende inntektsgruppene er din husstands årlige bruttoinntekt innenfor?</p> <p>R: *</p> <p>0 – 99 999 kr <input type="checkbox"/> 01</p> <p>100 000 – 199 999 kr <input type="checkbox"/> 02</p> <p>200 000 – 299 999 kr <input type="checkbox"/> 03</p> <p>300 000 – 399 999 kr <input type="checkbox"/> 04</p> <p>400 000 – 499 999 kr <input type="checkbox"/> 05</p> <p>500 000 - 599 999 kr <input type="checkbox"/> 06</p> <p>600 000 - 699 999 kr <input type="checkbox"/> 07</p> <p>700 000 - 799 999 kr <input type="checkbox"/> 08</p> <p>800 000 - 899 999 kr <input type="checkbox"/> 09</p> <p>900 000 - 999 999 kr <input type="checkbox"/> 10</p> <p>1 million + <input type="checkbox"/> 11</p> <p>Ingen inntekt <input type="checkbox"/> 12</p> <p>Vil ikke svare <input type="checkbox"/> 13</p>	<p>Q22 Er du ufør eller har du en langvarig sykdom som påvirker aktivitetene du kan utføre?</p> <p>R: *</p> <p>Ja <input type="checkbox"/> 1</p> <p>Nei <input type="checkbox"/> 2</p> <p>Vil ikke svare <input type="checkbox"/> 3</p>
<p>Q20 Hvilket av de følgende alternativene beskriver din arbeidssituasjon best?</p> <p>R: *</p> <p>Yrkesaktiv på heltid <input type="checkbox"/> 01</p> <p>Yrkesaktiv på deltid <input type="checkbox"/> 02</p> <p>Selvstendig næringsdrivende <input type="checkbox"/> 03</p> <p>Arbeidsledig/arbeidssøkende <input type="checkbox"/> 04</p> <p>Pensjonist <input type="checkbox"/> 05</p> <p>Hjemmeværende (forelder/pleiegiver) <input type="checkbox"/> 06</p> <p>Skoleelev på videregående <input type="checkbox"/> 07</p> <p>Student på høyskole/universitet <input type="checkbox"/> 08</p> <p>Annet <input type="checkbox"/> 09</p> <p>Vet ikke <input type="checkbox"/> 10</p> <p>Vil ikke svare <input type="checkbox"/> 11</p>	

Q23 I hvilket land ble du født? R: *

Norge	<input type="checkbox"/>	01
Pakistan	<input type="checkbox"/>	02
Sverige	<input type="checkbox"/>	03
Somalia	<input type="checkbox"/>	04
Polen	<input type="checkbox"/>	05
Sri Lanka	<input type="checkbox"/>	06
Irak	<input type="checkbox"/>	07
Tyrkia	<input type="checkbox"/>	08
Marokko	<input type="checkbox"/>	09
Vietnam	<input type="checkbox"/>	10
Iran	<input type="checkbox"/>	11
Filippinene	<input type="checkbox"/>	12
Tyskland	<input type="checkbox"/>	13
Danmark	<input type="checkbox"/>	14
Afghanistan	<input type="checkbox"/>	15
Bosnia-Hercegovina	<input type="checkbox"/>	16
Russland	<input type="checkbox"/>	17
Kina	<input type="checkbox"/>	18
Storbritannia	<input type="checkbox"/>	19
Kosovo	<input type="checkbox"/>	20
India	<input type="checkbox"/>	21
Annet	<input type="checkbox"/>	22
Vil ikke svare	<input type="checkbox"/>	23

Q24 I hvilket land ble foreldrene dine født? R: *

Norge	<input type="checkbox"/>	01
Pakistan	<input type="checkbox"/>	02
Sverige	<input type="checkbox"/>	03
Somalia	<input type="checkbox"/>	04
Polen	<input type="checkbox"/>	05
Sri Lanka	<input type="checkbox"/>	06
Irak	<input type="checkbox"/>	07
Tyrkia	<input type="checkbox"/>	08
Marokko	<input type="checkbox"/>	09
Vietnam	<input type="checkbox"/>	10
Iran	<input type="checkbox"/>	11
Filippinene	<input type="checkbox"/>	12
Tyskland	<input type="checkbox"/>	13
Danmark	<input type="checkbox"/>	14
Afghanistan	<input type="checkbox"/>	15
Bosnia-Hercegovina	<input type="checkbox"/>	16
Russland	<input type="checkbox"/>	17
Kina	<input type="checkbox"/>	18
Storbritannia	<input type="checkbox"/>	19
Kosovo	<input type="checkbox"/>	20
India	<input type="checkbox"/>	21
Annet	<input type="checkbox"/>	22
Vil ikke svare	<input type="checkbox"/>	23

Q25 Hvilket parti vil du stemme på/ eller stemte på du på ved stortingsvalg 8. og 9. september i år? R: *

Ap (Arbeiderpartiet)	<input type="checkbox"/>	01
FrP (Fremskrittspartiet)	<input type="checkbox"/>	02
H (Høyre)	<input type="checkbox"/>	03
SV (Sosialistisk Venstreparti)	<input type="checkbox"/>	04
SP (Senterpartiet)	<input type="checkbox"/>	05
KrF (Kristelig Folkeparti)	<input type="checkbox"/>	06
V (Venstre)	<input type="checkbox"/>	07
R (Rødt)	<input type="checkbox"/>	08
Miljøpartiet de grønne	<input type="checkbox"/>	09
Annet parti	<input type="checkbox"/>	10
Vil ikke svare	<input type="checkbox"/>	11
Vet ikke	<input type="checkbox"/>	12

Q26 Som en del av undersøkelsen vil vi også invitere folk til å delta i en gruppesamtale i november. Gruppesamtalen vil vare i ca. 2 timer, og hver deltaker vil få et kontantbeløp som takk for deltakelsen. Er det greit at vi kontakter deg tilbake om dette senere? R: *

Ja	<input type="checkbox"/>	1
Nei	<input type="checkbox"/>	2

ID: cawi_slutt

KOMPLETT Komplettdato R: 1
A: sys_range
c

OK

SCREENED Screened F: 1
Komplett=1
R: 1
A: sys_range
c

OK

SLUTTID Sluttid A: a: sys_timeof c

Sluttidspunkt

SLUTTDATO Sluttidato A: a: sys_date c

Sluttidato

KOMMENTARFELT	Hvis du har kommentarer til denne undersøkelsen, kan du skrive dem her:
Annet, notér _____ _____ _____ _____ _____ _____ _____	
Tusen takk for hjelpen - trykk neste for å lagre og avslutte. <input type="checkbox"/> 02	

svar fra \SCRIPT:MARSCBACKFEED(\MARSCOPEN.A.1, \MARSCNUM.A.1, '1')

svar fra \SCRIPT:MARSCBACKFEED(\MARSCOPEN.A.1, \MARSCNUM.A.1, '4')

Du er dessverre ikke i målgruppen denne gangen. Takk for interessen!

5 Discussion guide

Oslo Performa Prosjekt

Lav inntekt, ikke-deltakere

Merknader til moderator

Disse fokusgruppene er den kvalitative delen av et statlig finansiert prosjekt som utføres på vegne av fem kulturelle organisasjoner i Oslo.

Norske Theatret, Norske Opera og Ballett (Operaen), Dansens Hus, National Theatret Torshovteatret (en scene som eies og drives av National Theatret), Oslofilharmonien og Oslo Filharmoniske Orkesters konserter i Oslo Konserthus.

Denne fasen av prosjektet er oppfølgingen til en kvantitativ befolkningsundersøkelse hvor vi har identifisert publikum for alle typer kulturelle aktiviteter og identifisert folk som ikke deltar i disse kulturelle organisasjonene, men som kanskje kunne tenke seg det. Disse gruppene er i det potensielle markedet som myndighetene ønsker at disse organisasjonene tiltrekker.

Målet med prosjektet er å snakke med folk som ikke går på disse stedene og utforske:

- Deres oppfatning av organisasjonene
- Deres oppfatning av publikum
- Deres forståelse av hvorfor folk går på disse stedene
- Hvorfor de ikke går – hindringer eller barrierer for deltakelse
- Hva selskapene kan gjøre for å oppfordre dem til å gå

Vi vet at folk som går på disse stedene har en tendens til å være veldig kulturelt aktive på tvers av et bredt spekter av aktiviteter, og at de oppsøker fordeler fra disse aktivitetene som oppfyller sosiale, intellektuelle, emosjonelle og spirituelle behov.

Sosialt: Dagens publikum bruker disse aktivitetene til å gi dem måter å tilbringe kvalitetstid sammen med venner og familie, samt å engasjere seg i felles opplevelser og føle seg som en del av samfunnet.

Intellektuelt: Dagens publikum søker ofte måter å bygge sine kunnskaper og dømmekraft, selvutvikling, forfølge hobbyer, faglig utvikling osv.

Emosjonelt: Dagens publikum kan delta i kulturelle aktiviteter for å feire sin kulturelle identitet, for stimulering og spenning, virkelighetsflukt, nostalgi, tidsreiser, estetisk/sensorisk nytelse osv.

Spirituell: Dagens publikum kan utlede inspirasjon og åndelighet fra en konsert eller forestilling.

Disse fordelene er ofte rangert som veldig viktige av dagens deltakere. Vi ønsker å utforske i hvilken grad de er anerkjent av ikke-deltakere.

Hvis de er anerkjent, hvilke andre faktorer hindrer deltakelse, og er det noe selskapene kan gjøre for å gjøre deltakelse mer attraktivt?

Samtaleguide

Innledning - hvem de er, hvor de bor, hva de jobber med (hvis de jobber), hva de liker å gjøre på fritiden.

Fritidsinteresser

Fortell meg om hva slags ting, interesser, lidenskaper eller hobbyer dere liker å gjøre på fritiden.

Utforsk - går de på konserter, gjør de noen sosiale aktiviteter med andre mennesker?

Utforsk hva de betaler for å gjøre dette – maksimal billettpris.

Er det noen kulturelle aktiviteter (f.eks. kunstgallerier, teater, musikk eller dans) dere har gjort i det siste, men sluttet med på grunn av omstendighetene – **Utforsk disse**.

Når det gjelder fritid og interesser, hvilke ting er deres favoritter?

Probe på andre kulturelle interesser – hvilke sosiale aktiviteter gjør dere, hva med virkelighetsflukt, lære nye ting?

Er det noen kulturelle aktiviteter dere ønsker å gjøre?

Noe dere skulle ønske dere kunne gjort, men som dere ikke har tid/penger/mulighet til?

F.eks. ... – *(utforsk alle ambisjoner)*

Utforsk - hva hindrer dere i å gjøre disse tingene?

«De fem store» - kundens virksomheter

Nå vil vi gjerne snakke om følgende organisasjoner:

Norske Theatret, Torshovtheatret, Norske Opera og Ballett (Operaen), Dansens Hus, National Theatret, Oslofilharmonien og Oslo Filharmoniske Orkesters konserter i Oslo Konserthus.

Kjenner dere til disse? Har dere vært på en forestilling med noen av disse selskapene?

Hva så dere – når – hvor lenge siden?

Likte dere det? Hvorfor, hvorfor ikke?

Fikk dere lyst til å gå igjen? Hvorfor, hvorfor ikke?

Kjenner dere noen som pleier å gå?

Merkevareoppfatninger

Hvilke tanker har dere om disse organisasjonene?

Hvordan er de – basert på det dere vet, har opplevd og/eller ser?

Beskriv inntrykket av hver og en etter tur:

Norske Theatret

Norske Opera and Ballett (Operaen)

Dansens Hus

National Theatret og Torshovteatret

Oslofilharmonien og Oslo Filharmoniske Orkestres konserter i Oslo Konserthus

Hva representerer de for dere?

Er det noen dere føler dere mer tiltrukket til enn andre – hvorfor?

Har dere lyst til å gå og se noen av forestillingene disse har? Hva gjør at dere ønsker å gå – hva er det som hindrer dere?

Utforsk hva som kan motivere dem

Utforsk hva som hindrer dem (hvis kostnaden blir et sentralt tema, kom tilbake til dette senere – fokuser her på om de anser disse selskapene som relevant for dem, gammeldags, for andre typer mennesker, om de mangler nødvendig kunnskap for å nyte opplevelsen osv.)

Markedsføringsmateriale

Se på markedsføringsmaterialet til hvert selskap.

Hva med selskapenes program eller forestillinger er det som gjør at dere ønsker å gå – ***utforsk reaksjonene***

Er det noen forestillinger som appellerer til dere – hvorfor?

Hvor finner dere vanligvis informasjon om hvilke forestillinger som går? Utforsk mediebruk, nettsteder, jungeltelegraf osv.

Hvor bevisste er dere på hvilke tilbud som eksisterer – hvor ser dere annonser/reklamer for dem?

Er dere bevisste på hva dere tenker når dere ser annonser/reklame for disse forestillingene?

Hva slags personer går på disse forestillingene?

Be dem om å beskrive hvem de føler at disse organisasjonene tiltrekker.

Hvorfor går disse personene på slike forestillinger? Hva gir det dem å se disse kunstformene – skuespill, musikk, opera osv.? (*Probe på bevissthet rundt fordeler – f.eks. sosialt samvær, felles opplevelse, læring, utvide horisonten, stimulering, stressregulering, virkelighetsflukt; inspirasjon*)

Probe nøye – prøv å virkelig få frem deres oppfatninger av fordelene

Har noen prøvd å overtale dere eller invitere dere til å gå – hvordan reagerte dere?

For de som viser interesse – er det noen faktorer som faktisk hindrer dere i å gå?

Probe – kostnader eller frykt for kostnadene, mangel på selvtillit, mangel på kunnskap, mangel på noen å gå med, relevans, frykt for å kjede seg eller bli forvirret – **probe på barrierer/bekymringer**.

Reaksjoner på pris

Utforsk deres kunnskaper om prisene og i hvor stor grad prisen er en faktor.

Gir prisen god verdi for pengene? Er det slik at dere skulle ønske dere hadde råd til å gå, eller er det andre grunner som gjør at dere kanskje ikke går?

Hvis prisen var mye lavere eller gratis, ville det oppfordret dem til å utforske disse stedene? Hvilke typer forestillinger vil være av spesiell interesse?

Utforsk hvorfor

Utforsk hvorfor ikke – hva annet er det som hindrer dem?

Hvordan kan disse organisasjonene/forestillingene tiltrekke dere?

Hva må hver av disse stedene gjøre for å oppfordre dere til å gå?

Probe på: Programmet? Markedsføring? Arrangementer? Mer informasjon? Hva vil være til hjelp – hva kan få dem til å prøve det?

Har de hørt om andre organisasjoner som gjør ting som er rettet mot dem – som de føler oppfyller deres behov bedre?

Hva om de gjorde noe av følgende:

Noen tiltak for å øke publikum – *be om deres reaksjoner på disse forslagene:*

Hvis dere kunne prøvd de eksisterende tilbudene gratis – ville det være interessant?

Hvis dere kunne velge: Hvordan skal disse stedene være – *be dem om å beskrive atmosfære, mat, drikke, shoppingmuligheter, familievennlighet, et trivelig sted å være, osv. osv.*

Hva om organisasjonene kom og holdt en forestilling i nærheten av dere – kunne dere tenke dere å gå?

Hva om organisasjonene ønsket å lage et skuespill om moderne Oslo og gikk ut for å samle inn historier om folk som bor i Oslo i dag – kunne dere tenke dere å dele deres historie?

Hvis en av organisasjonene ba dere om å delta i en produksjon – på scenen eller bak kulissene – kunne dere tenke dere å delta?

Hvis dere kunne velge: Er det noe dere kunne tenke dere å se/høre på ett av disse stedene?

Hvis dere kunne velge: Hvordan skal de kommunisere programmene sine – hvordan skal budskapet være (personlighet og stil) – og hvor (hvilke medier)?

Hvis dere kunne velge: Når skal disse stedene være åpne – på dagtid, kvelder, helger, søndager osv.?

Hvis en av organisasjonene ba dere om å delta i en referansegruppe for å utvikle nye initiativer for publikum – kunne dere tenke dere å delta?

Takk og avslutt