

Audience Preference on Attending Western Musical Performances

Group 1B

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ABSTRACT

This study examines the effects of age, gender, educational level and income level on attending Western music performance and attitude towards Western music. The results show that one's educational level is positively related to attending musical performance. More information exposure leads to higher participation.

In this research, western musical performance is considered from the point of view that any music performance is NOT composed or performed in Chinese and/or performed by Chinese artists. The method used in the study is telephone survey. Three thousand telephone numbers were selected randomly from a computer database, and a number of Hong Kong residents were invited to participate in the interview. One thousand and five telephone numbers had been dialled with one hundred and one fully completed cases finally.

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Introduction

Whether Western classical music is getting less popular in Hong Kong is controversial. Radio Hong Kong has fewer Western classical music programs in late night as compared to few years ago. Contemporary music, Canton and Mandarin pop songs are more popular with all ages. On the other hand, the fact that total ticket sold in the 2005 Hong Kong Arts Festival has set a 33-year record high. It is tempting to say Western music is still well received. However, statistics from the Hong Kong Examinations and Assessment Authority tells a different story.

In 2004, 70,000 people (60% of the total candidates globally) attempted the Associated Board of the Royal School of Music practical examination in Hong Kong. In the same year, the total number of candidates who took music in the Hong Kong Advanced Level Examination (HKALE) was 19. In other words, people with formal and complete music education is limited but there are much more people with the ability to play piano or other organs decently. It seems that people who can play piano or other organs well might not be frequent goers of concert. What are the underlying reasons for that? The answer to this question is full of paradox.

In Hong Kong, the Cultural Presentation Section of the Leisure and Cultural Services Department is responsible for promoting knowledge and appreciation of the performing arts at community and school levels. No research has been on any of the audience-building activities so far.

Literature Review

The West Kowloon Cultural District (WKCD) will be a landmark development that enhances Hong Kong's position as a world city of culture. There is a great debate towards the ideas of this issue and some relevant researches are being conducted.

Last year, Center of Culture Policy Research of The Hong Kong University conducted a research about people's opinion towards WKCD. In the research, several aspects have been measured, for example, image, facilities, developing plan, operation, resources allocation etc.

Besides, The Hong Kong Arts Development Council has also conducted a research to collect views and opinions from different sectors of the community on the WKCD in 2004. In the research, the questionnaire is focused on the cultural facilities, management, operation and so on.

Except the researches that have been mentioned above, we are also interested in the people's general attitude towards music. Use the relevant surveys as a reference; we have made a questionnaire which focused on the people's attitude towards western musical performance. It is believed that rather Hong Kong people are interested in art or not is the basic element for the decision of building the WKCD. In order to know more, our research has been decided.

Methodology

The questionnaire contains 5 parts, introduction (part I), respondents' appreciation of western music (Part II), respondents' attitude towards western music (Part III), respondents' acquisition of information about western music (Part IV), respondents' personal information (Part V). Designed primarily in a closed-end format with three open-end questions asking respondents' to name some performance organisation, performance venue and any famous performers/singers. The response indicates the knowledge level of respondents on musical performance. Within the questionnaire, last year attending frequency and most preferred types of program were investigated. To better understand people's attitudinal tendency towards Western music, eight questions in five-point Likert scales were raised. Basic demographic data were also collected.

This study intends to examine what affects audiences' attendance and their attitudinal tendency towards Western music. The independent variables are educational levels, household income, information exposure, gender and age. Household income is used instead of respondent's income because it gives a better view on the overall consumption power given the economic downturn over the past two years. The dependent variables are attendance to Western music performance and attitudinal tendency towards Western music.

Three thousand telephone numbers were randomly selected. The APPOR (American Association for Public Opinion Research) standard definitions were used in final disposition of case code and the computation of response rate for this survey.

The survey was targeted to people age 18 years or older. To test the instruments, a pilot test of 30 successful cases was carried out in February. The survey was carried out in March 7 to March 24, 2005. We successfully interviewed 101 subjects with a response rate (RR4) of 16.0%. The sampling error is at 95% and the confidence level is 9.8% (Appendix 2). A comparison with the Hong Kong demographic statistics from Census and Statistics department shows that there is little discrepancy between the sample and the population data on gender and age.

Key Descriptive Statistics

The data collected shows that 57% of the respondents are female and 43% of are male (Table 1). Majority (85%) of the respondents fall into the age range of 18 to 55 (Table 2). 43% of the respondents reported their monthly household income was in the range of \$10,001-20,000, followed by 24.5% in the range of \$20,001-\$40,000 (Table 3). Educational level of the majority respondents (60%) are secondary level.

Majority (68.6%) of the respondents did not attend musical performance last year. 26.5% of the respondents attended one to two times and 1% attended more than 6 times (Table 4).

To measure respondents' attitudinal tendency towards Western music, they were asked to choose on a scale from 1 to 5 on eight statements, where 1 stands for "totally disagree", 2 stands for "disagree", 3 stands for "neutral", 4 stands for "agree", and 5 stands for "strongly agree". According to the mean value summarized in Table 5, the respondents appeared to have positive attitudinal tendency towards Western music.

Data Collection Method

The data was collected by the ten groupmates in the group. Each groupmate was assigned 30 random telephone numbers, and was asked to complete two or three pilot study before actual interview started. The interviewees of the pilot study were friends or the respondents from the random list. The data collected from the pilot

study was only for reference purpose. After doing the pilot study, certain problems in the questionnaire design were identified.

Problem One:

The original question “D1: From where do you get the information about the western musical concerts?” provided 7 options, e.g. advertisements on Internet and promotion letters, for the respondents to choose. Each option carried a follow-up question which asked the respondents whether they always pay attention to the advertisements from the channel(s) they chose in D1. However, the follow-up question has to be asked more than one time if the respondents chose more than one option in question D1. It made the interview process very clumsy.

Solution:

Question D1 was changed into two questions, namely D1 and D2.

D1: From what medium do you most often get the information about the western musical concerts?

D2: Frequency you expose to western music information.

Both modified questions provided a list of options, and they required respondents to give one answer only. This kept the volubility of the interview process.

Problem Two:

The original questions E8 and E9 were asking the occupation of respondents’ parents. However, the answers of these questions were not the essential elements of the hypothesis and analysis.

Solution:

Questions E8 and E9 were excluded in the final questionnaire design.

30 telephone numbers were not enough to find adequate interviewees, so another list of telephone numbers was assigned to each of the groupmate, and the list contains 150 to 200 telephone numbers. If status unknown was found or the interviewee was not available to be interviewed in the 1st attempt of the telephone call, the same telephone number would be dialled again in different period of time. The telephone numbers would be abandoned if the qualified interviewees could not be located after the 5th attempt of the same number. The telephone interviews were mostly done

during night time (18:00-23:00), while a few were done during day time.

Sample Size

3,000 telephone numbers were selected randomly from the Microsoft Excel program, and a number of Hong Kong residents were invited to participate in the interview. Each groupmate was responsible to complete at least 10 telephone interviews. We successfully interviewed 101 Hong Kong residents.

Results

The Bivariate Correlations procedure is applied to study the association between attending musical performance and the independent variables such as education, household income and information exposure. Correlation measure how variables are related. Correlation coefficients range in value from -1 (a perfect negative relationship) and $+1$ (a perfect positive relationship). A value of 0 indicates no linear relationship. Spearman Correlation is used because it requires less restrictive assumption on normality of the data.

The association between respondents' education level and attending musical performance is examined by Spearman Correlation (Table 6). The positive correlation coefficient suggests a positive relationship between the variables. Since $p=0.003 < 0.1$ the null hypothesis that respondents educational level is positively related to attending musical performance cannot be rejected at 0.01 significance level.

Similarly, Spearman correlation is applied to study the association between income and attending musical performance. The correlation coefficient, 0.046, suggest almost no relation between the variables. $p>0.01$, the alternate hypothesis that respondents income is not related to attending musical performance must be accepted at 0.01 significance level (Table 7).

The correlation coefficient between information exposure and attending musical performance is 0.234 implying a positive relationship between the two variables. Also, $p<0.01$ therefore the null hypothesis that information exposure is positively related to attending musical performance cannot be rejected at 0.01 level of significance (Table 8).

To study the attitudinal tendency, a new variable score_{pr} is computed as the sum of variables c1 to c8. Analysis of variance (ANOVA) is applied to investigate the effects of gender on musical performance attendance. Male respondents attitude towards Western music have a bigger spread than female (Table 9). From table 10, the significance level is 0.222 >0.05 therefore there is no difference on attitudinal tendency across gender.

The association between age and attitudinal tendency is examined by Spearman correlation. The correlation coefficient, -0.035, shows that the variables are negatively related. Also, $p > 0.05$, the alternate hypothesis that age and attitudinal tendency is not related must be accepted at 0.05 level of significance (Table 11).

Conclusion and Discussions

From the findings we obtained in our research, five points can concluded, they are:

1. There is positive relationship between respondents' education level and participation of western musical performance.
2. There is no relationship between income and participation
3. More information exposure leads to higher participation.
4. There is no relationship between attitude of Western music and gender.
[NO REASON]
5. There is no relationship between attitude of Western music and age. [NO REASON]

Education level Vs Attendance

Education does play a part to the attendance participation of western musical performance of public. This can be ascribed to the fact that the more the education received by the people, the higher the tendency of them to attend the musical performances This is proved by the research report "Effects of Arts Education on Participation in the Arts", which was done by National Endowment for the Arts in 1992. The following is a quote is from the report under the subtitle "Interdependency of Arts Education and Overall Education": "Because both arts education and general education influenced patterns of arts consumption, whether the patterns themselves were different was explored, as well as whether the effects of overall education and

arts education changed depending on how much of the other a person had received. It could be, for example, that getting a solid arts education has a stronger effect on students who have a strong educational background in general, so that arts education simply adds on to the effect of other schooling.”

This can be deduced that the more the education the received, the more the people's acceptance and understanding to Western music. They are thus more willing to attend musical performances as their leisure activities .Of course, general education has a less influential effect on arts participation to people than that of specific arts education does.

Income Vs Attendance

Income has no relationship with attendance. One of the possible reasons for that is the definition of income we exploit .The income we use in the study is the household income, but not individual income. In this situation, the household income doesn't reveal individuals' purchasing power, thus it is hard to tell the linkage between the two.

Information exposure Vs Attendance

According to a research done by the Planning Department on the use of cultural facilities by the public, 59.1% of the respondents think the promotion of arts and cultural activities in Hong Kong is inadequate, and because of lack of promotion 16.9% of the respondents cannot attend the arts and cultural activities they had wanted.

This firmly asserts the more the information the people exposed to, the more the understanding of the choices of musical performances. Thus, a stronger driving force will motivate them to attend the performances. If there is no information about the performances, how can one attend the performances?

Occupation Vs Attendance

The Occupations of people do not impede their interests of western music performance. People of various professions will not stop them to enjoy the performances and thus is not a core factor to the attendance.

Perception of Western music vs. gender

There is no relationship between perception of Western music and gender.

Perception of Western music vs. age

There is no relationship between perception of Western music and age.

Limitations

There are a few points to be noted.

For the options we set, the range of each interval used is not consistent. Like the option in question B5, the intervals are:

<\$100, \$100 - \$500, \$500 - \$1000, \$1000 - \$2000, > \$2000

The difference of the interval in ii is \$400, while that in iii is \$500, and in iv is \$1000.

A follow-up calling is seldom conducted after failing to finish our first call interview. We might have called some phone numbers again, but we didn't do it all. This results in a low response rate.

The interviews should be conducted at different time slots rather than just in the morning or in the afternoon. This can ensure that a more evenly distributed sample can be obtained.

Some statements with negative attitude should be used to avoid bias, the following are the questions in our questionnaire:

- C1. Western music is very interesting.
- C2. Western music is modern.
- C3. Western music matches my living style.
- C4. Western music can make me relax.
- C5. Western music is a high-class cultural activity.
- C6. Western music is difficult and abstract to understand.
- C7. Western music is tasty.
- C8. Western music is a kind of mental communication.

Statements like Western music is not very interesting, Western music is a low-class cultural activity should be listed out.

Future Research

The introduction of West Kowloon Cultural District aims at enriching Hong Kong cultural life with international arts performance and nurturing local arts talents. However, it has been a controversial topic since the announcement of the project. Is the future of West Kowloon Cultural District optimistic or pessimistic? The research we have done on “Audience preference on Attending Western Musical Performance” can be treated as a tester of the success of the West Kowloon Cultural District (WKCD).

The table below shows the mean score of question C1 to C8 about the attitude towards Western music. Six out of eight questions show that the mean score of their attitude is higher than 3.0 which mean the public attitude ranging from neutral to positive. They think that western music helps them relax; it is a kind of mental communication and it is interesting.

Table Showing Mean Score of Question C1 to C8

Statistics									
		Western music is interesting	Western music is modern	Western music matches respondent's living style	Western music can make respondent relax	Western music is high-class cultural activity	Western music is difficult and abstract to understand	Western music is tasteful	Western music is a kind of mental communication
N	Valid	102	102	102	102	102	102	102	102
	Missing	0	0	0	0	0	0	0	0
Mean		3.54	3.11	2.96	3.64	3.15	2.89	3.27	3.58
Median		4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00
Mode		4	4	2	4	4	2	4	4
Std. Deviation		.767	.932	.943	.806	.969	.922	.881	.750
Variance		.588	.869	.890	.649	.939	.850	.775	.563
Range		3	4	4	4	4	4	4	3
Minimum		2	1	1	1	1	1	1	2
Maximum		5	5	5	5	5	5	5	5

From our research, it is seen that there is a significant relationship between information exposure and participation (hypothesis 3). Therefore, if the development of the West Kowloon Cultural District is once launched, there should be more promotion on the cultural events in this project. Viewing the research done by Hong Kong Arts Development Council in 2000, Arts Poll 2000 pointed out that over 90 percent of the respondents agree that there should be more school activities on culture and arts. Furthermore, over 60 percent of the respondents agree that more promotion on arts education activities would increase their interest in arts. (Arts Poll 2000)

According to The 2005 Hong Kong Arts Festival. Bigger, Brighter, Best Yet, the total ticket sales in Art Festival set a 33-year record high. The total tickets sale exceeds the last year sales by 10,000 tickets. (Suzanne Dennis, 2005)

Hong Kong is a place which brings together a vibrant mix of performing and visual arts from the East and West. Therefore, the research on audience participation in western musical performance would help make the cultural policy in the future. Summing up our research and the research done in the past years, the future of plan of the West Kowloon Cultural District is quite optimistic. After its successful implementation, the attendance rate and the attitude towards western music can be further investigated and compared. As this research is about western music, which is only a part of the content of West Kowloon Cultural District, a large scale survey in the participation of different forms of arts is also suggested.

On the other hand, research on Chinese classic music is also suggested to be conducted. Nowadays, Canton pop music and Putonghua pop music have many musical characteristics extracted directly from or unconsciously influenced by Chinese music. (Leung , 2004) This is considered as a stimulus to public to pay more attention to Chinese music. Therefore, a future research is suggested to be carried out to find out if more people pay attention to Chinese instruments and treat Chinese music as an alternative to western music.

Appendix 1 – SPSS Results

Table 1 Respondent's gender

		Frequency	Percent	Cumulative Percent
Valid	male	44	43.1	43.1
	female	58	56.9	100.0
	Total	102	100.0	

Chart 1 Respondent's gender

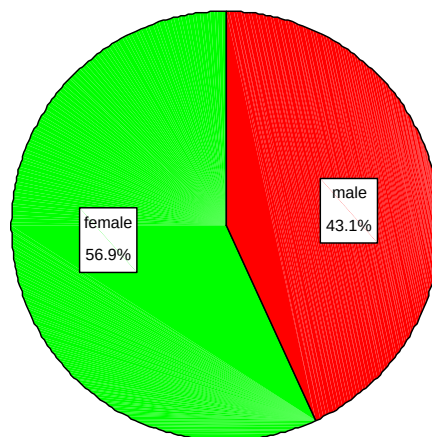


Table 2 Respondent's age

		Frequency	Percent	Cumulative Percent
Valid	18-25	30	29.4	29.4
	26-39	29	28.4	57.8
	40-55	28	27.5	85.3
	>56	13	12.7	98.0
	refuse to answer	2	2.0	100.0
	Total	102	100.0	

Chart 2 Respondent's age

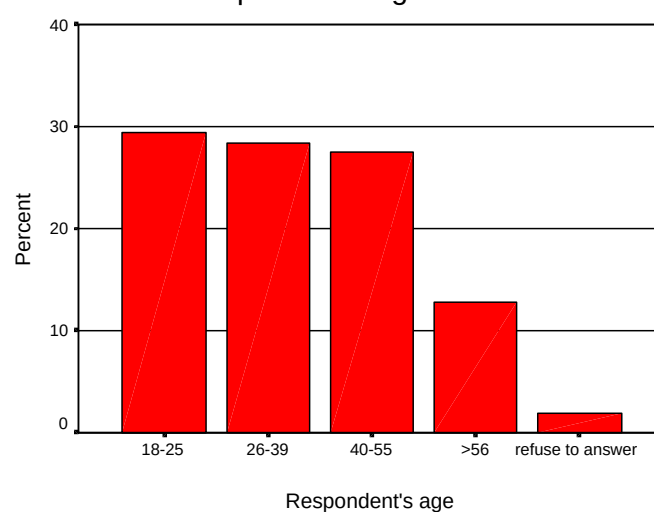


Table 3 Household income of the respondent

		Frequency	Percent	Cumulative Percent
Valid	<\$10000	24	23.5	23.5
	\$10001-\$20000	44	43.1	66.7
	\$20001-\$40000	25	24.5	91.2
	\$40001-\$60000	4	3.9	95.1
	>\$60000	5	4.9	100.0
	Total	102	100.0	

Chart 3 Household income of respondent

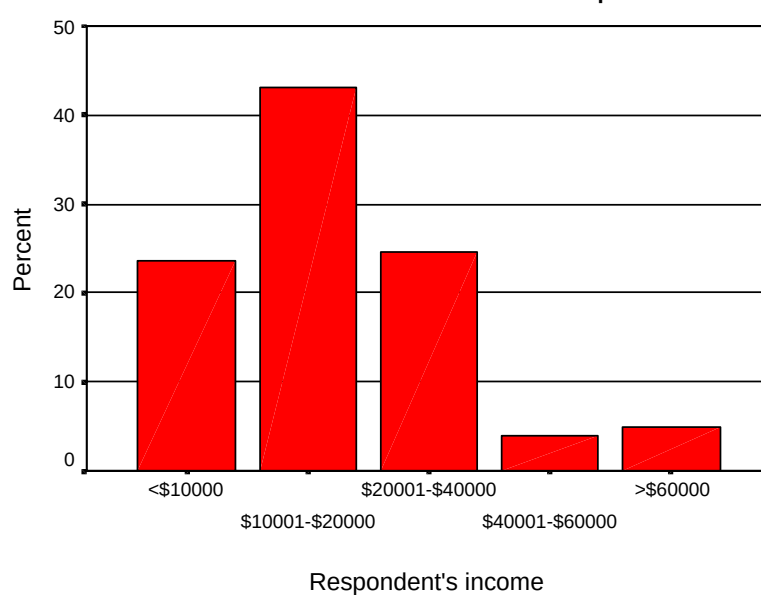
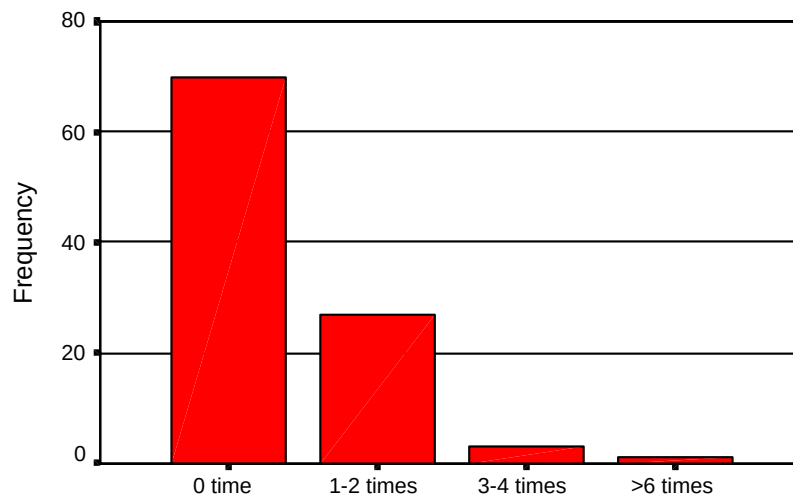


Table 4 Time(s) that respondent attended the musical performance last year

		Frequency	Percent	Cumulative Percent
Valid	0 time	70	68.6	69.3
	1-2 times	27	26.5	96.0
	3-4 times	3	2.9	99.0
	>6 times	1	1.0	100.0
	Total	101	99.0	
Missing	No Answer	1	1.0	
Total		102	100.0	

Chart 4 Time(s) that respondent attended the musical performance last year



Time(s) that respondent attended last year

Table 5 Descriptive Statistics

		Western music is interesting	Western music is modern	Western music matches respondent's living style	Western music can make respondent relax	Western music is high-class cultural activity	Western music is difficult and abstract to understand	Western music is tasty	Western music is a kind of mental communication
N	Valid	102	102	102	102	102	102	102	102
	Missing	0	0	0	0	0	0	0	0
Mean		3.54	3.11	2.96	3.64	3.15	2.89	3.27	3.58
Median		4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00
Mode		4	4	2	4	4	2	4	4
Std. Deviation		.767	.932	.943	.806	.969	.922	.881	.750
Range		3	4	4	4	4	4	4	3
Minimum		2	1	1	1	1	1	1	2
Maximum		5	5	5	5	5	5	5	5

Table 6 Correlations between respondent education level and attending musical performance

		Time(s) that respondent attended the musical performance last year	Respondent's education level
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient Sig. (1-tailed) N	1.000 . 101
	Respondent's education level	Correlation Coefficient Sig. (1-tailed) N	.269** .003 102

**. Correlation is significant at the .01 level (1-tailed).

Table 7 Correlations between income and attending musical performance

			Time(s) that respondent attended the musical performance last year	Respondent's income
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient	1.000	.046
		Sig. (1-tailed)	.	.323
		N	101	101
	Respondent's income	Correlation Coefficient	.046	1.000
		Sig. (1-tailed)	.323	.
		N	101	102

Table 8 Correlations between information exposure and attending musical performance

			Time(s) that respondent attended the musical performance last year	Frequency of exposing western performance info
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient	1.000	.234**
		Sig. (1-tailed)	.	.009
		N	101	101
	Frequency of exposing western performance info	Correlation Coefficient	.234**	1.000
		Sig. (1-tailed)	.009	.
		N	101	102

** . Correlation is significant at the .01 level (1-tailed).

Table 9 Descriptives

Sum of positive attitudes towards Western Music

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
male	44	26.6818	4.38694	.66136	25.3481	28.0156	18.00	40.00
female	58	25.7241	3.47822	.45671	24.8096	26.6387	20.00	35.00
Total	102	26.1373	3.90491	.38664	25.3703	26.9043	18.00	40.00

Table 10 ANOVA for attitudinal tendency towards Western music by different gender

Sum of positive attitudes towards Western Music

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.947	1	22.947	1.513	.222
Within Groups	1517.132	100	15.171		
Total	1540.078	101			

Table 11 Correlations between age and attitudinal tendency

			Sum of positive attitudes towards Western Music	Respondent's age
Spearman's rho	Sum of positive attitudes towards Western Music	Correlation Coefficient	1.000	-.035
		Sig. (2-tailed)	.	.728
		N	102	102
	Respondent's age	Correlation Coefficient	-.035	1.000
		Sig. (2-tailed)	.728	.
		N	102	102

Appendix 2 - Calculations

Sampling Error:

$$se = \sqrt{\frac{p(1-p)}{n}} \times z$$

Where n = 1005, p = (101/1005)
= 10

Response Rate:

$$RR4 = \frac{I + P}{(I + P) + (R + NC + O) + e(UH + UO)}$$

$$e = \frac{I + P + R + NC + O}{I + P + R + NC + O + NE}$$

Where I = 101, P = 1, R = 276, NC = 36, O = 8, NE = 28, e = 0.94, UH = 235,
UO = 13, RR4 = 0.16

The Distribution of the AAPOR Outcome Code

outcome					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.10	101	10.0	10.0	10.0
	1.20	1	.1	.1	10.1
	2.00	1	.1	.1	10.2
	2.11	1	.1	.1	10.3
	2.11	120	11.9	11.9	22.3
	2.11	155	15.4	15.4	37.7
	2.12	16	1.6	1.6	39.3
	2.20	36	3.6	3.6	42.9
	2.30	8	.8	.8	43.7
	3.00	235	23.4	23.4	67.1
	4.20	44	4.4	4.4	71.4
	4.30	246	24.5	24.5	95.9
	4.50	28	2.8	2.8	98.7
	4.70	11	1.1	1.1	99.8
	4.80	2	.2	.2	100.0
	Total	1005	100.0	100.0	

Appendix 3 - List of variables on SPSS

Name

Position

ID Call number 1

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A8

Write Format: A8

OUTCOME Call outcome 2

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8.3

Write Format: F8.3

Value Label

3.000 status unknown

4.500 non-residential number

1.200 partial complete

4.300 not working/discontinued number

4.800 other situation

2.112 refusal by individual

2.300 incapable

2.120 break-off

1.100 full complete

2.200 not available to be interviewed

4.200 fax/modem

4.700 residential number without qualified person

2.111 refusal by household

A5 Language of interview 3

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value	Label
-------	-------

1	Cantonese
---	-----------

2	Putonghua
---	-----------

3	English
---	---------

4	Other
---	-------

B1	Whether respondent have seen musical performance before	4
----	---	---

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value	Label
-------	-------

1	yes
---	-----

2	no
---	----

B2	Respondent preference	5
----	-----------------------	---

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value	Label
-------	-------

1	Orchestra music
---	-----------------

2	Opera
---	-------

3	Ballet
---	--------

4	Western pop concert
---	---------------------

5	rock music concert
---	--------------------

6	jazz
---	------

7 Others: country, ethnic music

9 Not Applicable

B3 Time(s) that respondent attended the musical performance las 6

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Missing Values: 8

Value Label

1 0 time

2 1-2 times

3 3-4 times

4 5-6 times

5 >6 times

8 M No Answer

B4 Frequency of appreciating musical performance 7

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Missing Values: 8

Value Label

1 Undecided

2 Less than once in 6 months

3 Once every 6 months

4 Once every 2 months

5 Once a month

6 more than once a month

8 M No Answer

B5 Amount of money spent on appreciating musical performance 8

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value	Label
-------	-------

0	0
---	---

1	\$1-\$99
---	----------

2	\$100-\$499
---	-------------

3	\$500-\$999
---	-------------

4	\$1000-\$2000
---	---------------

5	>\$2000
---	---------

B6_1 Name western performance organization(s) 9

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

B6_2 Name western performance venue(s) 10

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

B6_3 Name western performer(s) or singer(s) 11

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

C1 Western music is interesting 12

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value	Label
1	totally disagree
2	disagree
3	neither agree nor disagree
4	agree
5	totally agree

C2 Western music is modern 13

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value	Label
1	totally disagree
2	disagree
3	neither agree nor disagree
4	agree
5	totally agree

C3 Western music matches respondent's living style 14

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value	Label
1	totally disagree
2	disagree
3	neither agree nor disagree
4	agree
5	totally agree

—

C4 Western music can make respondent relax 15

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 totally disagree
- 2 disagree
- 3 neither agree nor disagree
- 4 agree
- 5 totally agree

C5 Western music is high-class cultural activity 16

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 totally disagree
- 2 disagree
- 3 neither agree nor disagree
- 4 agree
- 5 totally agree

C6 Western music is difficult and abstract to understand 17

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 totally disagree
- 2 disagree
- 3 neither agree nor disagree
- 4 agree
- 5 totally agree

—

C7 Western music is tasty 18

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 totally disagree
- 2 disagree
- 3 neither agree nor disagree
- 4 agree
- 5 totally agree

C8 Western music is a kind of mental communication 19

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 totally disagree
- 2 disagree
- 3 neither agree nor disagree

- 4 agree
- 5 totally agree

D1 Channel which the respondent get the performance information 20

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 arts centers/performance areas
- 2 advertisements on internet
- 3 graphic advertisements
- 4 promotion letters
- 5 TV/radio broadcasting
- 6 recommendation by friends
- 7 free ticket/coupon
- 8 Music shop
- 9 Not aware/I don't know

D2 Frequency of exposing western performance info 21

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Less than half a year
- 2 Every half year
- 3 Every month
- 4 Every two weeks
- 5 Every week
- 6 Everyday

E1 Respondent's gender 22

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

1 male

2 female

E2 Respondent's age 23

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

1 18-25

2 26-39

3 40-55

4 >56

5 refuse to answer

—

E3 Respondent's education level 24

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 haven't received any education
- 2 primary education
- 3 secondary education
- 4 university
- 5 postgraduate
- 6 refuse to answer

E4 Respondent's occupation 25

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 full time student
- 2 housewife
- 3 unemployed
- 4 "worker, engineer, salesman, clerk"
- 5 civil servant / professional
- 6 management
- 7 self-employed
- 8 retired
- 9 others
- 10 refuse to answer

E5 Respondent's income 26

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 <\$10000
- 2 \$10001-\$20000
- 3 \$20001-\$40000
- 4 \$40001-\$60000
- 5 >\$60000

E6 Education level of respondent's father 27

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 haven't received any education
- 2 primary education
- 3 secondary education
- 4 university
- 5 postgraduate
- 6 refuse to answer

E7 Education level of respondent's mother 28

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 haven't received any education
- 2 primary education
- 3 secondary education
- 4 university
- 5 postgraduate
- 6 refuse to answer

—

SCORE_PR Sum of positive attitudes towards Western Music 29
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8.2
Write Format: F8.2

EMPSTAT Employment status 30
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8.2
Write Format: F8.2

Value	Label
1.00	Full-time student
2.00	Housewife
3.00	Employed
4.00	Unemployed
5.00	Retired
7.00	Self-employed

Appendix 4 - Questionnaire Design

:1b

:
:

A1: _____

© A2

© (!)

A2:

© A4

©

A3

A3

A3: _____

A4

A4:

2788 7186

© B1

✎

Laura Tong enlaura@cityu.edu.hk :

:

: ;

:

✎

A3

:

: ;

:

A5.

a.

b.

c.

d. ()::

B1. ()

a.

b. (B3 B4 B5)

B2.

a.

b.

c.

d.

e.

f.

g. -----

B3.

a. 0 (B6)

b. 1-2

c. 3-4

d. 5-6

e. > 6

B4.

a.

b.

c.

d.

e.

f.

B5.

a. < \$100

b. \$100 - \$500

c. \$500 - \$1000

d. \$1000 - \$2000

e. > \$2000

B6. ()

a. ? ()

b. ()

c. (

)

C1		1	2	3	4	5
C2		1	2	3	4	5
C3		1	2	3	4	5
C4		1	2	3	4	5
C5		1	2	3	4	5
C6		1	2	3	4	5
C7		1	2	3	4	5
C8		1	2	3	4	5

D1. ? ()

a. /

b.

c.

d.

e.

f.

g.

h. /

D2.

a.

b.

c.

d.

e.

f.

E1. _____ :

a. _____

b. _____

E2. _____

a. 18-25

b. 26-39

c. 40-55

d. 56+

e. _____

E3. _____

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

E4. _____ ,

a. _____ (_____)

b. _____

c. _____

d. _____

e. _____ (_____)

f. _____ (_____)

g. _____

h. _____ : _____

i. _____ : _____

j. _____

E5. _____

- a. \$10,000
- b. \$10,001-20,000
- c. \$20001-40,000
- d. \$40,001-60,000
- e. \$60,000
- f.

E.6

- a.
- b.
- c.
- d.
- e.
- f.

E.7

- a.
- b.
- c.
- d.
- e.
- f.

F1.

(): _____

Audience Preference on Attending Western Musical Performances

Telephone Number:

Interviewer Student ID:

Part I. Introduction

A1. Hello, my name is . I am a student at City University of Hong Kong. We are conducting a class project to interview several hundred residents. Your telephone number has been randomly selected. Can I first ask if this is a residential number?

✎ Yes **【continue A2】** Anything in **【 ... 】** is instructions for the interviewers; don't read it out.

✎ No (Thank You and stop) Anything in (...) is instructions for the respondents; read it out.

A2. I need to talk to an adult member of 18 or above in your household whose birthday is the last (i.e., has passed his/her birthday the most recently).

✎ If the person answering the phone is the one with last birthday, jump to A4

✎ Otherwise, ask to speak the person with last birthday

o If the person with last birthday isn't available, ask when the person is available and then call back

【starting A3】

o If the person with last birthday is available, continue A3

A3. Hello, my name is . I am a student at City University of Hong Kong. We are conducting a class project to interview several hundred residents. Your telephone number has been randomly selected.

A4. This interview takes less than 10 minutes. There is no correct or wrong answer to any of the questions. The results will be used only for our academic research. I can guarantee that this is not a sales call and your information and opinion will be kept strictly confidential. You can contact our instructor Professor Jonathan Zhu at 27887186 if you have any inquiry about this survey. May I proceed now?

© If the respondent agrees, continue to B1

© If the respondent agrees, but prefers speaking English, Putonghua, or any other non-Cantonese language that

you don't speak, please make an appointment and then forward the case to Laura Tong

【enlaura@cityu.edu.hk】 :

Telephone No:

Respondent Name: ;

Appointment: Day Time

© If the respondent disagrees or is not ready to talk, make an appointment and then call back

【starting at A3】

Telephone No:

Respondent Name: ;

Appointment: Day Time

A5. The interview was conducted using 【don't ask the respondent; filled by the interviewer】:

- a. Cantonese
- b. Putonghua
- c. English
- d. Other language 【specifying】 :

Part II: Appreciation of Western Music

B1. Have you ever seen any western musical performances? (e.g. orchestral music, opera, ballet, western pop concert, rock music concert, jazz etc)

- a. Yes
- b. No (no need to answer B3, B4, B5)

B2. Please state the type(s) of musical performances you are interested in.

- a. Orchestral music
- b. Opera
- c. Ballet
- d. Western pop concert
- e. Rock music concert
- f. Jazz
- g. Other (*please specify*) : _____

B3. How many western concerts did you attend last year?

- a. 0 (Skip to B6)
- b. 1-2
- c. 3-4
- d. 5-6
- e. >6

B4. How frequent do you attend to the western musical concert?

- a. More than 1 time for a month
- b. 1 time for a month
- c. 1 time for 2 months

- d. 1 time for half a year
- e. More than 1 time for half a year

B5. How much did you spend on buying western musical concerts tickets in last year?

- a. <\$100
- b. \$100 - \$500
- c. \$500 - \$1000
- d. \$1000 - \$2000
- e. \$2000

B6. How much do you know about the western music? (Please list out the below categories)

- a. Please list out some performance organizations: (Please count the number)

- b. Please list out some performance venues in HK: (Please count the number)

- c. Please list out some famous performers / singers: (Please count the number)

Part III: Attitude towards western music

(1 = totally disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = totally agree)

C1. Western music is very interesting.

1 2 3 4 5

C2. Western music is modern.

1 2 3 4 5

C3. Western music matches my living style.

1 2 3 4 5

C4. Western music can make me relax.

1 2 3 4 5

C5. Western music is a high-class cultural activity.

1 2 3 4 5

C6. Western music is difficult and abstract to understand.

1 2 3 4 5

C7. Western music is tasty.

1	2	3	4	5
---	---	---	---	---

C8. Western music is a kind of mental communication.

1	2	3	4	5
---	---	---	---	---

Part IV: Information acquisition of western music performances

D1. From what medium do you **most often** get the information about the western musical concerts? (One answer only)

- a. Arts centers / performance areas
- b. Advertisements on Internet
- c. Graphic advertisement (e.g. newspaper, magazine, posters)
- d. Promotion letters
- e. TV or radio broadcasting
- f. Recommendation by friends
- g. Free ticket / coupon
- h. Not aware of/ I don't know (Skip to E1)

D2. Frequency you expose to western music information:

- a. Everyday
- b. Every week
- c. Every two weeks
- d. Every month
- e. Every half year
- f. Less than half a year

Part V: Personal information

Finally, I would like to have your personal information.

E1. Gender: (If the interviewer can decide, then no need to ask)

- a. Male
- b. Female

E2. Age:

- a. 18 – 25
- b. 26 – 39
- c. 40 – 55
- d. 56+
- e. Refuse to answer (no need to state this out)

E3. Education level:

- a. Haven't Received any Education
- b. Primary Education
- c. Secondary Education
- d. University
- e. Postgraduate
- f. Refuse To Answer (No Need To State This Out)

E4. Occupation: (no need to state out the choices)

- a. Full-time student
- b. Housewife
- c. Unemployed
- d. Worker, engineer, salesman
- e. Civil servant / professional (e.g. doctor, lawyer, teacher)
- f. Management (e.g. administrator)
- g. Self-employed
- h. Retired (please state out the occupation before retired: ____)
- i. Refuse to answer (no need to state this out)

E5. Total income of the whole family:

- a. < \$10,000
- b. \$10,001 – \$20,000
- c. \$20,001 - \$40,000
- d. \$40,001 - \$60,000
- e. \$60,000
- f. Refuse to answer (no need to state this out)

E6. Education level of your father:

- a. Haven't received any education
- b. Primary education
- c. Secondary education
- d. University
- e. Postgraduate
- f. Refuse to answer (no need to state this out)

E7. Education level of your mother:

- a. Haven't received any education
- b. Primary education
- c. Secondary education
- d. University
- e. Postgraduate
- f. Refuse to answer (no need to state this out)

Finale

F1. This is the end of the interview, thank you very much. Please leave me your name as our professor may contact you to confirm the accuracy of this interview.

Name / Nickname: _____

Appendix 5 - Powerpoint Presentation

Audience Preference on Attending Western Musical Performances

Prepared by group 1b

with support from
Jonathan ZHU and Laura TONG

Research conducted by:
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LO Wing-Yi, Wing (50410642)
MAN Wing-Ki, Vicky (50399031)
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WONG Lai-Mong, Anita (50388286)

2005

Definitions

- **Topic: Audience Preference on Attending Western Musical Performances**
 - Definition of Western performances: Any music performance that is NOT in Chinese and/or performed by Chinese artists.
 - For example: Bach, Mozart, Beatles, Michael Jackson (in which most respondents can point out)....
- Audience preference: The concept, attitude, knowledge, habit, consumption pattern, frequency and budget of how HK people over the Western musical performances
- It is a study on how and why the interviewees are driven to attend these performances in HK.

1

Study Objectives

- Hong Kong has been claimed as "Culture Desert" for years.
- However, the HKSAR Government has used up much resources on Western music promotion as reflected in Leisure & Cultural Services Department.
- HKSAR Government is going to build the Western Kowloon Cultural District.
- The study evaluates HK public attitude and patterns of attending western musical performances in 2005.

2

Hypothesis

Hypothesis	Dependent Variable	Independent Variable
1. There is association between respondents' education level and participation of Western musical performance.	Attending Western musical performance (b3).	Education level (e3)
2. Higher income leads to higher participation.	Attending Western musical performance (b3).	Household income (e5).
3. More information exposure leads to higher participation.	Attending Western musical performance (b3).	Information exposure (d2).
4. The attitude towards Western music is homogeneous across different gender.	Perception score (score_pr).	Gender (e1).
5. There is association between respondent's age and attitudes towards Western music.	Perception score (score_pr).	Age (e2).

3

Independent Variables

- Age
- Gender
- Education
- Income level
- Information Exposure

Dependent Variables

- Attendance of Western musical performances
- Attitude towards Western music

4

Questionnaire Design

- A combination of closed-end and open-ended format.
- Attending frequency in the past one year.
- Most preferred types of programs.
- Purchasing amount.
- Degree of positive attitude.
- Basic demographic data.

5

Research Methodology

- Between the two weeks of March 7-24, telephone interviews were conducted.
- 3,000 telephone numbers were randomly selected.
- Each group mate was responsible to complete at least 10 telephone interviews.
- 1,005 call attempts were made with 101 cases successfully completed.

6

Response Rate and Sampling Error

$$se = \sqrt{\frac{p(1-p)}{n}} \times z$$

- Sampling error at 95% confidence level = 0.22
- RR4 = 0.16

7

$$RR4 = \frac{I + P}{(I + P) + (R + NC + O) + e(UH + UO)}$$

$$e = \frac{I + P + R + NC + O}{I + P + R + NC + O + NE}$$

Where I = 101

P=1

R=276

NC=36

O=8

NE=28

e=0.94

UH=235

UO=13

outcome				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	101	100.0	100.0	100.0
1.00	1	.1	.1	10.0
2.00	1	.1	.1	10.2
2.11	1	.1	.1	10.3
2.11	120	11.9	11.9	22.3
2.11	155	15.4	15.4	37.7
2.12	16	1.6	1.6	39.3
2.20	36	3.6	3.6	42.9
2.30	8	.8	.8	43.7
3.00	235	23.4	23.4	67.1
4.00	44	4.4	4.4	71.4
4.00	245	24.5	24.5	95.9
4.00	28	2.8	2.8	98.7
4.10	11	1.1	1.1	99.8
4.10	2	.2	.2	100.0
Total	1005	100.0	100.0	

8

Findings

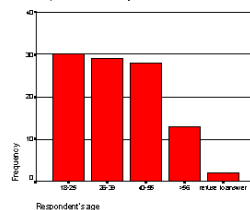
- Appreciation of Western Music
- Attitude towards Western Music
- Information acquisition of Western Music performances
- Personal information

9

Demographic Findings

Respondent's age

Respondent's age	Frequency	Percent	Cumulative Percent
Valid			
18-25	30	29.4	29.4
26-39	29	28.4	57.8
40-55	28	27.5	85.3
>56	13	12.7	98.0
refuse to answer	2	2.0	100.0
Total	102	100.0	

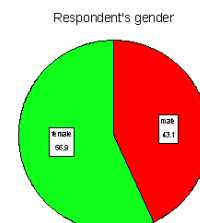


10

Demographic Findings (cont')

Respondent's gender

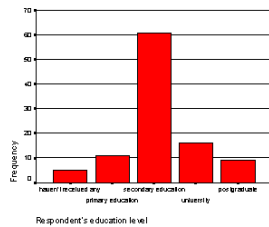
	Frequency	Percent	Cumulative Percent
Valid			
male	44	43.1	43.1
female	58	56.9	100.0
Total	102	100.0	



11

Demographic Findings (cont')

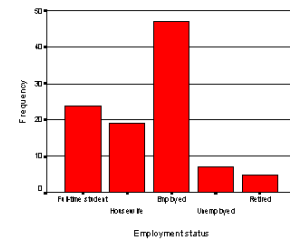
Respondent's education level			
	Frequency	Percent	Cumulative Percent
Valid			
haven't received any education	5	4.9	4.9
primary education	11	10.8	15.7
secondary education	61	59.8	75.5
university	16	15.7	91.2
postgraduate	9	8.8	100.0
Total	102	100.0	



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Demographic Findings (cont')

Employment status			
	Frequency	Percent	Cumulative Percent
Valid			
Full-time student	24	23.5	23.5
Housewife	19	18.6	42.2
Employed	47	46.1	88.2
Unemployed	7	6.9	95.1
Retired	5	4.9	100.0
Total	102	100.0	



3

Hypothesis Testing

Correlations between respondent's education level and participation

			Time(s) that respondent attended the musical performance last year	Respondent's education level
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient	1.000	.269**
		Sig. (1-tailed)	.	.003
	Respondent's education level	Correlation Coefficient	.269**	1.000
		Sig. (1-tailed)	.003	.
		N	101	102

** . Correlation is significant at the .01 level (1-tailed).

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Hypothesis Testing (cont')

Correlations between respondent's income and participation

			Time(s) that respondent attended the musical performance last year	Respondent's income
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient	1.000	.046
		Sig. (1-tailed)	.	.323
	Respondent's income	Correlation Coefficient	.046	1.000
		Sig. (1-tailed)	.323	.
		N	101	102

15

Hypothesis Testing (cont')

Correlations between frequency of information exposure and participation

			Time(s) that respondent attended the musical performance last year	Frequency of exposing western performance info
Spearman's rho	Time(s) that respondent attended the musical performance last year	Correlation Coefficient	1.000	.234*
		Sig. (2-tailed)	.	.019
	Frequency of exposing western performance info	Correlation Coefficient	.234*	1.000
		Sig. (2-tailed)	.019	.
		N	101	102

*. Correlation is significant at the .05 level (2-tailed).

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Hypothesis Testing (cont')

Descriptives

Sum of positive attitudes towards Western Music

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
male	44	26.6818	4.38694	.66136	25.3481	28.0156	18.00	40.00
female	58	25.7241	3.47822	.45671	24.8096	26.6387	20.00	35.00
Total	102	26.1373	3.90491	.38664	25.3703	26.9043	18.00	40.00

ANOVA

Sum of positive attitudes towards Western Music

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.947	1	22.947	1.513	.222
Within Groups	1517.132	100	15.171		
Total	1540.078	101			

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Hypothesis Testing (cont')

Correlations between respondent's age and sum of positive attitudes towards Western music

		Respondent's age	Sum of positive attitudes towards Western Music
Respondent's age	Pearson Correlation	1	-.059
	Sig. (2-tailed)	.	.558
	N	102	102
Sum of positive attitudes towards Western Music	Pearson Correlation	-.059	1
	Sig. (2-tailed)	.558	.
	N	102	102

18

Conclusion

- There is association between respondents' education level and participation of western musical performance.
- There is no relationship between income and participation.
- More information exposure leads to higher participation.
- There is no relationship between perception of Western music and gender.
- There is no relationship between perception of Western music and age.

19

1. Why education relates to Attendance?

- People of higher education will have a higher tendency to attend the musical performances
- The more the people are educated, the more the acceptance and understanding to Western music
- They are more willing to attend musical performances as their leisure activities

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2. Why income doesn't relate to Attendance?

- The income we used in the study is the household income
- The household income doesn't reflect individuals' purchasing power

21

3. Why information exposure relate to Attendance?

- The more the information the people exposed to, the more the understanding of the choices of musical performances
- Thus, a stronger driving force to motivate them to attend the performances
- If there is no information about the performances, will you attend the performances?

22

Limitations

- The range of each interval is not consistent when setting the options are of interval scale
- Without follow-up calling after the first call results in low response rate
- The interviews should be conducted at different time slots to reach different age groups

23

Limitations (cont')

- We should add some statements with negative attitude to avoid bias, the following are the questions in our questionnaire.
- C1. Western music is very interesting.
- C2. Western music is modern.
- C3. Western music matches my living style.
- C4. Western music can make me relax.
- C5. Western music is a high-class cultural activity.
- C6. Western music is difficult and abstract to understand.
- C7. Western music is tasty.
- C8. Western music is a kind of mental communication.

24

Future research

1. The participation and perception of western music after the successful implementation of the West Kowloon Cultural District (WKCD)
2. The popularity of Chinese music in Hong Kong

25

Is the future of WKCD optimistic or pessimistic?

Measure of Music Fondness

Add up c1 - c8.

Mean value of 1=strongly disagree,

2=disagree, 3=neutral, 4=agree, 5=strongly agree.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Degree of fondness	102	18.00	40.00	26.1373	3.90491
Valid N (listwise)	102				

26

- HK people have a noticeable level of fondness in western music.
- From hypothesis 3, information exposure relates to attendance.
- More promotion on the cultural events in WKCD in the future.

27

More questions about WKCD

- Will the attendance rate in music appreciation increase in HK?
- Will people's **perception** towards music become more positive?
- What is the penetration rate of music after the development of WKCD?

28

2.Chinese music

- Chinese classic music
- Will more people pay attention to Chinese instruments and also treat them as an alternative to western music?

29

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