

1st Evaluation Report: Measuring to Transform OAC+CC31

Citizen Survey on Culture and the European Capital of Culture

Cáceres 2031 — June 2026

1. Introduction

With the aim of understanding citizens' perceptions of cultural life in Cáceres and Extremadura, as well as the expectations linked to Cáceres' candidacy as European Capital of Culture 2031, an open survey was conducted that obtained a total of

502 responses. The results allow for the identification of the cultural strengths of the territory, the needs perceived by citizens, and strategic opportunities for the development of the candidacy's cultural programme.

2. Profile of Participants

Age: The predominant group corresponds to people between 36 and 65 years old (57.2%), followed by young people aged 18 to 35 (28.7%). People over 65 years old represent 9.8% of the sample.

[Chart 1] Age range (502 responses)

[Chart] Age distribution

0–18 years	—
18–35 years	28.7%
36–65 years	57.2%
Over 65 years	9.8%

Place of Residence

Participation was primarily local and regional:

- 67.3% resides in Cáceres.
- 19.3% resides in other localities in Extremadura.
- 13.3% resides outside Extremadura.

This confirms a high level of territorial representativeness for analysing cultural perception of the nearby area.

[Chart 2] Place of residence (502 responses)

[Chart] Place of residence

Yes, I live in Cáceres	67.3%
Yes, in another locality in Extremadura	19.3%

I do not live in Extremadura	13.3%
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3. Knowledge of the Cáceres 2031 Project

The level of knowledge about the candidacy is high:

- 61.2% say they know the project.
- 23.3% have heard of it, but not in depth.
- 15.5% declare they do not know it.

These data show significant penetration of the Cáceres 2031 brand, although there is room to expand public communication.

[Chart 3] Knowledge of the project (502 responses)

[Chart] Knowledge of the project

Yes	61.2%
No	15.5%
I have heard of it, but do not know it well	23.3%

4. Assessment of the Current Cultural Scene (responses linked to ECC)

The overall assessment of the cultural offer is positive. On a scale of 0 to 5:

- 44.6% gives the highest score (5).
- 25.5% scores 4.
- 20.3% scores 3.

The average score is approximately **4.0 out of 5**, indicating a favourable perception of existing cultural activity.

[Chart 4] Assessment of the cultural scene (502 responses) — scale 0 to 5

[Chart] Cultural scene assessment

0	4 (0.8%)
1	10 (2%)
2	34 (6.8%)
3	102 (20.3%)
4	128 (25.5%)
5	224 (44.6%)

5. Cultural Participation

Citizens' participation in cultural activities is particularly high:

- 45.2% participates as a regular audience.
- 30.9% participates actively.
- 24.1% participates occasionally.
- Only 5.8% does not participate.

Culture appears as a relevant element of the social life of the territory.

[Chart 5] Cultural participation (502 responses)

[Chart] Participation in cultural life

Yes, actively	155 (30.9%)
Yes, as audience or attendee	227 (45.2%)
Occasionally	121 (24.1%)
No	29 (5.8%)

6. Most Valued Cultural Events

Among the open responses, the following are repeatedly highlighted:

- WOMAD
- JATO
- Festival de Teatro Clásico (Classical Theatre Festival)
- Semana Santa (Holy Week)
- San Jorge
- Mercado Medieval (Medieval Market)
- Extremúsika
- Gala Tacón

The diversity of responses reflects the coexistence of major international events with traditional celebrations and community projects.

7. Detected Cultural Needs

The main cultural demands are:

[Chart 7] What type of events or cultural activities do you feel are most lacking? (502 responses)

[Chart] Cultural needs

Concerts	253 (50.4%)
Theatre	142 (28.3%)
Visual arts / exhibitions	83 (16.5%)

Cinema	124 (24.7%)
Literature	63 (12.5%)
Dance	80 (15.9%)
Urban art	101 (20.1%)
Children's activities	65 (12.9%)
Traditional culture	124 (24.7%)
Festivals	173 (34.5%)
Other	58 (11.6%)

Live music clearly emerges as the main civic demand.

8. Design of Future Activities (Priorities)

The identified priorities are:

Proposal	%
Concerts	49.6%
Activities for young people	38.2%
Festivals	37.5%
Neighbourhood activities	28.9%
Cultural workshops	27.7%

The results suggest the need for a more decentralised programme with greater prominence for young people.

[Chart 8] What would you like more of in your city? (502 responses)

[Chart] Future priorities

Concerts	249 (49.6%)
Theatre	123 (24.5%)
Exhibitions and visual arts	82 (16.3%)
Cultural workshops	139 (27.7%)
Activities for young people	192 (38.2%)
Neighbourhood activities	145 (28.9%)
Festivals	188 (37.5%)
Artistic creation spaces	106 (21.1%)
Other	47 (9.4%)

9. Cultural Interests of Citizens

The most prominent areas of interest are:

- Heritage and tradition (25.3%)
- Music and dance (23.7%)
- Theatre and performing arts (13.7%)
- Cinema and audiovisual (11.8%)
- Photography and graphic design (9.6%)

The combination of heritage and contemporary creation is one of the most relevant features of the cultural profile identified.

[Chart 9] What are your main artistic or cultural interests? (502 responses)

[Chart] Cultural interests

Contemporary art	—
Music and dance	23.7%
Cinema and audiovisual	11.8%
Theatre and performing arts	13.7%
Literature and poetry	—
Photography and graphic design	9.6%
Fashion and aesthetics	—
Heritage and tradition	25.3%

10. Associative Participation

32.7% of those surveyed participate in associations, collectives, or social movements.

Although the majority do not belong to formal organisations (60%), there is a significant base of organised citizens capable of participating in collaborative processes linked to the candidacy.

[Chart 10] Do you belong to or participate in a social movement, association, or collective? (502 responses)

[Chart] Associative participation

Yes	32.7%
No	60%
Prefer not to answer	7.4%

11. Inclusion and Cultural Representation

The collectives for which a greater need for cultural representation is perceived are:

- Youth (29.9%)

- LGBTIQ+ community (14.5%)
- Rural communities (13.5%)
- Elderly people (12.9%)

These results point to the importance of strengthening the inclusive and intergenerational dimension of cultural programming.

[Chart 11] Cultural representation of collectives

12. Heritage

Material Heritage

Citizens clearly identify the main heritage asset as:

- Historic monuments (62.7%)

Well above other categories such as archaeological heritage, theatres, or museums.

[Chart 12] What material heritage do you consider most important in Cáceres or Extremadura? (502 responses)

[Chart] Material heritage

Historic monuments	62.7%
Museums	8.4%
Theatres and performing spaces	9%
Libraries and archives	8.6%
Archaeological heritage	—
Urban art and public space	8.4%

Intangible Heritage

Responses show a balanced appreciation among:

- Folk traditions (31.3%)
- Celebrations and festivals (25.1%)
- Extremaduran cultural identity (15.7%)
- Gastronomy and crafts (15.3%)

The strength of intangible heritage appears as one of the main strategic resources of the candidacy.

[Chart 13] What intangible heritage do you consider most important? (502 responses)

[Chart] Intangible heritage

Folk traditions	31.3%
Celebrations and festivals	25.1%
Gastronomy and crafts	15.3%
Dance and literature	—

Rural customs	—
Extremaduran cultural identity	15.7%

Expectations About the European Capital of Culture

The main expectations are:

- More culture and diversity (40.2%)
- A more open and inclusive city (21.3%)
- A more creative Cáceres (20.5%)

Citizens primarily associate the candidacy with social and cultural transformation, rather than direct economic benefits.

[Chart 14] Expected impact of the Capital of Culture (502 responses)

[Chart] Expected impact

More culture and diversity	40.2%
A more creative Cáceres	20.5%
Visibility for local artists	8.2%
A more open and inclusive city	21.3%
More money for our festivals	9.8%

Desired Legacy

Legacy	%
Greater international visibility	25.3%
More cultural spaces	24.1%
Opportunities for young people and artists	18.1%
A more united community	13.1%

The results show a long-term vision focused on infrastructure, opportunities, and international positioning.

[Chart 15] Desired legacy (502 responses)

[Chart] Desired legacy

More cultural spaces	24.1%
A more united community	13.1%
Greater support for local art	9.8%
New opportunities for young people and artists	18.1%
Greater international visibility for Cáceres	25.3%

A legacy of diversity and cultural participation	9.6%
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Activation of Public Spaces

Open responses repeatedly highlight:

- Plaza Mayor
- Ciudad Monumental (Monumental City)
- Urban parks
- Libraries
- Museums
- Historic palaces
- Peripheral neighbourhoods
- Youth spaces

Citizens demand greater cultural use of everyday and local spaces.

Trust in the Project

The perception of Cáceres 2031's transformative capacity is extraordinarily positive:

- 60% gives the highest score (5/5).
- 21.9% gives a 4.
- Only 4.2% scores between 0 and 2.

More than 80% of the sample believes the candidacy will have a very positive impact on the cultural life of the region.

[Chart 17] Transformative potential of the project (502 responses) — scale 0 to 5

[Chart] Transformative potential

0	4 (0.8%)
1	3 (0.6%)
2	14 (2.8%)
3	70 (13.9%)
4	110 (21.9%)
5	301 (60%)

Strategic Conclusions

The results allow five key messages for the Cáceres 2031 candidacy to be identified:

1. Strong social legitimacy exists

Citizens know the project, actively participate in cultural life, and show high levels of confidence in its transformative potential.

2. Music and festivals are priorities

Concerts, festivals, and musical programming appear repeatedly as the main cultural demands.

3. Young people must play a central role

Young people are the collective whose cultural representation is perceived as most insufficient, and also the audience for which the most activities are requested.

4. Heritage remains the main identity asset

Citizens link Extremaduran cultural identity to both monumental heritage and folk traditions and celebrations.

5. The candidacy is perceived as a transformation opportunity

Expectations are associated with a more creative, open, diverse, and internationalised region, in line with the strategic objectives of Cáceres 2031.

Sample: 502 responses

Source: Survey 'Culture and the European Capital of Culture Cáceres 2031'

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Survey dates: 4, 5, and 6 June 2026. Location: Cáceres city