



Australian Government



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# Arts in Daily Life: Australian Participation in the Arts.

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Technical appendix



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# Appendix I:

## Sample profile

The following sample profile represents unweighted data.

**Table 35: Sample profile: State**

State	n=	%
Total Sample	3004	100
NSW	960	32
VIC	741	25
QLD	600	20
SA	221	7
WA	300	10
TAS	101	3
NT	40	1
ACT	41	1

**Table 36: Sample Profile: Age**

Age	n=	%
Total Sample	3004	100
15–24	281	9
25–34	724	24
35–44	475	16
45–54	494	16
54–67	500	17
65+	530	18

Please note: The age quotas in 2009 were based on two age categories (Under 35 years and Over 35 years). This quota was matched to this again, however sub-quotas were added in the under and over 35 age ranges to ensure a better representation of the population. The 2013 sample resulted in a better spread of ages across the groups before being weighted to match the Australian population exactly (as it was in 2009)

**Table 37: Sample profile: Gender**

Gender	n=	%
Total Sample	3004	100
Male	1492	50
Female	1512	50

**Table 38: Sample profile: Employment Status**

Employment/Activity Status	n=	%
Total Sample	3004	100
Full time paid employment	809	27
Part time paid employment	503	17
Self employed	238	8
Unemployed and looking for work	98	3
Unable to work due to illness or disability	108	4
Retired	773	26
Looking after the home full time	274	9
High school student	52	2
Tertiary student	119	4
Refused	12	0
Don't know	18	1

**Table 39: Sample profile: Education**

Education	n=	%
Total Sample	3004	100
No formal schooling	5	0
Completed primary school	247	8
Completed secondary school	773	26
Certificate level	348	12
Diploma or technical qualification	488	16
University degree	713	24
Post graduate degree or diploma	392	13
Refused	38	1

**Table 40: Sample profile: Country of birth**

Country of birth	n=	%	ABS 2011, %
Total Sample	3004	100	100
Australia	2397	80	70
Canada	5	0	0
China	11	0	1
Eastern Europe	17	1	0
Greece	0	0	0
Hong Kong	6	0	0
India	25	1	1
Italy	5	0	1
Lebanon	7	0	0
Malaysia	14	0	1
New Zealand	67	2	2
Pacific Islands	2	0	nfd
Philippines	18	1	1
South Africa	22	1	1
Spain	2	0	0
United Kingdom	217	7	4
USA	24	1	0
Vietnam	3	0	1
Other	146	5	11
Prefer not to answer/ not stated	16	1	6



**Table 41: Sample profile: Country of parents' birth**

Country of mother/fathers birth	n=	%
Total Sample	3004	100
Australia	2123	71
Canada	9	0
China	22	1
Eastern Europe	60	2
Greece	32	1
Hong Kong	6	0
India	35	1
Italy	66	2
Lebanon	16	1
Malaysia	16	1
New Zealand	92	3
Pacific Islands	3	0
Philippines	20	1
South Africa	19	1
Spain	7	0
United Kingdom	474	16
USA	30	1
Vietnam	10	0
Other	309	10
Prefer not to answer	22	1

**Table 42: Sample profile: Language spoken at home**

Language mainly spoken at home	n=	%
Total Sample	3004	100
English	2861	95
Other	143	5

**Table 43: Sample profile: Person with disability or impairment**

Identify as a person with disability or impairment that affects activities	n=	%
Total Sample	3004	100
Yes	460	15
No	2544	85

**Table 44: Sample profile: Household income**

Household income	n=	%
Total Sample	3004	100
Less than \$20,000	424	14
\$20,000–\$39,999	477	16
\$40,000–\$59,999	434	14
\$60,000–\$79,999	376	13
\$80,000–\$99,999	391	13
\$100,000–\$119,999	257	9
\$120,000–\$139,999	141	5
\$140,000–\$159,999	102	3
\$160,000–\$179,999	64	2
\$180,000–\$199,999	36	1
\$200,000+	81	3
Refuse	221	7

**Table 45: Sample profile: Household type**

Household type	n=	%
Total Sample	3004	100
Live alone	496	17
Share accommodation	195	6
Couple without children	845	28
Family with children	1377	46
Other	61	2
Refused	30	1

**Table 46: Sample profile: Indigenous identification**

Aboriginal or Torres Strait Islander	n=	%
Total Sample	3004	100
Yes	77	3
No	2909	97
Refused	18	1

# Appendix II: Reasons for non-creative participation

The reasons for not creatively participating were aggregated into three categories. Namely opportunity costs, doesn't suit self-image and barriers as follows:

**Table 47: Reasons for not creatively participating coding**

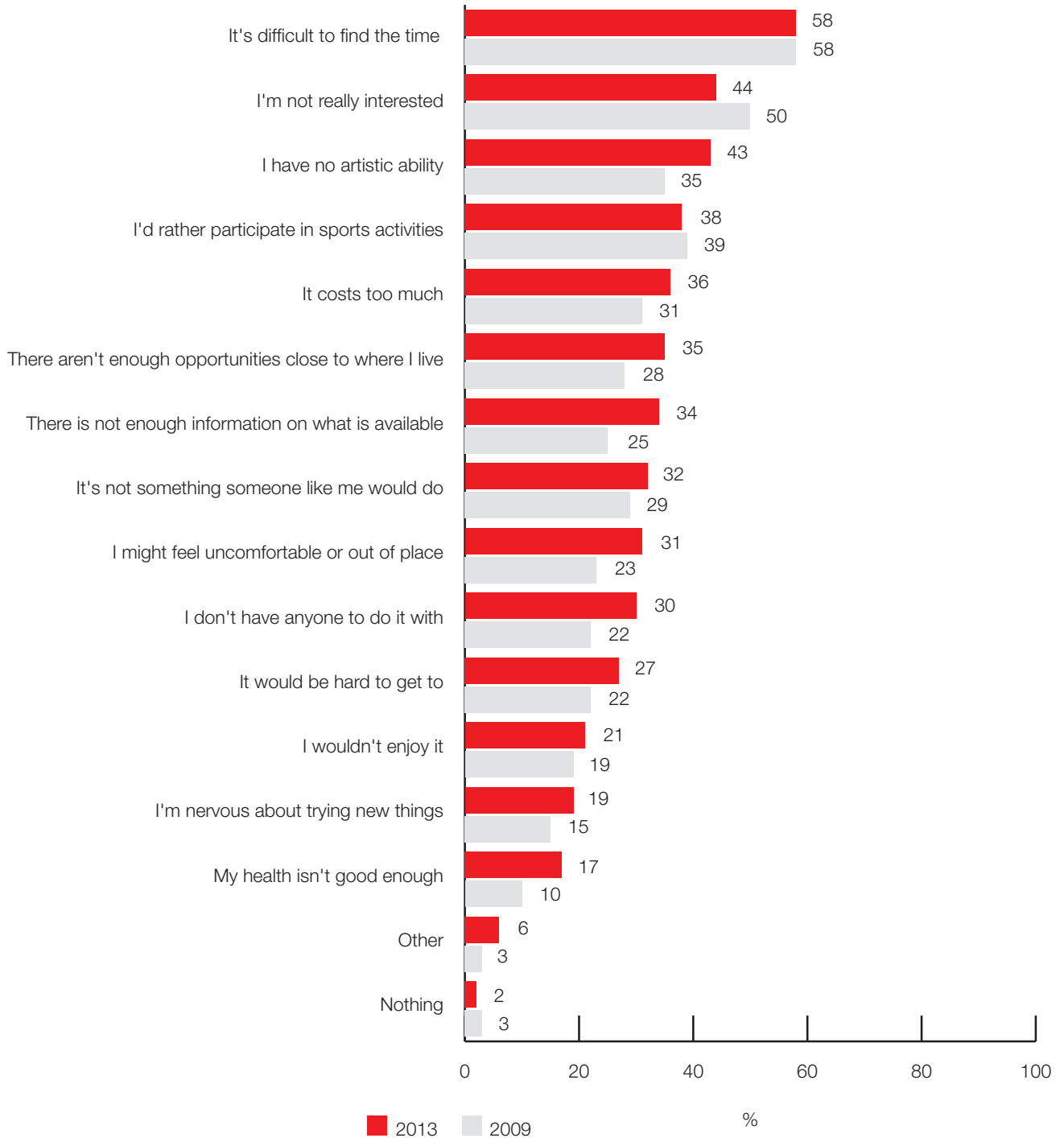
	Recoded as
It's difficult to find the time	Opportunity cost
It costs too much	Opportunity cost
I'm not really interested	Doesn't suit self-image
I don't have anyone to do it with	Barriers
My health isn't good enough	Barriers
It would be hard to get to (e.g. poor transport or remote locations)	Barriers
There is not enough information on what is available	Barriers
I wouldn't enjoy it	Doesn't suit self-image
There aren't enough opportunities close to where I live	Barriers
It's not something someone like me would do	Doesn't suit self-image
I'm nervous about trying new things	Barriers
I have no artistic ability	Doesn't suit self-image
I'd rather participate in sports activities	Opportunity cost
I might feel uncomfortable or out of place	Barriers
Other	

Base: Only those who have not participated in any artform in the previous 12 months at QB1, n=1576. Weighted data used.

Source: QBX3. I'm going to read out some reasons that people have told us is why they don't participate in arts activities, i.e. they don't do or create arts. Please tell me which if any of these apply to you. [Multiple response question]

The detailed reasons for not creatively participating in any artform in the previous 12 months were as follows:

**Figure 25: Reasons for not creating art**



Base: Only those who have not participated in any artform in the previous 12 months at QB1, n=1576. Weighted data used.

Source: QBX3. I'm going to read out some reasons that people have told us is why they don't participate in arts activities, i.e. they don't do or create arts. Please tell me which if any of these apply to you. [Multiple response question]

# Appendix III: Reasons for non-attendance

The reasons for not receptively participating were aggregated into three categories. Namely opportunity costs, doesn't suit self-image and barriers as follows:

**Table 48: Reasons for not attending coding**

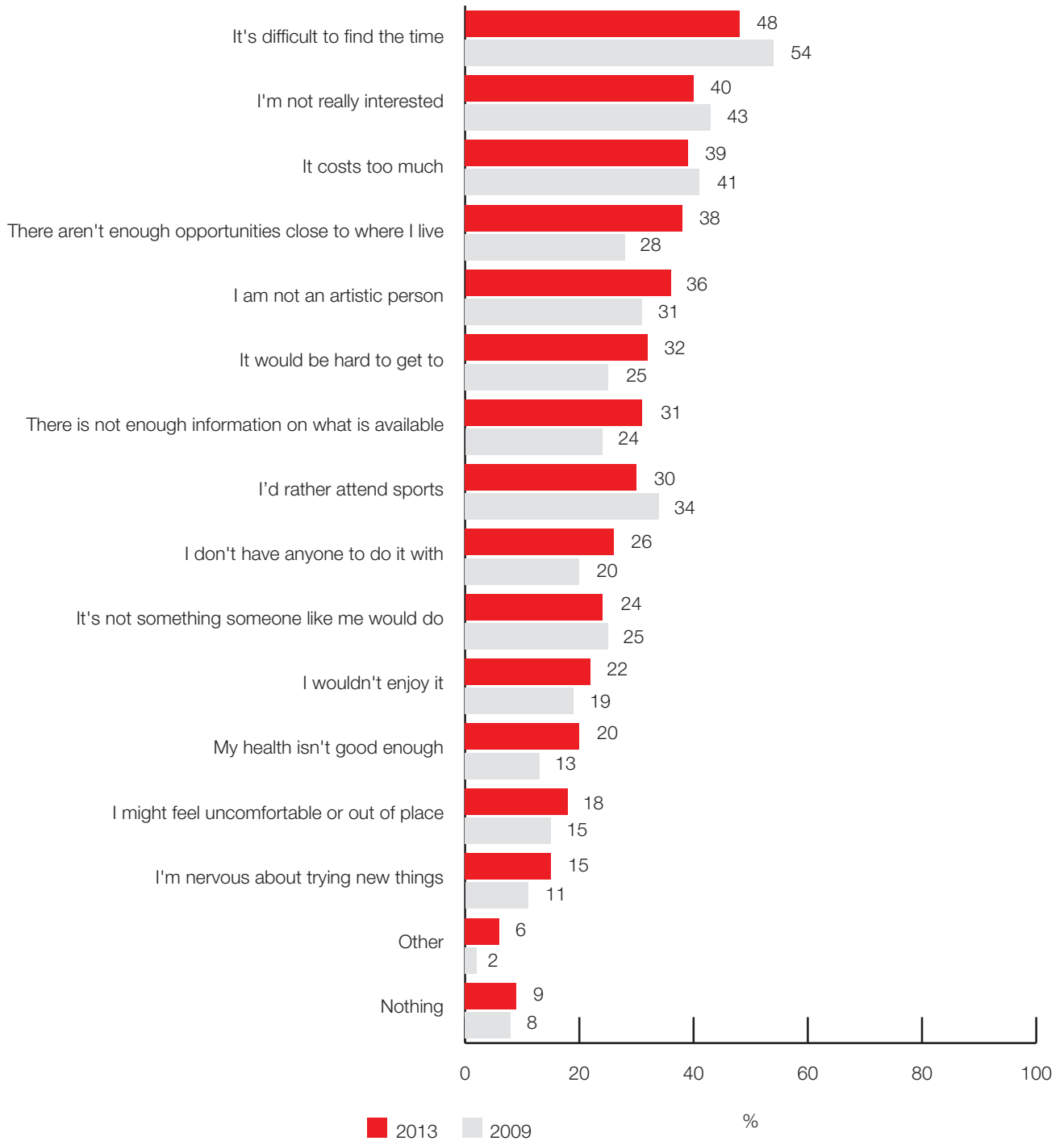
	<b>Recoded as</b>
It's difficult to find the time	Opportunity cost
It costs too much	Opportunity cost
I'm not really interested	Doesn't suit self-image
I don't have anyone to go with	Barriers
My health isn't good enough	Barriers
It would be hard to get to (e.g. poor transport or remote location)	Barriers
There is not enough information on what is available	Barriers
I wouldn't enjoy it	Doesn't suit self-image
There aren't enough opportunities close to where I live	Barriers
It's not something someone like me would do	Doesn't suit self-image
I'm nervous about trying new things	Barriers
I'm not an artistic person	Doesn't suit self-image
I would rather attend sports	Opportunity cost
I might feel uncomfortable or out of place	Barriers
Other	

Base: Only those who have not attended any art event in the previous 12 months at QB1, n=858. Weighted data used.

Source: QBX6. I'm going to read out some reasons that people have told us is why they don't attend arts events and activities. Please tell me which if any of these apply to you. [Multiple response question]

The detailed reasons for not attending in any artform in the previous 12 months were as follows:

**Figure 26: Reasons for not attending art**



Base: Only those who have not attended any art event in the previous 12 months at QB1, n=858. Weighted data used.

Source: QBX6. I'm going to read out some reasons that people have told us is why they don't attend arts events and activities. Please tell me which if any of these apply to you. [Multiple response question]

# Appendix IV: Changes to the 2013 survey

Following extensive consultation in an online forum with key people in the arts industry the 2013 survey was changed in these ways:

## Questions added

- B8, about the frequency of arts events attended as a child
- B9.1 and B9.2, about donating time and money to the arts
- E1 included new statements about attitudes:
  - 'Indigenous arts are well represented in Australia'
  - 'The arts in Australian reflect the diversity of cultures present in Australia'
  - 'Artists should have total freedom of expression'
  - 'I feel proud when Australian artists do well overseas'.
- Z6.1, about the cultural/ethnic identification of respondents
- Z13, asking for respondents' postcode
- a descriptive question about life satisfaction.

## Questions removed

- A3, A4, A4, A6, about self-rating the frequency of attendance and participation and reasons for changes. This can be measured more directly by comparing 2009 data to 2013 data for overall participation and attendance.
- B1, B2, and B4a removed the option 'Other (please specify)' from
- E1 removed two attitudinal statements:
  - 'The arts are an important part of my lifestyle'
  - 'The arts are OK they are just not relevant to me'.
- E2 removed the second set of attitudinal statements to reduce survey length and allow E3, a question about the impact of arts on aspects of society.
- F4, F5 and F6, about influences on attending the arts, removed to reduce survey length.
- Z2, a question about current occupation, Z2.'
- attitudinal question about liking the arts.



## Questions changed

- B2.1 changed categories for how people participate in arts related activities from:
  - hobby done alone or with others; for serious study; for unpaid work; for paid work; other (2009) to
  - alone; friends/family; organised club or group (2013)
- B2.2, B2.3, B6, and B7.2 changed all frequency related questions from an open numeric response (between 0–365) to categories in 2013. Categories used in 2013 were the same as those used to report the 2009 frequency data.
- D1, D2, and D3 substantially changed to reflect the growing importance of the internet.

## Questions updated

- B1 and B4a definitions of creative writing, from, in 2009, 'writing stories, poetry, plays, biographies, essays, and blogs' to 'writing stories, poetry, plays, creative non-fiction'.
- the artform described in 2009 as 'write a biography, memoir, essay or history' changed to 'write creative non-fiction, such as a biography, memoir, personal essay or history'.
- B7.1 and B7.2 added 'graphic novel or comic book' and 'a play' to the list of reading material.
- Z1 added 'unable to work due to illness or disability' to codes for working status.

# Appendix V: Survey questionnaire

Australia Council for the Arts  
Arts Participation Survey 2013  
FINAL – 23 Oct 2013  
CATI – 15-20 mins

## [INTRODUCTION]

Good morning/afternoon/evening. My name is \_\_\_\_\_ from instinct and reason, an independent market research company. We are calling on behalf of the Australia Council for the Arts. We'd like to ask you some questions about the arts. To be truly representative of Australians, we need to speak with people with different types and levels of involvement with the arts, including very little or none - everyone's opinions are important to us. This research is being carried out in accordance with the Australian Market and Social Research Privacy Principles.

The survey will take about 15-20 minutes depending on which questions are relevant to you.

## Would you be interested in participating?

	S/R	
Yes	01	CONTINUE
No	02	THANK AND CLOSE

## Is now a good time?

	S/R	
Yes	01	CONTINUE
No	02	ARRANGE ANOTHER TIME

## Section A – Screeners

### [ASK ALL]

I would like to ask a few questions about you to make sure we've got a good cross section of people right across Australia. Remember there is no information you provide us that will be given to anyone.

#### A1. What age are you at the moment?

	S/R	
RECORD AGE	01	If under 15 years - THANK AND CLOSE
Refused/Don't know / unsure	02	Terminate

#### A2. Record Gender

[DO NOT READ OUT]	S/R	
Male	01	CHECK QUOTAS FOR GENDER
Female	02	

### [READ OUT PREAMBLE TO ALL TO DEFINE THE TERMS – PARTICIPATION AND ATTENDANCE]

This survey looks at two key aspects of the arts; creating it or doing it yourself, or with a group, which we will refer to as participating; and taking in other people's creations which we will refer to as attending.

We want you to focus on where the art activity or event itself is your main reason for participating or attending. For example, singing during religious worship, at a sporting event, or in the shower wouldn't count as participating in the arts; singing lessons would. Stopping to watch a guitarist busk wouldn't count as attending an arts event, but planning to see a guitarist perform in the park would.

Please think about the arts you have participated in or attended, on your own or in a group, in the last 12 months in Australia.

## Section B – Personal Participation in & Attendance of the arts

[ASK ALL]

**B1. I will start by reading out a list of artforms. Please tell me which of the following have you personally participated in or attended in the last 12 months. Your involvement may have been in person or online using your computer or mobile device. Remember, participation is where you have created or done the artform yourself, or with a group, whether as a hobby, or in a professional manner. Attendance is where you have taken in someone else's creation. Just answer yes or no as I read them out. [READ OUT]**

[ROTATE]	Yes - Participated	Yes - Attended	Yes - Both	No - Neither
(a) Visual arts & craft (like painting, photography, digital art, street art, ceramics, woodwork, textiles)	01	02	03	04
(b) Theatre & Dance (like acting, circus, dancing, or being part of a production)	01	02	03	04
(c) Creative Writing (writing stories, poetry, plays, creative non-fiction)	01	XX	03	04
(d) Music (like playing an instrument, singing, writing or mixing music or attending live music such as concerts, bands, music festivals, opera, musicals or cabaret)	01	02	03	04

[CONTINUE IF ANY 'YES' FOR B1, OTHERWISE GO TO B3]

[ASK IF CODE 01-03 FOR B1a-d, OTHERWISE GO TO B3]

**B2. I'd like to find out more about the arts you participate in and attend.**

**What form or forms of [Visual arts & craft/ Theatre & Dance/ Music] did you personally participate in or attend over the last 12 months? [see response table below]**

**[NOTE: CREATIVE WRITING is participation only]**

And what form or forms of Creative Writing did you personally participate in over the last 12 months?

**[ASK QB2.1 WHENEVER CODE 01 or CODE 03 AT QB2 i.e. PARTICIPATION ONLY]**

**B2.1 Did you do this alone, with friends or family (including partner), or as part of an organised club or group? [NOTE: CAN BE MULTIPLE RESPONSE]**

- Alone [01]
- Friends/family [02]
- Organised club or group [03] **NOTE: MAY NEED TO DEFINE 'ORGANISED'**

**[ASK QB2.2 WHENEVER CODE 01 or 03 AT QB2]**

**B2.2 In the past 12 months, how often did you participate in ...? At least**

	S/R
Daily (365)	1
At least twice a week (104-364)	2
At least once a week (52-103)	3
At least twice a month (24-51)	4
At least once a month (12-23)	5
At least once every two months (6-11)	6
Less often (1-5)	7

#### RECORD CODE

**[INTERVIEWER NOTE: DO NOT READ OUT FREQUENCY IN BRACKETS, FOR REFERENCE PURPOSES ONLY]**

**[ASK QB2.3 WHENEVER CODE 02 OR 03 AT QB2]**

**B2.3 In the past 12 months, how often did you attend ...? At least**

	S/R
Daily (365)	1
At least twice a week (104-364)	2
At least once a week (52-103)	3
At least twice a month (24-51)	4
At least once a month (12-23)	5
At least once every two months (6-11)	6
Less often (1-5)	7

#### RECORD CODE

**[INTERVIEWER NOTE: DO NOT READ OUT FREQUENCY IN BRACKETS, FOR REFERENCE PURPOSES ONLY]**

**[ASK A-E FOR THOSE 'YES' TO 'VISUAL ARTS AND CRAFT' AT QB1]**

**[ASK F-L FOR THOSE 'YES' TO 'THEATRE AND DANCE' AT QB1]**

**[ASK M-P FOR THOSE 'YES' TO 'CREATIVE WRITING' AT QB1]**

**[ASK Q-X FOR THOSE 'YES' TO 'MUSIC' AT QB1]**

**[ASK Y FOR THOSE 'YES' TO ANY AT QB1]**

	B2				B2.1	B2.2	B2.3
[ROTATE]	YES - Partici- pate	YES - Attend	YES - Both	NO/ Neither	01 02 03		
A. Photography as an artistic endeavour (rather than to record events)	01	02	03	04			
B. Sculpture or installation art	01	02	03	04			
C. Digital or video art	01	02	03	04			
D. Painting, drawing or street art	01	02	03	04			
E. craft like ceramics , jewellery making, sewing or woodcraft	01	02	03	04			
F. Traditional or contemporary theatre	01	02	03	04			
G. Experimental theatre	01	02	03	04			
H. Circus or physical theatre	01	02	03	04			
I. Ballet or classical dance	01	02	03	04			
J. Social dance like ballroom or street dance	01	02	03	04			
K. Multicultural dance or theatre	01	02	03	04			
L. Contemporary dance	01	02	03	04			
M. Write a novel or short story	01	XX	XX	04			XX
N. Write poetry	01	XX	XX	04			XX
O. Write a play	01	XX	XX	04			XX

	<b>B2</b>				<b>B2.1</b>	<b>B2.2</b>	<b>B2.3</b>
<b>[ROTATE]</b>	<b>YES - Participate</b>	<b>YES - Attend</b>	<b>YES - Both</b>	<b>NO/ Neither</b>	<b>01 02 03</b>		
P. Write creative non-fiction, such as a biography, memoir, personal essay or history	01	XX	XX	04			XX
Q. Play a musical instrument	01	XX	XX	04			XX
R. Sing	01	XX	XX	04			XX
S. Write songs, mix or compose music	01	XX	XX	04			XX
T. Attend the Opera	XX	02	XX	04		XX	
U. Attend Classical music	XX	02	XX	04		XX	
V. Attend Musical theatre, or cabaret	XX	02	XX	04		XX	
W. Attend New classical, electronic or improvised music, or sound art	XX	02	XX	04		XX	
X. Attend Other live music e.g. pop, rock, country, dance, world, jazz, blues, hip hop	XX	02	XX	04		XX	

**[ASK IF PARTICIPATE IN and/or ATTEND AN artform AT B1; i.e. code 01, 02, and 03 - OTHERWISE SKIP B4a]**

**B4a. Thinking about the arts we have just been talking about that you have participated in or attended in the last 12 months, have any of them been ‘Community Art’ activities? By this, I mean the art has been created as part of a community group together with a professional artist who has been paid for their involvement.**

<b>[ROTATE]</b>	<b>YES Participate M/R</b>	<b>YES Attend M/R</b>	<b>NO</b>	<b>Don’t know</b>
(a) Visual arts & craft (like painting, photography, digital art, street art, ceramics, woodwork, textiles)	01	02	03	98
(b) Theatre & Dance (like acting, circus, dancing, or being part of a production, but not music events)	01	02	03	98
(c) Creative Writing (writing stories, poetry, plays, creative non-fiction)	01	XX	03	98
(d) Music (like playing an instrument, singing, writing or mixing music; or attending live music such as concerts, bands, music festivals, opera, musicals or cabaret)	01	02	03	98

**[ASK THOSE THAT ATTENDED ARTS AT B1 i.e. code 02 or 03 FOR B1 OTHERWISE SKIP]**

**B5. Thinking about [INSERT ART FROM] that you have attended, in the last 12 months, were any of these created or performed by Aboriginal or Torres Strait Islander Artists?**

<b>[ROTATE]</b>	<b>YES</b>	<b>NO</b>	<b>Don’t know</b>
(a) Visual arts & craft (like attending exhibitions for painting, photography, digital art, sculpture, ceramics, woodwork, textiles)	1	2	98
(b) Theatre	1	2	98
(c) Dance	1	2	98
(d) Live music	1	2	98

## **NON-PARTICIPATION QUESTIONS**



**[ASK THOSE WHO HAVE NOT PARTICIPATED IN AN artform AT B1, i.e. ONLY CODES 02 OR 04 FOR B1]**

**BX1. Have you ever participated in the arts?**

	S/R
Yes	01
No	02
Don't know	98

**[ASK THOSE WHO HAVE NOT PARTICIPATED IN AN artform AT B1, i.e. ONLY CODES 02 OR 04 FOR B1]**

**BX2. How interested are you in participating in the arts nowadays?**

	S/R
Not at all interested	01
Not interested	02
Neither interested nor uninterested	03
Somewhat interested	04
Very interested	05

**[ASK THOSE WHO HAVE NOT PARTICIPATED IN AN artform AT B1, i.e. ONLY CODES 02 OR 04 FOR B1]**

**BX3. I'm going to read out some reasons that people have told us is why they don't participate in arts activities, i.e. they don't do or create arts. Please tell me which if any of these apply to you. Just answer yes or no as I read these out.**

<b>ROTATE</b>	<b>M/R</b>
It's difficult to find the time	01
It costs too much	02
I'm not really interested	03
I don't have anyone to do it with	04
My health isn't good enough	05
It would be hard to get to (e.g. poor transport or remote locations)	06
There is not enough information on what is available	07
I wouldn't enjoy it	08
There aren't enough opportunities close to where I live	09
It's not something someone like me would do	10
I'm nervous about trying new things	11
I have no artistic ability	12
I'd rather participate in sports activities	13
I might feel uncomfortable or out of place	14
Other (specify) _____	15

#### **NON-ATTENDANCE QUESTIONS (CONT.)**

**[ASK THOSE WHO HAVE NOT ATTENDED AN artform AT B1, i.e. ONLY CODES 01 OR 04 FOR B1]**

**BX4. Have you ever attended an arts event?**

	<b>S/R</b>
Yes	01
No	02
Don't know	98

**[ASK THOSE WHO HAVE NOT ATTENDED AN artform AT B1, ONLY CODES 01 OR 04 FOR B1]**

**BX5. How interested are you in attending arts events nowadays?**

	S/R
Not at all interested	01
Not interested	02
Neither interested nor uninterested	03
Somewhat interested	04
Very interested	05

**[ASK THOSE WHO HAVE NOT ATTENDED AN artform AT B1, ONLY CODES 01 OR 04 FOR B1]**

**BX6. I'm going to read out some reasons that people have told us is why they don't attend arts events and activities. Please tell me which if any of these apply to you. Just answer yes or no as I read these out.**

ROTATE	M/R
It's difficult to find the time	01
It costs too much	02
I'm not really interested	03
I don't have anyone to go with	04
My health isn't good enough	05
It would be hard to get to (e.g. poor transport or remote location)	06
There is not enough information on what is available	07
I wouldn't enjoy it	08
There aren't enough opportunities close to where I live	09
It's not something someone like me would do	10
I'm nervous about trying new things	11
I'm not an artistic person	12
I would rather attend sports	13
I might feel uncomfortable or out of place	14
Other (specify) _____	15

**[ASK ALL]****B6. How often did you intentionally listen to and/or watch recorded music in the last 12 months ...? Was it ...?**

	S/R
Daily	1
At least once a week	3
At least once a month	5
Less often	7
Never	99

**RECORD CODE FOR EACH METHOD BELOW**

	S/R
a) On radio/television	-----
b) Music you own, e.g. CDs, music previously downloaded	-----
c) Through Internet streaming	-----

**[ASK ALL]****B7.1 With the exception of books required for work or school, did you read any of the following in the last 12 months?****[ASK QB7.2 WHENEVER CODE 01 AT QB7.1]****B7.2 How often have you read [INSERT] for pleasure in the last 12 months? Is it**

S/R	S/R
Daily (365)	1
At least twice a week (104-364)	2
At least once a week (52-103)	3
At least twice a month (24-51)	4
At least once a month (12-23)	5
At least once every two months (6-11)	6
Less often (1-5)	7

**RECORD CODE**

**[INTERVIEWER NOTE: DO NOT READ OUT FREQUENCY IN BRACKETS, FOR REFERENCE PURPOSES ONLY]**

	QB7.1		QB7.2
	YES	NO	
<b>[ROTATE]</b>			
a novel	01	02	
a short story	01	02	
poetry	01	02	
creative non-fiction, such as a biography, memoir, essay or history book	01	02	
a graphic novel or comic book	01	02	
a play	01	02	

**[ASK ALL]**

**B8. When you were growing up, how often did your parents take you to arts or cultural events or activities such as galleries, the theatre, or dance or music performances?**

	S/R
Never	01
At least once a month	02
Every few months	03
Once a year	04
Less often than once a year	05

**B9.1 In the past 12 months, have you donated your time and/or money to the arts?**

	S/R
Yes	01
No	02

**[ASK IF B9=1 (donated)]**

**B9.2 And was that by... [READ OUT EACH OPTION]**

	M/R
Donating money	01
Subscribing to an arts organisation's membership program	02
Doing volunteer work	03
Contributing to a crowd funding effort for an arts activity	04
None of these	99

**THERE IS NOW NO SECTION C****Section D – The arts and Digital Engagement**

Now I'd like to ask a few questions about how online and mobile communications is influencing the arts.

**[ASK ALL]**

**D1. Do you have access to the Internet through any of the following channels? Please say yes or no for each one I read out.**

	M/R	
From a desktop computer	01	
From a laptop computer with mobile connectivity	02	
From a tablet	03	
From a smartphone	04	
Other (PLEASE SPECIFY_____)	05	
[DON'T READ] Don't know / not applicable	98	
None of these	99	GO TO QE1

**[ASK ALL]**

**D2. I am going to read out ways that you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.**

		M/R	
A	To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	1	
B	To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	2	
C	To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	3	
D	To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	4	
E	None of these	5	GO TO E1

**[ASK IF ANY CODES SELECTED IN D2, EXCLUDING NONE]**

**D3.1 I want to find out more about the art you have participated in or accessed using the Internet in the past 12 months. Please answer yes or no if you have done the following online via your computer, tablet or mobile device in the last 12 months [READ OUT]**

**[ONLY READ OUT GROUPS CORRESPONDING TO ANSWERS FROM D2]**

**[ASK FOR CODES SELECTED IN D3.1]**

			<b>D3.1</b>	
<b>[ROTATE]</b>			<b>Yes</b>	<b>No</b>
ASK IF CODE A IN D2	1	Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	01	02
	2	Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	01	02
	3	Learned to create music, graphics or stories online	01	02
ASK IF CODE B IN D2	4	Downloaded music	01	02
	5	Watched a recording or live stream of a performance, excluding music	01	02
	6	Looked at visual art or craft, including digital or video art	01	02
	7	Read creative writing	01	02
	8	Accessed an e-book	01	02
	9	Downloaded an audio book	01	02
ASK IF CODE C IN D2	10	Researched or found out more about an artist or arts event	01	02
	11	Investigated ways of being involved with the arts, e.g. lessons or clubs	01	02
	12	Shared or commented on art or an arts organisation using social media	01	02
	13	Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	01	02
ASK IF CODE D IN D2	14	Visited the website of an artist or arts organisation	01	02
	15	Read a blog or email newsletter by an artist or arts organisation	01	02
	16	Visited the Facebook page of an artist or arts organisation	01	02
	17	Followed an artist or arts organization on Twitter	01	02
	18	Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	01	02



## Section E – Attitudes towards, and benefits of, the arts

I would like to ask a few questions about your opinions of the arts. Please remember that by the arts we mean all the different kinds of activities we have been talking about – theatre, dance, opera, classical music, jazz, pop or rock music, visiting art galleries, circus, street arts, painting, craft, as well as reading books and creative writing.

**[ASK ALL]**

**E1. I will read out a number of statements about the arts. For each of them could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?**

	<b>[ROTATE]</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SDA</b>	<b>DK</b>
A	The arts should be an important part of the education of every Australian	05	04	03	02	01	98
B	The arts tend to attract people who are somewhat elitist or pretentious	05	04	03	02	01	98
C	Artists make an important contribution to Australian society	05	04	03	02	01	98
D	The arts require understanding to appreciate them fully	05	04	03	02	01	98
E	People can enjoy both the arts and sport	05	04	03	02	01	98
F	The arts are too expensive	05	04	03	02	01	98
G	Artists should have total freedom of expression	05	04	03	02	01	98
H	There are plenty of opportunities for me to get involved in the arts	05	04	03	02	01	98
I	The arts make for a richer and more meaningful life	05	04	03	02	01	98
J	I feel proud when Australian artists, do well overseas	05	04	03	02	01	98
K	Indigenous arts are an important part of Australia's culture	05	04	03	02	01	98
L	It is exciting to see new styles and types of art	05	04	03	02	01	98
M	The arts should receive public funding	05	04	03	02	01	98
N	The arts are not really for people like me	05	04	03	02	01	98
O	Indigenous arts are well represented in Australia	05	04	03	02	01	98
P	The arts in Australia reflect the diversity of cultures present in Australia	05	04	03	02	01	98

**THERE IS NO E2**

**E3. The arts can play a role in areas of society and our lives. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all, not much impact, some impact, a big impact, or a very big impact?**

**So, how much impact do the arts have on...? [REPEAT AS NECESSARY]**

[ROTATE]	NAA	NM	S	B	VB	DK
Shaping and expressing Australian identity	05	04	03	02	01	98
The economy	05	04	03	02	01	98
Raising awareness about difficult issues facing our society	05	04	03	02	01	98
Our ability to think creatively and develop new ideas	05	04	03	02	01	98
Our ability to express ourselves	05	04	03	02	01	98
Our empathy for others	05	04	03	02	01	98
Community pride and identity	05	04	03	02	01	98
Our connections with family and friends	05	04	03	02	01	98
Child development	05	04	03	02	01	98
Bringing visitors to our community	05	04	03	02	01	98
Helping us deal with stress, anxiety or depression	05	04	03	02	01	98
Our sense of wellbeing and happiness	05	04	03	02	01	98

**DELETED E4**

**E5. Which of the following statements best describes your own attitudes towards Indigenous arts?**

[READ OUT]	S/R
I have a strong interest in Indigenous arts and will continue to	01
My interest in Indigenous arts is growing	02
My interest in Indigenous arts is declining	03
Indigenous arts are of low interest to me and will continue to be low	04
[DON'T READ OUT] Don't know	98

## Section Z - Demographics

### [ASK ALL]

Finally I would like to ask a few questions about you to make sure we've got a good cross section of people:

D14. All things considered, how satisfied are you with your life? Please rate this on a scale of 1-10, where 10 is completely satisfied and 1 is not satisfied at all.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

**DON'T READ OUT** Don't know/ not sure 11

### Z1. Which of the following best describes your current working situation or main activity status?

Full time paid employment	01
Part time paid employment	02
Self employed	03
Unemployed and looking for work	04
Unable to work due to illness or disability	05
Retired	06
Looking after the home full-time	07
High School Student	08
Tertiary Student	09
Refused	99
Don't know	98

### DELETED Z2

### Z3. What is the highest level of education you have completed?

No formal schooling	01
Completed primary school	02
Completed secondary school	03
Certificate level	04
Diploma or technical qualification	05
University degree	06
Post graduate degree or diploma	07
Refused	99

**Z4. In which country were you born?**

[DO NOT READ OUT]	S/R
Australia	01
Canada	02
China	03
Eastern Europe	04
Greece	05
Hong Kong	06
India	07
Italy	08
Lebanon	09
Malaysia	10
New Zealand	11
Pacific Islands	12
Philippines	13
South Africa	14
Spain	15
United Kingdom	16
USA	17
Vietnam	18
Other (specify)_____	19
Prefer not to answer	99

**Z5. In which countries were your mother/father born?**

[DO NOT READ OUT]	M/R
Australia	01
Canada	02
China	03
Eastern Europe	04
Greece	05
Hong Kong	06
India	07
Italy	08
Lebanon	09
Malaysia	10
New Zealand	11
Pacific Islands	12
Philippines	13
South Africa	14
Spain	15
United Kingdom	16
USA	17
Vietnam	18
Other (specify)_____	19
Prefer not to answer	99

**Z6. What language do you mainly speak at home?**

English	01
Other (please specify)	02

**Z6.1 Do you identify as a member of any specific cultural or ethnic group, or groups? Examples of such groups might be Greek, Kurdish, Maori, or Australian.**

[Needs to be coded to allow people to give multiple answers. Code in the analysis phase, using ABS Australian Standard Classification of Cultural and Ethnic Groups.]

**Z7. Do you identify as a person with disability or do you have an impairment that affects the activities you can do?**

Yes	01
No	02

**Z8. Which of these best describes your household income?**

Less than 20,000	01
20,000 – 39,999	02
40,000 – 59,999	03
60,000- 79,999	04
80,000 – 99,999	05
100,000 – 119,999	06
120,000- 139,999	07
140,000- 159,999	08
160,000-179,999	09
180,000 – 199,999	10
200,000 +	11
Other (PLEASE SPECIFY): _____	97
Refused	99

**Z9. Which of these best describes your household?**

Live alone	01
Share accommodation	02
Couple without children	03
Family with children	04
Other (PLEASE SPECIFY): _____	97
Refused	99

**IF CHILDREN****Z9a. How many children are there in the household...?**

Aged under 6	---
Aged 6-10	---
Aged 11-15	---
Aged 16-17	---
Aged over 17	---
Refused	99

**Z9b DELETED****Z10. Are you of Aboriginal or Torres Strait Islander descent?**

Yes	01
No	02
Refused	99

**Z13. What is the postcode where you live?**

Thank you very much for your time today. As part of our quality control process a supervisor may need to check some of my work. 10% of all our work is checked in this way. Could I please just have your first name and permission to call back in case my supervisor needs to re-contact you to check my work?

_____ RECORD NAME	01
REFUSED TO BE VALIDATED	02

I certify that this is a true, accurate and complete interview, conducted in accordance with the ICC/ESOMAR code of ethics and the IQCA, and I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

INTERVIEWER'S SIGNATURE:	DATE:
INTERVIEWER NO:	TEL NO:

**Z11. Finally, would you be prepared to answer some more detailed questions if we contacted you again? We have only scratched the surface here in understanding how Australians make use of the arts in their lives. Would you be interested in potentially participating further another day in another survey or forum where you can explain things more in your own words?**

	S/R	
Yes	01	CONTINUE
No	02	THANK AND CLOSE

**Z12. Would you provide your email address so that we can contact you for further research concerning the arts?**

_____ RECORD EMAIL ADDRESS	01
RE-READ EMAIL ADDRESS TO VALIDATE	02



# Appendix VI:

## Detailed methodology

The Australia Bureau of Statistics' *32010DO001\_200806 Population by Age and Sex, Australian States and Territories, Jun 2008* was used for the weighting strategy to account for any disproportionate sampling according to known demographic profiles.

Around 18,000 phone numbers were generated for this study, and 14,040 ended up being used. Any household that did not participate on the first call (either no answer, call back, answering machine, etc) was called up to an additional three times at different times of the day and on different days of the week to allow participation, and to ensure that we were capturing a good cross section of the community (i.e. those who work, or are socially active, or who play sport etc.). We would only exclude the household once we received a refusal.

There were 20 responses collected from each of the 150 federal government electorates ensuring it was a nationally representative sample.

Telephone interviews were done between 26th October and 18th November 2013, a similar time of year as the 2009 study, which ran from 17th October to 6th November 2009. The average interview took 20 minutes and 35 percent of people responded; in 2009 the response rate was 34 percent.

For the total sample collected, the maximum margin of error at the 95 percent confidence level for a stratified random sample is + or - 1.8 percentage points.

# Appendix VII: Demographic profiles of creative and receptive participation

Table 49: Creative participation by Age – main artforms

	Total		15-24		25-34		35-44		45-54		55-64		65+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	592	281	384	724	312	475	741	494	698	500	279	530
Visual arts & craft	22	<b>30</b>	28	<b>38</b>	25	<b>31</b>	18	<b>32</b>	23	27	19	<b>29</b>	19	22
Theatre & Dance	7	8	17	17	8	8	5	7	7	7	5	5	2	<b>6</b>
Literature	16	16	30	33	17	15	14	14	10	13	11	11	12	14
Music	15	<b>20</b>	30	32	18	20	13	<b>19</b>	9	<b>18</b>	9	<b>16</b>	9	13
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	60	65	44	49	36	<b>48</b>	36	40	36	<b>44</b>	33	39

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the previous 12 months (that is since October '12).

**Table 50: Creative participation by Employment – main artforms**

	Total		Full-time		Part-time		Self-employed		Looking for work		Retired		Home duties		High school student		Tertiary student	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1042	809	660	503	201	238	101	98	458	773	204	274	136	52	177	119
Visual arts & craft	22	<b>30</b>	21	<b>25</b>	23	<b>36</b>	23	<b>35</b>	16	<b>29</b>	20	24	21	<b>33</b>	33	<b>57</b>	28	37
Theatre & Dance	7	8	7	7	8	10	7	9	3	9	2	<b>6</b>	6	4	33	22	15	18
Literature	16	16	12	12	18	19	15	15	19	20	11	12	9	14	43	53	38	35
Music	15	<b>20</b>	13	<b>19</b>	16	<b>23</b>	16	<b>28</b>	21	21	9	<b>14</b>	10	13	33	42	29	29
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	37	<b>42</b>	43	<b>52</b>	39	<b>53</b>	37	<b>51</b>	34	<b>41</b>	34	<b>45</b>	71	82	68	71

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

Table 51: Creative participation by Household Income – main artforms

	Total		Under \$40,000		\$40,000 - \$79,000		\$80,000 - \$119,000		\$120,000 - \$159,000		\$160,000+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	530	901	674	810	489	648	148	243	160	181
Visual arts & craft	22	<b>30</b>	18	<b>28</b>	23	<b>30</b>	27	32	19	<b>28</b>	31	29
Theatre & Dance	7	8	5	7	6	<b>9</b>	9	10	8	6	11	<b>5</b>
Literature	16	16	15	17	15	15	16	17	13	16	20	14
Music	15	<b>20</b>	13	16	14	<b>19</b>	12	<b>24</b>	11	18	25	24
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	37	<b>44</b>	41	<b>47</b>	44	<b>51</b>	38	46	49	49

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 52: Creative participation by Gender – main artforms**

	Total		Male		Female	
	2009	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1428	1492	1578	1512
Visual arts & craft	22	<b>30</b>	20	<b>28</b>	24	<b>32</b>
Theatre & Dance	7	8	7	8	8	9
Literature	16	16	15	16	17	17
Music	15	<b>20</b>	18	<b>22</b>	12	<b>18</b>
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	40	<b>47</b>	42	<b>48</b>

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

Table 53: Creative participation by Household structure – main artforms

	Total		Live alone		Share accommo- dation		Couple without children		Family with children	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
	n	n	n	n	n	n	n	n	n	n
n=	3006	3004	184	496	165	195	297	845	2229	1377
Visual arts & craft	22	<b>30</b>	24	26	30	28	21	26	21	<b>34</b>
Theatre & Dance	7	8	7	6	10	14	6	7	8	9
Literature	16	16	19	14	20	24	12	13	16	17
Music	15	<b>20</b>	15	17	25	25	13	15	14	<b>22</b>
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	47	44	52	54	38	41	40	<b>51</b>

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

Table 54: Receptive participation by Age – main artforms

	Total		15-24		25-34		35-44		45-54		55-64		65+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	592	281	384	724	312	475	741	494	698	500	279	530
Visual arts & craft	38	37	38	35	36	34	38	35	40	41	47	44	33	34
Theatre & Dance	40	38	40	34	41	38	38	43	44	43	46	<b>39</b>	30	32
Music	57	57	68	63	61	59	56	61	58	59	55	54	43	44
Attended at least one artform	72	71	83	<b>73</b>	74	74	69	<b>76</b>	71	74	74	71	62	62
Literature	84	<b>87</b>	83	<b>91</b>	82	<b>87</b>	78	<b>87</b>	85	86	86	87	86	84
Receptively participated in at least one artform	92	<b>94</b>	95	97	91	94	89	93	93	94	92	93	91	90

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).



Table 55: Receptive participation by Employment – main artforms

	Total		Full-time		Part-time		Self-employed		Looking for work		Retired		Home duties		High school student		Tertiary student	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1042	809	660	503	201	238	101	98	458	773	204	274	136	52	177	119
Visual arts & craft	38	37	37	38	43	42	44	48	30	30	34	34	32	31	35	24	47	38
Theatre & Dance	40	38	40	44	45	46	44	47	27	22	34	33	34	33	41	31	47	<b>35</b>
Music	57	57	60	62	64	67	57	<b>67</b>	52	48	44	46	49	53	59	49	66	61
Attended at least one artform	72	71	74	76	78	82	75	<b>83</b>	64	66	63	63	63	65	80	<b>65</b>	85	<b>69</b>
Literature	84	<b>87</b>	80	<b>85</b>	87	<b>92</b>	80	85	73	83	87	86	82	88	80	<b>98</b>	90	91
Receptively participated in at least one artform	92	<b>94</b>	91	93	95	97	90	<b>96</b>	84	91	92	92	89	92	93	100	97	97

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 56: Receptive participation by Household Income – main artforms**

	Total		Under \$40,000		\$40,000 - \$79,000		\$80,000 - \$119,000		\$120,000 - \$159,000		\$160,000+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	530	901	674	810	489	648	148	243	160	181
Visual arts & craft	38	37	31	32	40	<b>35</b>	43	40	49	47	54	<b>43</b>
Theatre & Dance	40	38	29	27	42	39	44	46	48	53	54	47
Music	57	57	44	44	58	56	62	66	67	71	74	70
<i>Attended at least one artform</i>	72	71	62	58	75	71	76	<b>81</b>	83	88	84	82
Literature	84	<b>87</b>	82	84	84	87	87	<b>91</b>	80	<b>91</b>	86	88
<i>Receptively participated in at least one artform</i>	92	<b>94</b>	90	90	93	94	95	96	92	<b>97</b>	97	96

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 57: Receptive participation by Gender – main artforms**

	Total		Male		Female	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1428	1492	1578	1512
Visual arts & craft	38	37	35	36	41	<b>37</b>
Theatre & Dance	40	38	32	34	47	<b>42</b>
Music	57	57	54	54	60	59
<i>Attended at least one artform</i>	72	71	67	69	77	74
Literature	84	<b>87</b>	77	<b>82</b>	89	<b>92</b>
<i>Receptively participated in at least one artform</i>	92	<b>94</b>	88	<b>91</b>	96	96

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 58: Receptive participation by Household Income – main artforms**

	Total		Live alone		Share accomodation		Couple without children		Family with children	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	184	496	165	195	297	845	2229	1377
Visual arts & craft	38	37	39	33	34	36	44	42	37	35
Theatre & Dance	40	38	34	34	33	35	36	42	41	38
Music	57	57	49	50	57	57	61	59	58	58
<i>Attended at least one artform</i>	72	71	67	65	69	71	74	73	73	72
Literature	84	<b>87</b>	86	86	80	<b>88</b>	84	87	83	<b>87</b>
<i>Receptively participated in at least one artform</i>	92	<b>94</b>	93	92	92	93	92	93	92	<b>94</b>

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

# Appendix VIII: Profile of increase in creative participation from 2009 to 2013

**Table 59: Creative participation by age – main artforms**

	Total		15-24		25-34		35-44		45-54		55-64		65+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	592	281	384	724	312	475	741	494	698	500	279	530
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	60	65	44	49	36	<b>48</b>	36	40	36	<b>44</b>	33	39

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

**Table 60: Creative participation by gender – main artforms**

	Total		Male		Female	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1428	1492	1578	1512
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	40	47	42	48

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

**Table 61: Creative participation by employment type**

	Total		Full-time		Part-time		Self-employed		Looking for work		Retired		Home duties		High school student		Tertiary student	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	1042	809	660	503	201	238	101	98	458	773	204	274	136	52	177	119
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	37	<b>42</b>	43	<b>52</b>	39	<b>53</b>	37	<b>51</b>	34	<b>41</b>	34	<b>45</b>	71	82	68	71

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Table 62: Creative participation by education level

	Total		Primary		Secondary		Certificate		Diploma or technical		Degree		Post graduate	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	306	247	928	773	356	348	476	488	736	713	163	392
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	35	43	37	41	39	46	41	46	47	<b>54</b>	50	57

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

**Table 63: Creative participation by household income**

	Total		Under \$40,000		\$40,000 - \$79,000		\$80,000 - \$119,000		\$120,000 - \$159,000		\$160,000+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	530	901	674	810	489	648	148	243	160	181
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	37	<b>44</b>	41	<b>47</b>	44	<b>51</b>	38	46	49	49

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

**Table 64: Creative participation by household type**

	Total		Live alone		Share accommodation		Couple without children		Family with children	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	184	496	165	195	845	2229	1377	<b>51</b>
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	47	44	52	54	41	40	<b>51</b>	

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.



# Appendix IX:

## Regional differences

**Table 65: Creative participation by region – main artforms**

	Total		Metro		Regional	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	2184	2142	822	862
Visual arts & craft	22	<b>30</b>	23	<b>29</b>	21	<b>32</b>
Theatre & Dance	7	8	7	8	8	8
Literature	16	16	17	16	14	17
Music	15	<b>20</b>	15	<b>19</b>	14	<b>20</b>
<i>Creatively participated in at least one artform</i>	41	<b>48</b>	42	<b>47</b>	39	<b>49</b>

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the previous 12 months (that is since October '12).

**Table 66: Receptive participation by region – main artforms**

	Total		Metro		Regional	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	2184	2142	822	862
Visual arts & craft	38	37	38	<b>41</b>	38	<b>33</b>
Theatre & Dance	40	38	41	41	39	<b>32</b>
Literature	84	<b>87</b>	84	<b>88</b>	82	<b>86</b>
Music	57	57	59	59	54	51
<i>Receptively participated in at least one artform</i>	92	<b>94</b>	92	<b>94</b>	92	93

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the previous 12 months (that is since October '12).

**Table 67: Regional receptive participation by age**

	Total Regional		Regional 15-24		Regional 25-34		Regional 35-44		Regional 45-54		Regional 55-64		Regional 65+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	822	862	139	73	108	227	107	143	226	125	167	155	75	139
Visual arts & craft	38	<b>33</b>	37	22	33	35	47	<b>32</b>	37	43	42	35	28	33
Theatre & Dance	39	<b>32</b>	35	24	36	34	42	36	41	36	41	34	26	28

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 68: Regional receptive participation by gender**

	Total Regional		Regional Males		Regional Females	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	822	862	390	430	432	432
Visual arts & craft	38	<b>33</b>	34	33	41	<b>34</b>
Theatre & Dance	39	<b>32</b>	30	30	45	<b>34</b>

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 69: Regional receptive participation by employment type**

	Total Regional		Regional Full-time		Regional Part-time		Regional Self-employed		Regional Looking for work		Regional Retired		Regional Home duties		Regional High school student		Regional Tertiary student	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	822	862	299	209	187	164	59	74	34	25	113	218	55	89	41	15	30	29
Visual arts & craft	38	<b>33</b>	38	36	42	36	43	43	30	26	29	33	30	24	43	20	57	35
Theatre & Dance	39	<b>32</b>	40	38	43	38	38	39	26	26	27	27	33	27	41	30	40	22

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 70: Regional receptive participation by household income**

	Total Regional		Under \$40,000		\$40,000 - \$79,000		\$80,000 - \$119,000		\$120,000 - \$159,000		\$160,000+	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	822	862	171	295	188	240	146	182	40	51	32	42
Visual arts & craft	38	<b>33</b>	30	29	41	36	49	<b>32</b>	42	56	43	35
Theatre & Dance	39	<b>32</b>	30	<b>21</b>	44	<b>34</b>	45	38	39	52	37	47

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in in the last 12 months (that is since October '12).

**Table 71: Attitudes by region**

<b>Attitudes to the arts (Strongly agree + Agree)</b>	<b>Total %</b>	<b>Metro %</b>	<b>Regional %</b>
n=	3004	2142	862
Indigenous arts are an important part of Australia's culture	92	92	93
The arts should be an important part of the education of every Australian	89	89	90
People can enjoy both the arts and sport	96	96	96
I feel proud when Australian artists do well overseas	88	88	90
Artists make an important contribution to Australian society	90	89	91
The arts make for a more richer and meaningful life	85	<b>86</b>	<b>82</b>
It is exciting to see new styles and types of art	84	84	85
The arts should receive public funding	79	79	77
There are plenty of opportunities for me to get involved in the arts	72	<b>75</b>	<b>66</b>
Artists should have total freedom of expression	69	69	69
The arts in Australia reflect the diversity of cultures present in Australia	64	<b>62</b>	<b>67</b>
The arts require understanding to appreciate them fully	58	<b>57</b>	<b>61</b>
Indigenous arts are well represented in Australia	46	46	47
The arts are too expensive	36	<b>38</b>	<b>33</b>
The arts tend to attract people who are somewhat elitist or pretentious	30	30	32
The arts are not really for people like me	13	<b>12</b>	<b>15</b>

Note: Red figures indicate statistically significant differences between Metro and Regional figures at 95% confidence.

Base: Weighted data, n=3004.

Source: QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

**Table 72: Impact of the arts by region**

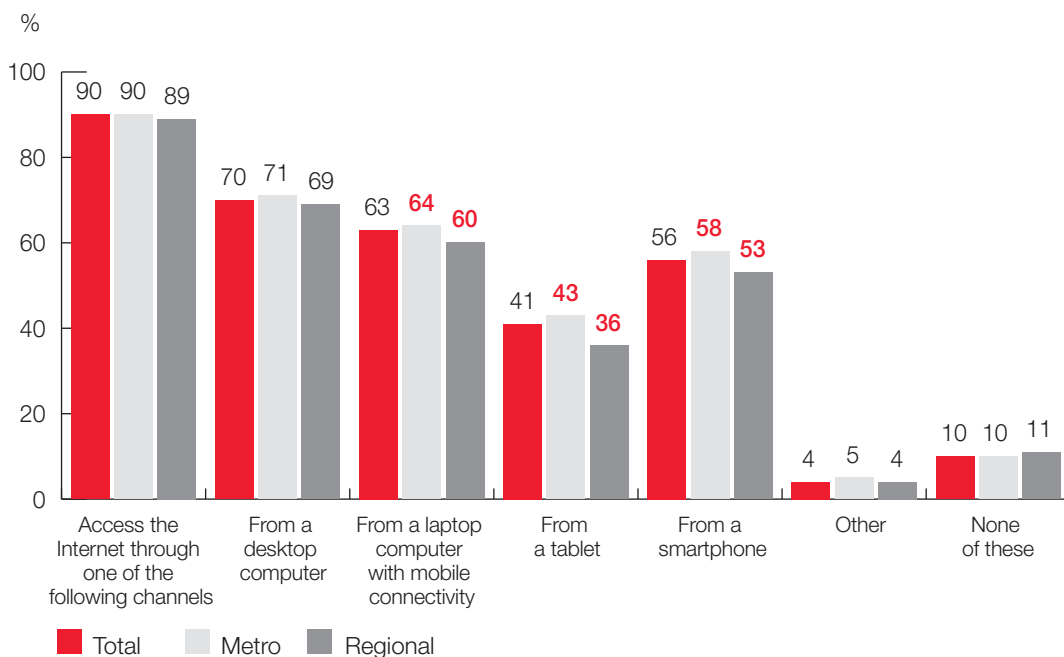
<b>Impact of the arts (Big impact + Very big impact)</b>	<b>Total %</b>	<b>Metro %</b>	<b>Regional %</b>
n=	3004	2142	862
Child development	66	66	66
Our ability to express ourselves	61	61	60
Our ability to think creatively and develop new ideas	59	59	58
Helping us deal with stress, anxiety or depression	56	<b>55</b>	<b>59</b>
Our sense of wellbeing and happiness	52	52	53
Community pride and identity	45	45	47
Shaping and expressing Australian identity	45	45	44
Bringing visitors to our community	43	<b>42</b>	<b>46</b>
Raising awareness about difficult issues facing our society	41	41	40
Our empathy for others	36	36	35
Our connections with family and friends	33	32	34
The economy	22	22	22

Note: Red figures indicate statistically significant differences between Metro and Regional figures at 95% confidence

Base: Weighted data, n=3004.

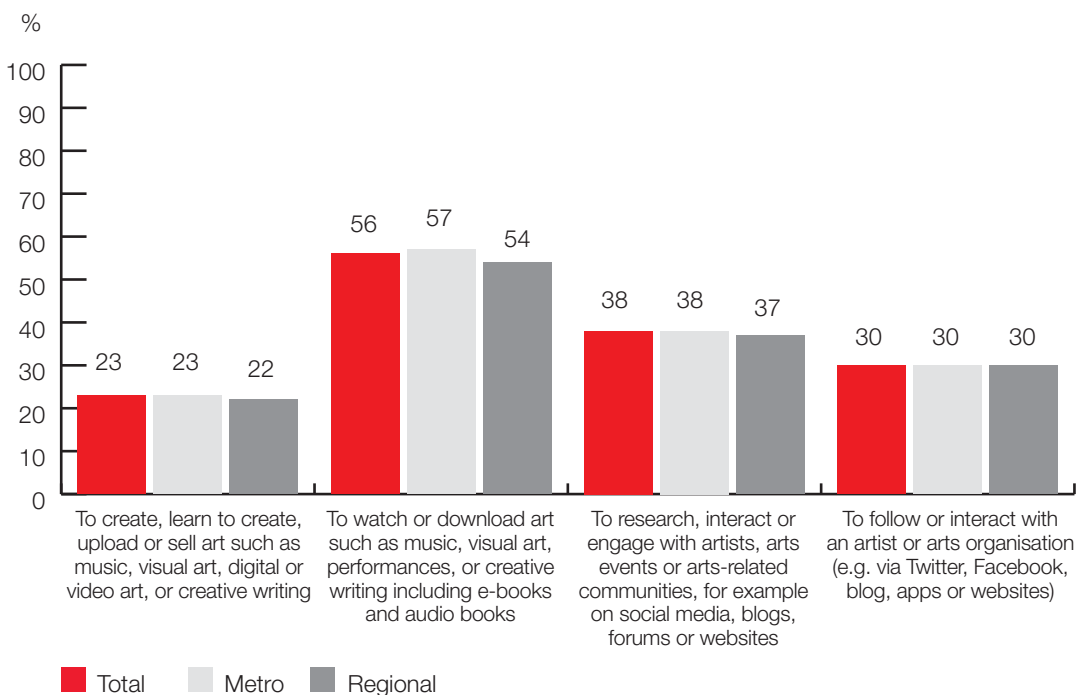
Source: QE1. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all, not much impact, some impact, a big impact, or a very big impact.

**Table 73: Accessing the Internet by location**



Note: Significant differences shown in red compare Metro to Regional at 95% confidence.  
 Base: Total, n=3004; Metro, n=2142; Regional, n=862. Weighted data used.  
 Source: QD1. Do you access the Internet through any of the following channels?

**Table 74: Accessing the arts online by location**



Note: No significant differences between Metro and Regional at 95% confidence.  
 Base: Total, n=3004; Metro, n=2142; Regional, n=862. Weighted data used.  
 Source: QD2. I'm going to read out ways you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.



**Table 75: Ways of accessing the arts online by location**

<b>To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing – 23%</b>	<b>Total %</b>	<b>Metro %</b>	<b>Regional %</b>
n=	3004	2142	862
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	8	8	7
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	8	9	7
Learned to create music, graphics or stories online	8	8	7

Note: No significant differences between Metro and Regional at 95% confidence.

Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.

<b>To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books – 56%</b>	<b>Total %</b>	<b>Metro %</b>	<b>Regional %</b>
n=	3004	2142	862
Downloaded music	45	46	43
Watched a recording or live stream of a performance, excluding music	27	<b>28</b>	<b>23</b>
Looked at visual art or craft, including digital or video art	30	30	30
Read creative writing	18	19	16
Accessed an e-book	31	<b>32</b>	<b>27</b>
Downloaded an audio book	12	12	11

Note: Red figures indicate statistically significant differences between Metro and Regional figures at 95% confidence

Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.

<b>To research, engage with or follow artists, arts events or arts organisations online – 44%</b>	<b>Total %</b>	<b>Metro %</b>	<b>Regional %</b>
n=	3004	2142	862
Researched or found out more about an artist or arts event	33	34	31
Visited the website of an artist or arts organisation	26	26	25
Read a blog or email newsletter by an artist or arts organisation	21	21	20
Visited the Facebook page of an artist or arts organisation	23	23	22
Investigated ways of being involved with the arts, e.g. lessons or clubs	16	16	15
Shared or commented on art or an arts organisation using social media	17	17	17
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	8	9
Followed an artist or arts organization on Twitter	7	<b>7</b>	<b>5</b>
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	9	8	9

Note: Red figures indicate statistically significant differences between Metro and Regional figures at 95% confidence

Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.

# Appendix X: Demographic analysis of those taken to the arts as children

Those who had been taken to arts events as children by their parents at least once a month are more likely to be:

- Women (8 percentage points higher than the average for all Australians)
- Aged 15–24 years (11 points higher than the average)
- Educated with a post graduate qualification (2 points higher than the average)
- Educated with a tertiary qualification to a basic degree (2 points higher than the average)
- Earning \$80-\$120,000 annual household income (2 points higher than the average)
- In a family with children still in the home (4 points higher than the average)

Those who report they weren't ever taken to the arts as children by their parents are more likely to be:

- Male (4 percentage points higher than the average for all Australians)
- Aged 45–54 years (4 points higher than the average)
- Aged 55–64 years (5 points higher than the average)
- Aged 65+ years (7 points higher than the average)
- Educated to secondary level (7 points higher than the average)
- Earning less than \$40k (8 points higher than the average)
- Living with a disability (4 points higher than the average)
- Living alone (4 points higher than the average).

# Appendix XI: Attitudinal differences between Donors and non-Donors

Donors are more likely to:

- be 15–24, at 20 percent, compared with 15 percent for non-donors
- be female, at 56 percent, compared with 49 percent
- participate in or attend the arts, at 97 percent, compared with 75 percent among non-donors
- have been to the arts as a child monthly, at 17 percent compared with 8 percent
- have been to the arts as a child every few months, at 24 percent, compared with 16 percent
- have access to the internet from a desktop computer, at 76 percent, compared with 68 percent
- have access to a smartphone, at 61 percent, compared with 55 percent
- have completed higher education such as a university degree (28 percent, compared with 21 percent) and a post graduate degree/ diploma (18 percent, compared with 10 percent)
- speak English as the main language at home (97 percent, compared with 94 percent)
- have household income of \$80,000–\$119,000, 26 percent, compared with 19 percent.

**Table 76: Attitudes to the arts by donor status**

(Strongly agree + agree)	Total %	Donors %	Non-donors %
n=	3004	789	2215
People can enjoy both the arts and sport	96	96	96
Indigenous arts are an important part of Australia's culture	92	<b>95</b>	91
Artists make an important contribution to Australian society	90	<b>95</b>	88
The arts should be an important part of the education of every Australian	89	<b>95</b>	87
I feel proud when Australian artists do well overseas	88	<b>93</b>	86
The arts make for a more richer and meaningful life	85	<b>93</b>	82
It is exciting to see new styles and types of art	84	<b>92</b>	81
The arts should receive public funding	79	<b>90</b>	75
There are plenty of opportunities for me to get involved in the arts	72	<b>80</b>	69
Artists should have total freedom of expression	69	<b>75</b>	67
The arts in Australia reflect the diversity of cultures present in Australia	64	65	63
The arts require understanding to appreciate them fully	58	52	<b>60</b>
Indigenous arts are well represented in Australia	46	44	47
The arts are too expensive	36	31	<b>38</b>
The arts tend to attract people who are somewhat elitist or pretentious	30	27	<b>32</b>
The arts are not really for people like me	13	4	<b>16</b>

Base: Weighted data used. Note: significance testing compares donors to non-donors, figures in red indicate significantly higher results at 95% confidence.

Source: QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

**Table 77: Impact of the arts by donor status**

(Very big impact + big impact)	Total %	Donors %	Non- donors %
n=	3004	789	2215
Child development	66	<b>75</b>	63
Our ability to express ourselves	61	<b>74</b>	56
Our ability to think creatively and develop new ideas	59	<b>71</b>	55
Helping us deal with stress, anxiety or depression	56	<b>69</b>	52
Our sense of wellbeing and happiness	52	<b>68</b>	47
Community pride and identity	45	<b>58</b>	41
Shaping and expressing Australian identity	45	<b>55</b>	41
Bringing visitors to our community	43	<b>53</b>	40
Raising awareness about difficult issues facing our society	41	<b>54</b>	37
Our empathy for others	36	<b>51</b>	31
Our connections with family and friends	33	<b>44</b>	29
The economy	22	<b>30</b>	19

Note: Weighted data used. Note: significance testing compares donors to non-donors, figures in red indicate significantly higher results at 95% confidence.

Source: QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).



