



Australian Government



Arts in Daily Life: Australian Participation in the Arts.

Report May 2014

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Glossary of terms

These key terms are used in this report:

- 'Attendance' is attendance at live events/art galleries only.
- 'Receptive participation' is attendance at live events/art galleries, plus reading literature.
- 'Creative participation' is actively making art or doing an arts activity oneself.
- 'Donors' are people who contribute either time or money (or both).

Percentages in the report are all rounded to whole numbers.

Mean scores are calculated from word scales; for example, where five means 'very interested' and one means 'not interested at all'. 'Don't know/unsure' responses have been removed.

Significant differences at the 95 percent confidence level are highlighted in **bold red** in the tables and figures.

Arts in Daily Life

Introduction

Arts in Daily Life: Australian Participation in the Arts is an independent study commissioned by the Australia Council, which provides insight into how Australians participate in the arts today. It provides a comparison of shifting attitudes and behavioural trends by benchmarking the findings in 2013 against those from the original study in 2009.

To increase the knowledge base about the shape, state and profile of our national arts landscape the Council has committed to a rigorous research program. Our research aims to inform the way Australians understand the importance of the arts, influence the development of arts support, and enhance the evidence base which contributes to arts policy development.

The outcomes of this study paint a positive picture. Overall engagement with the arts is up and public attitudes to the arts are highly positive. Some of the key results tell us that:

- Australians think the arts enrich our lives
- Australians value Indigenous arts and there are great opportunities to grow audiences
- The arts are important in the lives of Australian children
- More Australians are participating in the arts

It is a testament to the vitality of the arts in this country that Australians feel their daily lives are enriched by the arts, and that those attitudes translate to increasing levels of participation.

The Council has a deep commitment to ensuring there is a sound base of evidence to lead and support a national conversation about arts and culture in Australia. We hope this report provides valuable insights and enables you play an active part in this conversation.



Tony Grybowski
Chief Executive Officer



Bridget Jones
Director, Research and
Strategic Analysis

Executive summary

Overview: The arts in Australia today

Australians increasingly see the arts as important and relevant to their lives. 85 percent say that the arts make for a richer and more meaningful life, an increase of 5 percentage points since 2009 and 14 points since 1999.

95 percent of Australians engaged in the arts in some way in the year before the survey.

Nearly half of Australians participate in the arts as creators in at least one artform, 7 percentage points higher than 2009. Creative participation has increased most in visual arts and craft, and music. Nearly one in three Australians create visual arts or craft. One in five creates music.

71 percent of people attended live events or art galleries in the 12 months before the survey. Nearly all Australians, 94 percent, attended live events or art galleries or read literature in that period.

Only 5 percent of Australians did not engage in the arts at all, compared to 7 percent in 2009.

Australians think the arts have a significant effect on our lives. Two thirds of people say the arts have a big or very big impact on child development; a similar proportion believes the arts affect our ability to express ourselves and think creatively. More than half of Australians believe the arts have an impact on our ability to deal with stress, anxiety or depression and on our personal sense of well-being and happiness.

Australians value their artists. Nine in 10 agree that artists make an important contribution to Australian society. About the same proportion say they 'feel proud when Australian artists do well overseas'. Yet more change is needed in some areas. For example, less than two thirds of people agree that the arts 'reflect the diversity of cultures present in Australia'.

Australians value their artists. Nine in 10 agree that artists make an important contribution to Australian society.

As children, about half of Australians were taken regularly to the arts or cultural events by their parents. A little over a third were never taken to an arts or cultural event by their parents. Those never taken to the arts were less likely to create or attend art in 2013 than those taken at least monthly (70 percent compared to 89 percent). Those who were not taken to arts events by their parents also tended to hold less positive attitudes towards the arts than others.

Almost a quarter of Australians have a strong interest in Indigenous arts, up 5 percentage points since 2009. A further 42 percent say their interest in Indigenous arts is growing. About a quarter of Australians attended an Indigenous arts event in the previous 12 months, up from 17 percent in 2009.

Australians are using the Internet to engage with the arts. Almost a quarter of Australians create, share or sell art on the Internet. More than half use the internet to watch or download art. Nearly half use the internet to research, engage with or follow artists and arts organisations.

Just over a quarter of Australians have made a personal contribution to the arts. 15 percent of Australians did this by volunteering their time, 11 percent by donating money and 7 percent by contributing to crowd funding.

Creative participation in the arts has increased among some social groups. Nearly half of people living with disabilities are creating art, an increase from 35 percent in 2009. Creative participation has also increased to 47 percent of people with at least one parent born in a non-English speaking country, up from 39 percent in 2009.

About a quarter of Australians attended an Indigenous arts event in the previous 12 months, up from 17 percent in 2009.

How Australians engage with the arts

Australians have significantly increased their creative participation in the arts since 2009. Nearly half the population, 48 percent, report creative participation activities in the previous 12 months, an increase of 7 percentage points since 2009.

Nearly all Australians, 94 percent, say they have attended live events or art galleries, or read literature in the past year, an increase of 2 percentage points since 2009. The proportion of Australians who feel that 'The arts are not really for people like me' declined to 13 percent, from 20 percent in 2009.

Only 5 percent of people did not engage in any artform in the previous 12 months, a decrease of 2 percentage points since 2009. When reading is excluded, 19 percent of Australians do not participate in the arts, either as creators or as audiences. However 39 percent of the people who do not create or attend any form of art do engage with the arts online.

Table 1: Arts engagement for total survey sample (includes reading)

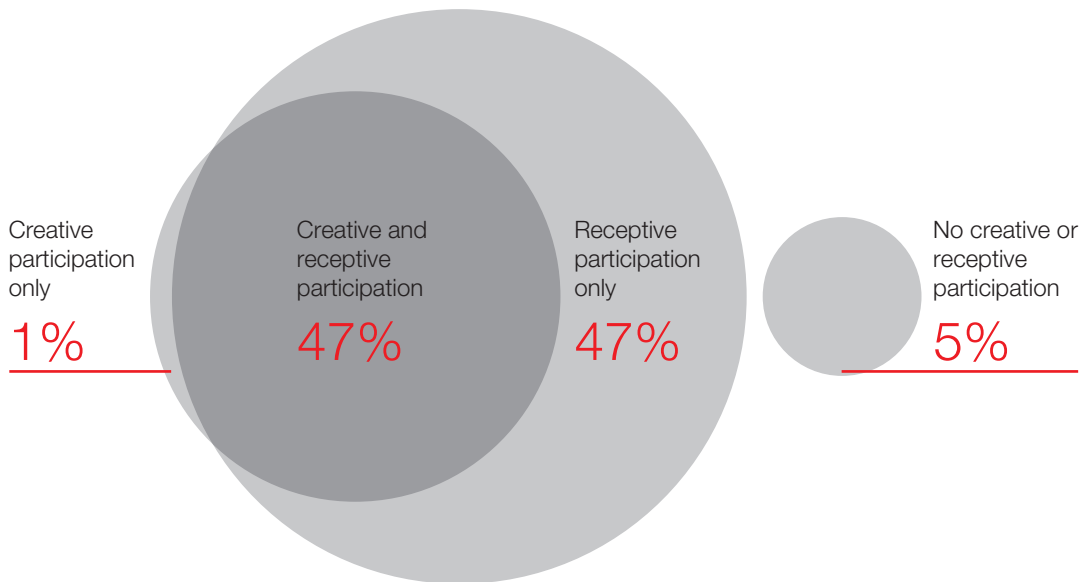
	2009 %	2013 %
Creatively OR receptively participated in at least one artform	93	95
Receptively participated in at least one artform	92	94
Creatively participated in at least one artform	41	48
Have neither creatively nor receptively participated in an artform	7	5

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

Base: 2009 Total weighted sample, n=3006; 2013 Total weighted sample, n=3004.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

Figure 1: Overlap between creative and receptive participation (includes reading)



This 2013 study points to a growing Australian view, held by nine in 10 people, that artists make an important contribution to Australian society. 85 percent of people agree that the arts makes for a richer and more meaningful life up from 80 percent in 2009 and from 71 percent in 1999. 84 percent agree that 'It is exciting to see new styles and types of art'.

Fewer people agree that 'The arts are too expensive', down to 36 percent in 2013 from 39 percent in 2009 and 54 percent in 1999. Fewer Australians, 30 percent, agree that 'The arts tend to attract people who are somewhat elitist or pretentious', down from 34 percent in 2009 and 51 percent in 1999.

Around nine in 10 Australians agree with the statement 'I feel proud when Australian artists do well overseas'. Only 64 percent agree, however, that 'The arts in Australia reflect the diversity of cultures present in Australia'.

Seven in 10 people believe that 'Artists should have total freedom of expression' but 17 percent disagree.

85 percent of people agree that the arts makes for a richer and more meaningful life.

Who makes art in Australia

Some people who only attended the arts in 2009 are now creating art as well. Main increases in creative participation are in:

- visual arts and craft, up to 30 percent from 22 percent in 2009
- music, up to 20 percent from 15 percent in 2009.

Creative participation in theatre and dance, at 8 percent, and literature, at 16 percent, did not change.

People increased their creative participation in all forms of visual arts and craft:

- 14 percent do some kind of craft activity, up from 9 per cent in 2009
- 12 percent do painting or drawing or street art, up from 8 percent
- 12 percent do photography, up from 9 percent
- 4 percent do sculpture or installation art, up from 2 percent
- 6 percent make digital or video art, up from 4 percent.

The form of music that saw the greatest increase in participation was singing, up 4 percentage points since 2009 to 9 percent. Playing a musical instrument also rose by 3 percentage points since 2009 to 14 percent.

How arts audiences are growing

94 percent of Australians are participating in the arts as attendees at live events or galleries, or by reading literature, an increase of 2 percentage points since 2009. While attendance at visual arts and craft events, music, theatre and dance has remained the same, more people are reading, up from 84 percent in 2009 to 87 percent.

Novels are being read by more Australians and are still the most popular form of literature read in Australia. 73 percent of people have read a novel in the previous year, 3 percentage points higher than in 2009. Creative non-fiction, which includes biographies, memoirs or histories, is read by 56 percent of people, up from 52 percent in 2009. Poetry is read by 26 percent of people, up from 21 percent in 2009.

Novels are being read by more Australians and are still the most popular form of literature read in Australia.

Who contributes to the arts

27 percent of all Australians reported volunteering or donating money to the arts in the previous 12 months. They contributed in a variety of ways:

- 54 percent of contributors volunteered for arts organisations
- 39 percent of contributors donated money
- 25 percent of contributors participated in a crowd funding effort for an arts activity
- 24 percent of contributors subscribed to an arts organisation membership program.

Attitudes to the arts

Australians are increasingly positive about the arts. In 2013:

- 85 percent agree that ‘The arts make for a richer and more meaningful life’, up from 80 percent in 2009 and 71 percent in 1999
- 58 percent agree that ‘The arts require understanding to appreciate them fully’, up from 53 percent in 2009
- 81 percent agree that ‘It is exciting to see new styles and types of art’, up from 84 percent in 2009
- 92 percent agree that ‘Indigenous arts are an important part of Australia’s culture’, up from 89 percent in 2009
- Only 13 percent agree that ‘The arts are not for people like me’, down from 20 percent in 2009 and 35 percent in 1999.

A declining number of people, however, agree that ‘The arts should receive public funding’, down to 79 percent in 2013, compared with 85 percent in 2009.

The arts are becoming more accessible as well. There has been a drop in the percentage of people who see price as a barrier, and now only 36 percent agree that ‘The arts are too expensive’, down from 39 percent in 2009 and 54 percent in 1999. There has also been a drop in the percentage of people who believe that ‘The arts tend to attract people who are somewhat elitist or pretentious’, now 30 percent, down from 34 percent in 2009 and 51 percent in 1999.

Many attitudes to the arts among Australians have remained positive. Some of the strongest beliefs are:

- 96 percent agreement that ‘People can enjoy both the arts and sport’
- 90 percent agreement that ‘Artists make an important contribution to Australian society’
- 89 percent agreement that ‘The arts should be an important part of the education of every Australian’.

This 2013 study introduced new questions about the role of the arts in Australian culture and identity.

- 88 percent of people agree that ‘I feel proud when Australian artists do well overseas’.
- Most Australians, though not all, believe that ‘Artists should have total freedom of expression’, with 69 percent in agreement.
- Most Australians, though not all, perceive that ‘The arts in Australia reflect the diversity of cultures present in Australia’, with 64 percent in agreement.

Impact of the arts on quality of life

Australians believe that the arts can have a big impact on quality of life, though this is more confined to impact on individuals than on broader social connections.

In 2013, people believe the biggest impacts of the arts are on:

- the development of children, with 66 percent of people thinking this is a big or very big impact
- our ability to express ourselves, at 61 percent
- our ability to think creatively and develop new ideas, at 59 percent
- our ability to deal with stress, anxiety or depression, at 56 percent
- an improved sense of wellbeing and happiness, at 52 percent.

36 percent of people think the arts have a big impact on our empathy for others. 33 percent think the arts have a big impact on connections with family and friends.

Impact of arts engagement in childhood

35 percent of Australians reported that, as children, they were never taken to arts or cultural events or activities by their parents. Among the 65 percent who were taken to arts or cultural events:

- 35 percent were taken once a year or less often
- percent were taken every few months
- 11 percent were taken monthly.

The 35 percent of people who report that their parents never took them to arts or cultural events or activities are less likely to participate in the arts later in life. For this group:

- 59 percent attended art, compared with 80 percent of those taken monthly
- 37 percent created art, compared with 63 percent of those taken monthly.

30 percent of this group did not creatively participate in or attend arts in 2013, compared with 11 percent for those exposed monthly. One of the main reasons for not attending or creating art among those that had never been taken to arts events as children was that it did not suit their self image. This was mentioned by 74 percent of non-participants who had never been taken to the arts compared to only 51 percent of non-participants that had been taken to the arts monthly as children.

Indigenous arts

92 percent of Australians believe that 'Indigenous arts are an important part of Australia's culture', up from 89 percent in 2009. Though interest in Indigenous arts is growing, 36 percent of people report low or declining interest, the same number as in 2009.

24 percent of people are attending arts created or performed by Indigenous artists, an increase from 17 percent in 2009. There are increases in attendance across all Indigenous artforms, especially visual arts. While there is growing attendance at Indigenous arts, there is still a gap between the number of people interested in Indigenous arts and the number who attend in the previous 12 months. One of the reasons may be getting access to a variety of quality Indigenous arts; only 46 percent agree that 'Indigenous arts are well represented in Australia'.

The internet

Nine in 10 Australians access the internet through a variety of devices, up from eight in 10 in 2009. The internet continues to transform the way people interact with the arts.

In 2009, obstacles to arts participation were identified as a lack of exposure, awareness, time and cost. Qualitative research at that time suggested that lack of exposure and awareness, could be overcome by the internet.

Two thirds of Australians use the internet in some way to engage with the arts. This was only one third in 2009¹. Internet arts engagement activities fall into three broad types of behaviour:

- 56 percent of people consumed arts online by watching or downloading art, including music and books, during the past year
- 44 percent of Australians researched, engaged with or followed artists, arts events or arts organisations online
- 23 percent of Australians used the internet for arts creation by creating or learning to create, uploading or selling arts online.

Increased internet connectivity could be expanding arts engagement beyond creating and attending. In 2013, four in 10 of those who did not create or attend art events over the past year had engaged with the arts online. For those who do not create art or attend events, the internet could be an important connection to the arts.

¹ Please note the survey questions about the arts and the internet changed substantially between 2009 and 2013 in order to reflect the increased presence of the internet since 2009.

Indigenous people²

The creative participation of Indigenous Australians in the arts remains relatively stable, with 44 percent saying they participated as a creator in at least one artform over the previous year. This was the same as in 2009.

Indigenous Australians also attended live events and art galleries or read literature at about the same rate as they did in 2009, except in one case: attendance at music events fell to 47 percent, down from 64 percent in 2009.

People from culturally diverse backgrounds

People born in a non-English speaking country are less likely to creatively participate in the arts: 38 percent, compared with 48 percent for those born in English speaking countries.

Similarly, the main language spoken in the home is associated with levels of creative participation. 40 percent of people who do not speak English as the main language at home create art, compared with 48 percent for those whose main language is English. People who do not speak English at home are more likely to feel that 'The arts are too expensive', at 46 percent, compared with 36 percent for the English speaking population. Also, fewer people who do not speak English at home agree that 'There are plenty of opportunities for me to get involved in the arts', at 64 percent compared with 73 percent.

Though cost and opportunity may inhibit access to creative participation for people speaking English as a second language, they show a firm belief in the right to artistic freedom of expression. 78 percent agree that 'Artists should have total freedom of expression', 10 percentage points more than those who speak English at home.

People with disability

15 percent of people with disability or impairment that affects their everyday activities participated in the survey, up from 11 percent in 2009. This group continues to report much lower levels of arts attendance: in 2013, only 59 percent had attended at least one arts event in the past year, compared with 74 percent of people not with disability.

Creative participation among Australians with disability, at 49 percent, is about the same as for people without disability, at 47 percent.

One in 10 people with disability have not participated at all in the arts over the previous year. This compares with one in 20 for people without disability.

Creative participation among Australians with disability is the same as people without disability.

²Please note that the full diversity of Indigenous cultural activity may not be captured within this report. These figures should not be taken as a full account of engagement with Indigenous arts by Aboriginal and Torres Strait Islander people.

Young people

Young people aged 15–24 are more engaged with the arts than the rest of the population. In 2013, two thirds of young people participated in arts creation of some kind over the previous year, compared with 44 percent for other age groups. This is partly due to school participation and the subjects studied: engagement levels are higher among high school and tertiary students.³

The attitudes of young people towards the arts in 2013 are generally similar to those of other Australians. Yet on some points young people have stronger opinions than other people. They agree that:

- ‘Artists should have total freedom of expression’, at 86 percent, compared with 66 percent for people over 25
- ‘It is exciting to see new styles and types of art’, at 92 percent compared with 83 percent.

They also agree that the arts have a big impact on:

- shaping and expressing cultural identity, at 53 percent, compared with 43 percent for people over 25
- raising awareness about difficult issues facing our society, at 50 percent compared with 39 percent
- our ability to think creatively and develop new ideas, at 73 percent compared with 56 percent
- the ability to express ourselves, at 74 percent compared with 58 percent.

Community arts

In 2013, about a third of Australians were engaged in some form of community art, up from 24 percent in 2009. One in eight reported participation in community arts as creators.

Attendance at community arts events is also growing. In 2009 two in 10 people said they attended community arts; in 2013 this increased to nearly three in 10. The increase was mainly attendance at music events, which grew by 5 percentage points since 2009 to 14 percent in 2013.

Regional Australia

The story in regional Australia falls into two categories. Creative participation has risen amongst regional Australians, from 39 percent in 2009 to 49 percent in 2013. Now people living in regional areas creatively participate at about the same level as those in metropolitan Australia: 49 percent in regional Australia; 47 percent for those living in metropolitan areas.

Yet some survey findings for regional Australians reveal more limited opportunities to attend and participate in the arts than for people in metropolitan areas. 66 percent of people living in regional areas attended at least one arts event in the previous 12 months, compared with 74 percent of people living in metropolitan areas. This is a similar to the picture in 2009, when 69 percent of regional Australians attended an arts event, compared with 73 percent

³ This result was also found in 2009. Australia Council factsheet, Arts participation: How do young people compare? 2010.

of metropolitan people.

Regional Australians report declining attendance at two artforms in particular:

- visual arts and craft, down from 38 percent in 2009 to 33 percent in 2013
- theatre and dance, down from 39 percent to 32 percent in 2013.

Regional attitudes to the arts differ only marginally from those of people living in metropolitan areas but the points of difference are informative to levels of participation:

- 66 percent of people living in the regions agree that ‘there are plenty of opportunities to get involved in the arts’, compared with 75 percent for people in metropolitan areas
- 59 percent of regional dwellers see the arts as having a big impact on ‘helping us manage stress, anxiety and depression’, compared with 55 percent
- 46 percent perceive the potential of the arts in ‘bringing visitors to our community’, compared with 42 percent.

People living in regional areas are more likely to attend a range of Indigenous arts events than those living in metropolitan areas. This includes:

- Indigenous arts and craft attendance for 21 percent of regional dwellers, compared with 16 percent of metropolitan dwellers
- Indigenous dance attendance for 13 percent of regional dwellers, compared with 8 percent of metropolitan dwellers
- Indigenous music attendance for 14 percent of regional dwellers, compared with 9 percent of metropolitan dwellers.

People who do not participate

About one in five Australians neither creatively participated in, nor attended, an arts activity. Though three quarters of this group do read literature – 14 percent of Australians engage with the arts solely by reading.

Looking specifically at creative participation in 2013, 52 percent of Australians had not created art in the previous 12 months. More than half of these, 58 percent, had never creatively engaged with the arts.

Of the people who did not participate in the arts as creators over the previous year, 34 percent are interested in making or doing something artistic, up from 29 percent in 2009.

The main things preventing people who did not participate in the arts as creators are:

- for 81 percent, the opportunity cost; that is, taking time or money from some other activity
- for 73 percent, barriers to access; including distance, opportunity, no-one to do it with, health problems; this is an increase from 64 percent reporting these barriers in 2009
- for 64 percent, poor alignment between the arts and their self-image.

In 2013, 29 percent of people did not attend an arts event in the previous 12 months. Of these, 71 percent attended in the past at some point, and 50 percent are interested in attending in the future. Opportunity costs are the main reasons given for not attending by 72 percent of non-attendees.

For non-attendees at arts events, growing barriers to arts attendance include distance, opportunity, no-one to do it with, or health problems. These barriers affect 67 percent of non-attendees in 2013, compared with 58 percent in 2009.

A small proportion of non-attendees continue to be uninterested in arts, prefer sports or don't see themselves as an arts person. Both in 2013 and 2009, 57 percent of non-attendees did not attend arts activities because they felt the arts did not suit their self-image.

How this survey was conducted

The first stage of this study was an online forum with state arts agencies, to understand the information needs of the industry and inform research requirements.

In the next stage, survey questions were developed and incorporated into the survey design, along with questions retained from the past survey to permit comparisons and map trends.

A copy of the changes and amendments to questions from the 2009 survey can be found at Appendix IV. A copy of the survey questionnaire is at Appendix V.

The agreed survey was then used to interview by telephone 3,004 people aged 15 or more from around Australia.

This survey followed the 2009 survey method, identifying a random sample of people selected to represent:

- all states and territories
- metropolitan and regional areas
- age groups over 15
- men and women.

Survey results were weighted to ABS census data to ensure that they are nationally representative. The weighting specification included state/territory, age and gender.

Australians and the arts in 2013

Engagement with the arts

More Australians are participating in the arts. In 2013, 48 percent of people reported that they participated as creators in at least one artform over the past year, an increase of 7 percentage points since 2009.

Not only are Australians participating in the arts by attending live events and galleries and reading literature, they are increasingly becoming involved as creators. The proportion of people who are participating, both by creating some form of art and also attending live events/galleries or reading literature, is up by 8 percentage points since 2009, to 47 percent.

Literature remains the most popular artform for Australians, and 87 percent of people read some kind of literary work in the 12 months before the survey. For 14 percent of Australians, their participation in the arts is exclusively through reading.

Only 5 percent of people neither make, nor take in, art in any form.

Increases in creative participation are mainly in visual arts and craft and music.

Figure 2: Overlap between creative and receptive participation (includes reading)

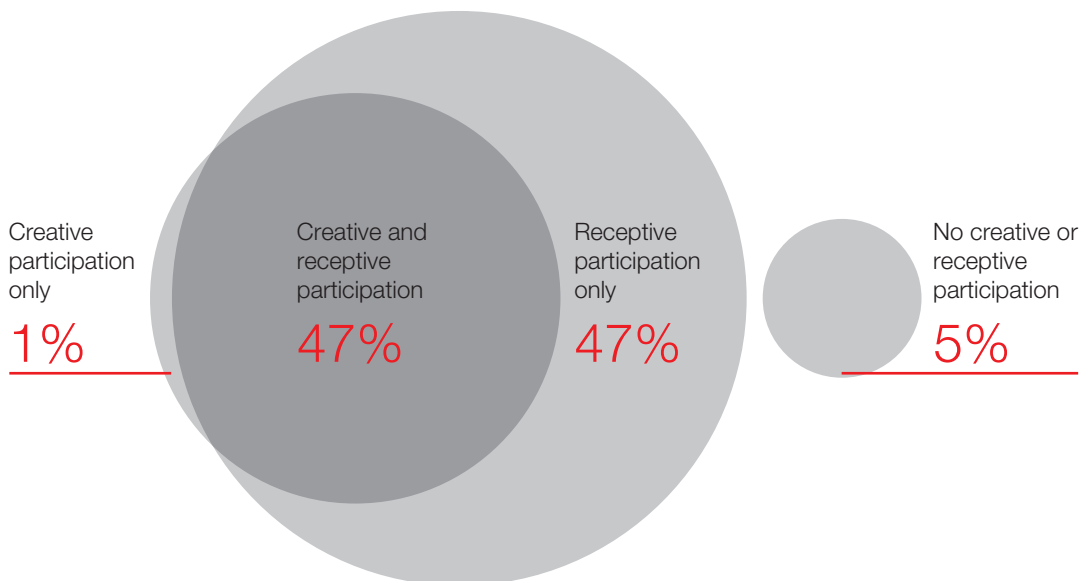


Table 2: Arts engagement (includes reading)

	2009 %	2013 %
Creatively OR receptively participated in at least one artform	93	95
Receptively participated in at least one artform	92	94
Creatively participated in at least one artform	41	48
Have neither creatively nor receptively participated in an artform	7	5

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Base: 2009 Total weighted sample, n=3006; 2013 Total weighted sample, n=3004.
 Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

Arts attendance and creative participation

Attendance at live events or galleries has remained stable since 2009, with 71 percent of Australians attending in the 12 months before the survey. Around eight in 10 people had attended or created art in 2013, also stable with 80 percent in 2009.

However there has been an increase in people that are both creating art and attending art as well. 38 percent of people both attended live events or galleries and created work in one or more artforms, up from 33 percent in 2009.

Figure 3: Overlap between creative participation and attendance (excludes reading)

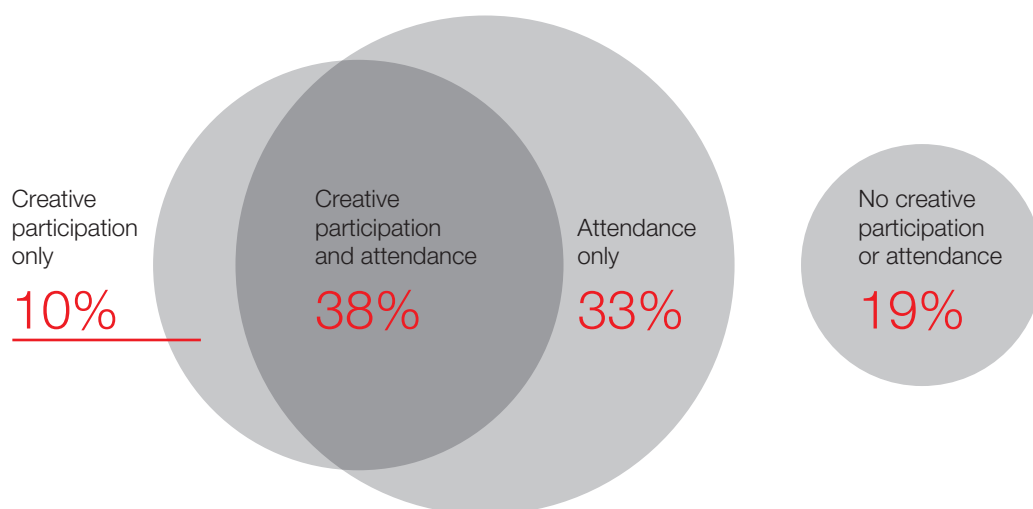


Table 3: Arts engagement (excludes reading)

	2009 %	2013 %
Creatively participated in OR attended at least one artform	80	81
Attended at least one artform	72	71
Creatively participated in at least one artform	41	48
Have neither creatively participated in nor attended an artform	20	19

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

Base: 2009 Total weighted sample, n=3006; 2013 Total weighted sample, n=3004.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

Changes in engagement by main artform

More people are creating visual arts and craft, up a total of 8 percentage points to 30 percent in 2013. More people are also creating music, up a total 5 percentage points to 20 percent in 2013.

More people are reading in 2013, with growth of 4 percentage points to 87 percent in 2013.

Attendance and creative participation in theatre and dance have remained stable since 2009.

More people are creating music, visual arts and craft.

Table 4: Engagement with the arts by artform

	Creative participation only		Creative & receptive participation		Receptive participation only		Did not participate		Net Creative		Net Receptive	
	2009	2013	2009	2013	2009	2013	2009	2013	2009	2013	2009	2013
Visual arts & craft (QB1)	11	16	11	14	27	23	51	47	22	30	38	37
Theatre & Dance (QB1)	3	3	5	5	35	33	58	59	7	8	40	38
Theatre (QB2: F-H)*	1	1	2	1	23	24	75	74	3	2	25	25
Dance (QB2: I-L)*	1	1	1	2	17	18	81	79	2	3	18	20
Literature (QB1)	1	0	15	16	68	71	16	13	16	16	84	87
Music (QB1)	5	7	10	13	47	44	38	37	15	20	57	57
At least one artform (QB1)	1	1	39	47	53	47	7	5	41	48	92	94

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

Base: 2009 Total weighted sample, n=3006; 2013 Total weighted sample, n=3004.

Source: QB1. I am going to read out a list of artforms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

* Excludes 'Multicultural dance or theatre' as this could not be split into either theatre or dance.

Changes in creative participation

Changes by artform

Creative participation rose for visual arts and craft by a total of 8 percentage points, and for music, up a total of 5 percentage points. Creative participation in literature and theatre and dance remain stable.

Changes by social groups

Creative participation in the arts overall is up by 7 percentage points, from 41 percent in 2009 to 48 percent in 2013. The growth in creative participation can be attributed to these groups:

- Young people aged 15 to 24 are the group most engaged with the arts, with 65 percent participating as creators of arts
- People aged 35–44 reported the biggest increases in creative participation, up from 36 percent in 2009 to 48 percent
- People aged 55–64 year olds also reported increases, up from 36 percent in 2009 to 44 percent
- Increases were reported from most employment status categories, among Australians with a university education, households with an income of up to \$120,000 a year (including all income ranges starting from under \$40,000), and families with children.

Changes in creative and receptive participation

Changes by main artforms

Many Australians don't just consume art, they also create it. In 2013, 47 percent of people report doing both, up from 39 percent in 2009.

More people are both creating and attending in:

- visual arts and craft, at 14 percent, up from 11 percent in 2009
- music, at 13 percent, up from 10 percent.

The numbers of people who both attend performances and themselves participate in theatre and dance have remained stable. Similarly, there has been little change in the number of people who both produce and read literature.

Changes in receptive participation

Changes by artform

Australians are increasingly creating art, but more people are also participating in the arts as audiences or by reading. 94 percent of Australians are now doing this, up from 92 percent in 2009.

A growth in reading accounts for most of the increase in receptive participation in Australia. 87 percent of people reported reading literature in 2013, up 3 percentage points from 2009.

The people who make up arts audiences

94 percent of Australians attend live events, art galleries, or read literature, up 2 percentage points since 2009. Growth in activity is coming from these groups:

- Self-employed Australians, up from 90 percent in 2009 to 96 percent in 2013
- Households with incomes of \$120,000–\$159,000 a year, up from 92 percent in 2009 to 97 percent in 2013
- Males, up from 88 percent in 2009 to 91 percent in 2013
- Families with children, up from 92 percent in 2009 to 94 percent in 2013

94 percent of Australians attend live events, art galleries, or read literature, up 2 percentage points since 2009.

Donations of time and money

Personal contribution to the arts

27 percent of people donated their time and/or money to the arts in the past year. They will be called ‘donors’ in this report.

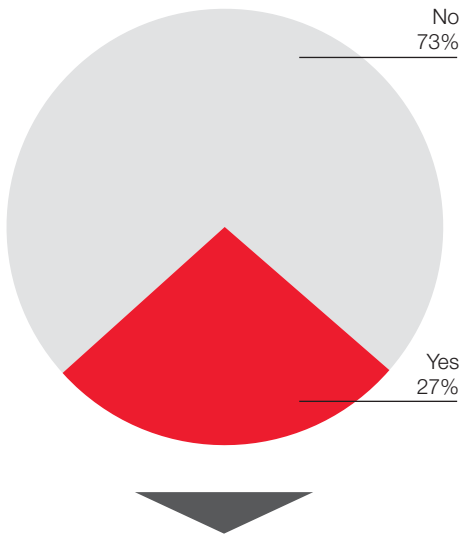
Donors make their greatest contribution through volunteer work, with 54 percent volunteering. Almost four in 10 have donated money. A quarter of donors have contributed to a crowd funding effort for an arts activity, and 24 percent have subscribed to an arts organisation’s membership program.

Donors are more likely to participate both receptively and creatively in all forms of the arts measured. They express more positive attitudes to the arts and see the arts as having stronger and more positive impacts.

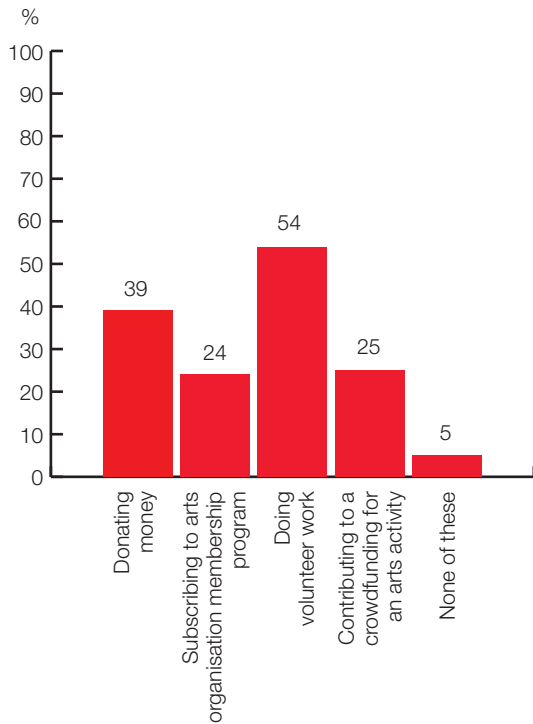
A detailed comparison of donors and non-donors can be found in Appendix XI.

Figure 4: Donation of time and money to the arts

Donated time/money



Breakdown of those who donated time/money



Australian attitudes to the arts

Evolution of attitudes

Australian attitudes towards the arts continue to evolve.

More than four in five Australians agree that the arts make for a richer and more meaningful life, and this view is trending upward, starting at 71 percent in 1999, going to 80 percent in 2009, and 85 percent in 2013.

More than four in five Australians agree that it is exciting to see new styles and types of art; this is up from 81 percent in 2009 to 84 percent in 2013.

Most people do not see any conflict between the enjoyment of both arts and sport. 96 percent of people believe that both can be enjoyed, the same percentage as for the 2009 survey.

Indigenous arts are seen as a very important part of Australia's culture. Although not everyone is interested in attending, people continue to agree that Indigenous arts are important: 89 percent agreed in 2009, 92 percent in 2013.

90 percent of people also agree that artists make an important contribution to Australian society; the same percentage agrees that the arts should be an important part of the education of every Australian.

A declining number of Australians agree that the arts are 'not for people like me', going down from 20 percent in 2009 to 13 percent in 2013.

Fewer agree that the arts tend to attract people who are somewhat elitist and pretentious. Half of Australians thought this in 1999 but only one in three in 2009; this has fallen further, down to 30 percent, in 2013.

Fewer now agree that the arts are too expensive, continuing a downward trend in this barrier to engagement with the arts: 54 percent in 1999, 39 percent in 2009 and 36 percent in 2013.

Of interest is the finding that fewer Australians think the arts should receive public funding, from 85 percent in 2009 down to 79 percent in 2013. There is still very strong support for public funding for the arts overall but some Australians are changing their views about the need for it.

Table 5: Attitudes to the arts

	1999	2009	2013
Attitudes to the arts	Strongly agree & agree %	Strongly agree & agree %	Strongly agree & agree %
People can enjoy both the arts and sport	-	96	96
Indigenous arts are an important part of Australia's culture	-	89	92
Artists make an important contribution to Australian society	-	-	90
The arts should be an important part of the education of every Australian	85	90	89
I feel proud when Australian artists do well overseas	-	-	88
The arts make for a more richer and meaningful life	71	80	85
It is exciting to see new styles and types of art	-	81	84
The arts should receive public funding	-	85	79
There are plenty of opportunities for me to get involved in the arts	56	70	72
Artists should have total freedom of expression	-	-	69
The arts in Australia reflect the diversity of cultures present in Australia	-	-	64
The arts require understanding to appreciate them fully	59	53	58
Indigenous arts are well represented in Australia	-	-	46
The arts are too expensive	54	39	36
The arts tend to attract people who are somewhat elitist or pretentious	51	34	30
The arts are not really for people like me	35	20	13

Note: Red figures indicate statistically significant differences from 2009 to 2013 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?

New attitudes to the arts

The 2013 survey included some new questions about attitudes to the arts. One question asked whether people 'feel proud when Australian artists do well overseas'. Almost nine in 10 Australians agree with this, signalling the capacity of our artists to promote national pride and identity on the international stage.

Seven in 10 people agree that artists should have total freedom of expression. Though this is a strong result, it does indicate a significant number of people who expect artists to exercise some restraint.

Almost two thirds of people agree that the arts in Australia reflect the diversity of cultures represented in this country, though some question whether this is true.

Seven in 10 people agree that artists should have total freedom of expression.

Impact of the arts in 2013

Key impacts

This study asked Australians where they thought the arts had a big or very big impact. Most people think the arts have a big or very big impact in five areas:

- child development, at 66 percent
- our ability to express ourselves, at 61 percent
- our ability to think creatively and develop new ideas, at 59 percent
- helping us deal with stress, anxiety or depression, at 56 percent
- our sense of wellbeing and happiness, at 52 percent.

There are other statements about the role of the arts that do not inspire majority agreement. 45 percent people think that the arts can have a big impact on a sense of community pride and identity, or that they can play a role in shaping and expressing Australian identity.

43 percent agree that the arts have a big or very big impact on bringing visitors to the community.

41 percent agree that the arts has a big or very big impact in raising awareness about difficult issues facing our society. Relatively fewer, 36 percent, think the arts have a big impact on our empathy for others. A third of people believe the arts have an impact on building connection with family and friends.

One in five, believe the arts can have an impact on the economy.

**Most people think
the arts have a big
or very big impact on
our sense of wellbeing
and happiness.**

Table 6: Impacts of the arts

Impact of the arts	Mean score	Big impact + Very big impact %
Child development	3.89	66
Our ability to express ourselves	3.74	61
Our ability to think creatively and develop new ideas	3.72	59
Helping us deal with stress, anxiety or depression	3.67	56
Our sense of wellbeing and happiness	3.60	52
Community pride and identity	3.49	45
Shaping and expressing Australian identity	3.47	45
Bringing visitors to our community	3.44	43
Raising awareness about difficult issues facing our society	3.36	41
Our empathy for others	3.31	36
Our connections with family and friends	3.19	33
The economy	2.92	22

Note: Mean score indicated below in question text. The higher the mean score, the higher the impact.

Base: Weighted data, n=3004.

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).

Access to the arts during childhood

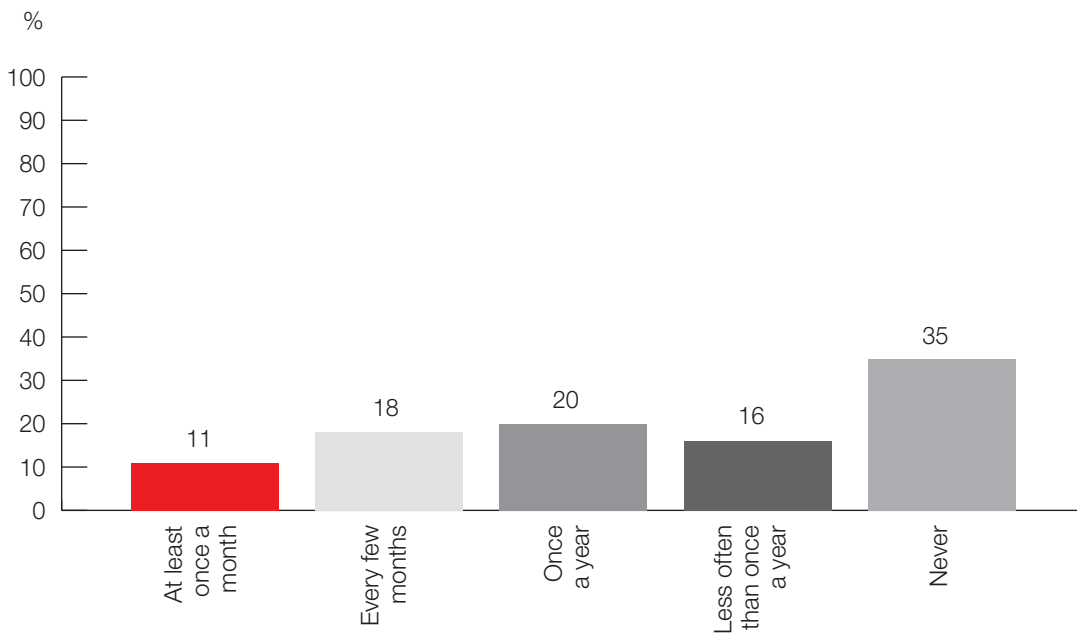
Levels of access to the arts

To understand the relationship between Australians' arts engagement and their attendance at arts events as a child, we asked participants how often they were taken as children to arts events by their parents. Around two thirds of people, 65 percent, reported that they had been taken to the arts or cultural events by their parents. They were taken with varying degrees of frequency: about one in 10 reported being taken on a monthly basis, nearly one in five went every few months, and one in five about once a year.

Overall, about a half of Australians had regular exposure to the arts or cultural events via their parents, while one in three had never been taken to an arts or cultural event as children.

Some groups are more likely report exposure to the arts as children: younger people, women, higher educated people and those from wealthier households. A detailed demographic analysis of those taken to the arts as children can be found in Appendix X.

Figure 5: Exposure to the arts as children



Impact of childhood exposure to the arts

People who were never taken to arts events as children are significantly less likely to have creatively participated or attended the arts in the previous 12 months. They are also about

three times more likely not to have participated in any way in the arts in the previous 12 months, compared with those taken as children to arts events monthly, or every few months.

Table 7: Impact of exposure to the arts in childhood on arts creation

	Total %	Frequency taken to arts as a child				
		At least once a month	Every few months	Once a year	Less often than once a year	Never
	n=3004 %	n=317 %	n=535 %	n=611 %	n=474 %	n=1066 %
Creatively participated in OR attended at least one artform	81	89	92	86	81	70
Attended at least one artform	71	80	84	79	69	59
Creatively participated in at least one artform	48	63	61	48	46	37
Have neither creatively participated in nor attended an artform	19	11	8	14	19	30

Note: Red figures indicate statistically significant differences compared to total column at 95% confidence.

Reasons for not participating

The main reason given by people who do not participate in the arts even though they had extensive exposure as children is the opportunity cost. They have other competing interests in their lives and are unable to participate much as a result.

By contrast, people who were never taken to the arts as children are more likely to explain their non-participation by saying that arts do not suit their self image. They also cite opportunity costs and a range of barriers, such as distance, opportunity, no-one to do it with, and health problems, as the reasons for both non-creative participation and non-attendance.

Table 8: Impact of exposure to the arts in childhood on arts attendance

	Frequency taken to arts as a child					
	Total	At least once a month	Every few months	Once a year	Less often than once a year	Never
	n=3004 %	n=317 %	n=535 %	n=611 %	n=474 %	n=1066 %
Not creatively participating – Opportunity cost	81	87	82	80	82	80
Not creatively participating – Barriers	73	80	68	74	75	73
Not creatively participating – Doesn't suit self-image	64	51	49	59	65	74
Not attending – Opportunity cost	72	69	70	74	76	71
Not attending – Barriers	67	72	68	68	72	64
Not attending – Doesn't suit self-image	57	55	36	53	61	61

Note: Red figures indicate statistically significant changes compared to total column at 95% confidence.

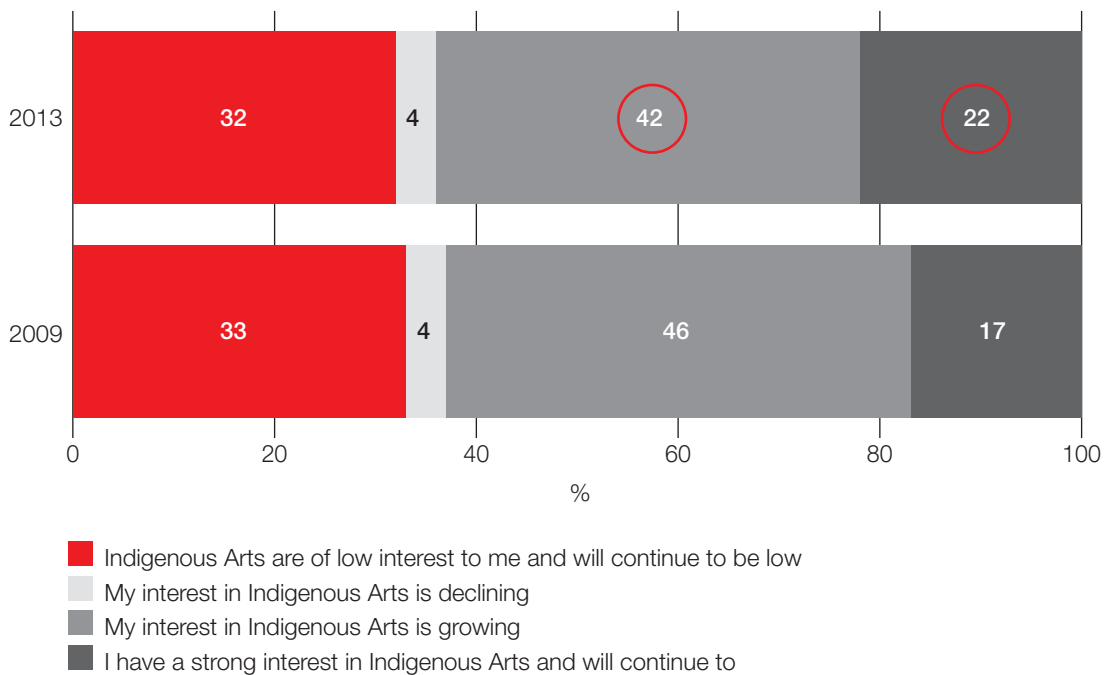
Australians and Indigenous arts

What Australians think about Indigenous arts

Nine in 10 Australians agree that Indigenous arts are an important part of Australia’s culture, and more say they have a strong interest in Indigenous arts, up from 17 percent in 2009 to 22 percent in 2013. More than four in 10 say their interest is growing.

Around a third of Australians, however, reported low or declining interest in Indigenous arts in 2013. Yet this personal lack of interest does not appear to be related to their recognition of the importance of Indigenous arts.

Figure 6: Interest in Indigenous arts



Note: Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.
 Base: Total sample excluding 'don't know', 2009/2013: n=2872/2883. Weighted data used.
 Source: QE5. Which of the following statements best describes your own attitudes towards Indigenous arts?

Table 9: Importance of Indigenous arts in Australian culture and level of interest

		Strong interest in Indigenous arts %	Growing interest in Indigenous arts %	Declining interest in Indigenous arts %	Low interest in Indigenous arts %
n =		642	1195	119	927
Indigenous arts are an important part of Australia's culture	Strongly agree	50	40	25	15
	Agree	48	59	58	66
	Neither agree nor disagree	1	1	11	10
	Disagree	0	1	6	6
	Strongly disagree	0	0	0	2
	Don't know	0	0	0	1

While most Australians feel Indigenous arts are important, less than half agree that they are currently well represented in Australia. People with a strong or

growing interest in Indigenous arts are more likely to disagree that Indigenous arts are well represented.³

Table 10: Belief that Indigenous arts are well represented in Australia and level of interest

		Strong interest in Indigenous arts %	Growing interest in Indigenous arts %	Declining interest in Indigenous arts %	Low interest in Indigenous arts %
n =		642	1195	119	927
Indigenous arts are well represented in Australia	Strongly agree	5	3	6	4
	Agree	42	38	48	49
	Neither agree nor disagree	16	21	20	20
	Disagree	29	31	19	14
	Strongly disagree	5	4	3	3
	Don't know	3	4	4	10

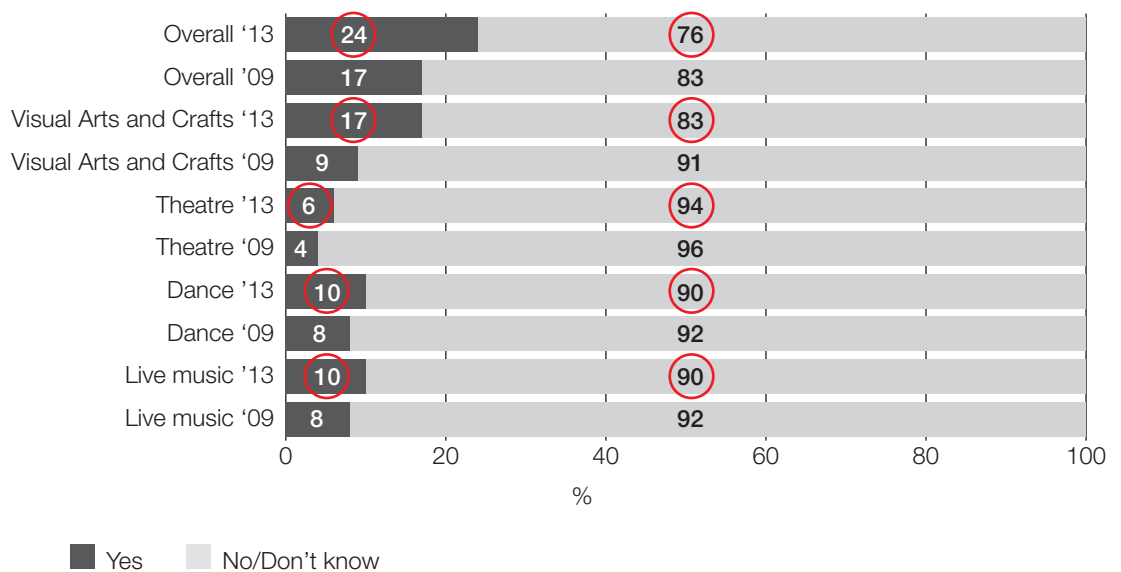
⁴ However, all groups were still more likely to agree than disagree that Indigenous arts are well represented in Australia.

Attendance at Indigenous arts

More Australians are attending arts activities that were created or performed by Indigenous people. Compared with 2009, Indigenous arts attendance in 2013 is up by 7 percentage points, to 24 percent.

Attendance at Indigenous arts is up for visual arts and craft, up 8 percentage points, and Indigenous theatre, dance, and live music, each up 2 percentage points.

Figure 7: Attendance at Indigenous arts



Note: Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.
 Base: Total sample, 2009/2013: n=3004/3006. Weighted data used.
 Source: QB5. Thinking about the arts we have just been talking about that you have attended in the previous 12 months, were any of these created or performed by Aboriginal or Torres Strait Islander Artists?

Arts and the internet

Participation and engagement online

The number of Australians engaging with the arts online has doubled. In 2009 about a third of people had used the internet to research, view or create some kind of music, writing or artistic performance in the previous year. By 2013 this rose to two thirds, well ahead of the increase in access to the internet for Australians.⁵ Nine out of 10 people now access the internet through a variety of devices, up from nearly eight in 10 in 2009. This shows the growing pervasiveness of the internet as it transforms the way people consume and seek information about the arts.

Along with other developments in digital communications, the internet has opened up more opportunities for people to access and engage with the arts, a trend foreseen and reported in the 2009 study. Around four in 10 of those who did not creatively participate or attend an arts event in the previous 12 months did engage with the arts online.

Types of internet access to the arts

In 2013 two thirds of Australians used the internet in some way to engage with the arts over the past year. The most common form of usage, for 56 percent of people, is to watch or download art such as music, visual arts performances or creative writing including e-books and audio books.

Almost all of these people connect with the arts online in other ways:

- 44 percent of Australians use the internet to research, engage with or follow artists, arts events or art organisations
- 23 percent use the internet to create, or learn to create, art, or to upload or sell things like music, visual art, digital or video art or creative writing.

The number of Australians engaging with the arts online has doubled.

⁵ Please note the survey questions about the arts and the internet changed substantially between 2009 and 2013 in order to reflect the increased presence of the internet since 2009.

Detail about online activities

Nearly half of Australians download music, nearly a third access e-books or look at visual art, and a bit over a quarter watch performances.

Table 11: Activities of those downloading or viewing art online

	2013
To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books – 56%	n=3004 %
Downloaded music	45
Watched a recording or live stream of a performance, excluding music	27
Looked at visual art or craft, including digital or video art	30
Read creative writing	18
Accessed an e-book	31
Downloaded an audio book	12

Nearly a quarter of Australians create work online. 8 percent use the internet to upload or sell their art work, 8 percent to work with others to create art, and 8 percent to learn to create arts online.

Table 12: Activities of those creating work online

	2013
To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing – 23%	n=3004 %
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	8
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	8
Learned to create music, graphics or stories online	8

* D1, D2, and D3. Questions about the arts and the Internet have been changed substantially in order to reflect the increased presence of Internet since 2009.

One in three Australians use the internet to find out about artists or arts events, and almost one in five share their ideas on social media. A slightly smaller number, 16 percent, look for ways to become involved with the arts.

People actively using the internet to research, interact and engage with artists, arts events or arts organisations represent important opportunities for communication and marketing by arts organisations.

Table 13: Activities of those researching and engaging with the arts online

	2013
To research, interact with or follow artists, arts events or arts organisations online– 44%	n=3004 %
Researched or found out more about an artist or arts event	33
Visited the website of an artist or arts organisation	26
Visited the Facebook page of an artist or arts organisation	23
Read a blog or email newsletter by an artist or arts organisation	21
Shared or commented on art or an arts organisation using social media	17
Investigated ways of being involved with the arts, e.g. lessons or clubs	16
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8
Followed an artist or arts organization on Twitter	7
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	9

People actively using the internet to research, interact and engage with artists, arts events or arts organisations represent important opportunities for communication and marketing by arts organisations.

The people who engage with arts online

This study was able to build up a profile of the kinds of people who engage with the arts online, focusing specifically on people who use the internet to research, interact or follow artists, arts events or arts organisations. This definition does not include those that only create, download or watch arts online.

People in this group differ from other internet users, being:

- more likely to be aged 18–34 years, at 47 percent compared with 37 percent
 - more likely to have creatively participated or attended an arts activity, at 92 percent compared with 83 percent
 - more likely to have attended at least one artform, at 84 percent compared with 74 percent
 - more likely to have participated as a creator of at least one artform at least one artform, at 62 percent compared with 49 percent
- more likely to have creatively participated and attended the same artform, at 37 percent compared with 26 percent
 - less likely to have not participated in nor attended any artform, at 8 percent compared with 17 percent
 - much more likely to have donated time or money to the arts, at 40 percent compared with 28 percent.

Table 14: Profile of people engaging with the arts online

		All internet users %	Those that research, interact with or follow the arts online %
n =		2684	1303
Age	15-34	37	47
	35-49	30	30
	55-64	21	17
	55+	12	7
Engagement	Creatively participated in OR attended at least one artform	83	92
	Attended at least one artform	74	84
	Creatively participated in at least one artform	49	62
	Creatively participated and attended within the same artform	26	37
	Neither creatively participated in nor attended an artform	17	8
Method of connectivity	Desktop computer	79	81
	Laptop computer with mobile connectivity	70	77
	Smartphone	63	73
	Tablet	46	50
Donation	Donated time or money in L12M	28	40
Daily music consumption	On radio/ television	64	67
	Music owned (CDs, download)	50	60
	Internet streaming	18	26

Note: Red figures indicate statistically significant differences comparing each column at 95% confidence.

Artform analysis

Visual arts and craft

Creative participation in visual arts and craft

The main growth in creative participation was in visual arts and craft and in music.

Almost all age groups have increased their creative participation in visual arts and craft, especially 15–24 year olds, the largest group at 38 percent.

However the rate of increase in creative participation is greatest for 35–44 year olds, up from 18 percent in 2009 to 32 percent in 2013. There are increases also for 55–64 year olds, up 10 percentage points, and 25–34 year olds, up 6 percentage points.

Creative participation has increased in all categories of visual arts and craft, particularly in painting, drawing or street art, and photography.

Table 15: Visual arts and craft: creative participation

	2009	2013
	n=3006	n=3004
	%	%
VISUAL ARTS & CRAFT – 30%		
Crafts like ceramics, jewellery making, sewing or woodcraft	9	14
Photography as an artistic endeavour	9	12
Painting, drawing or street art	8	12
Digital or Video art	4	6
Sculpture or installation art	2	4

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

Source: QB2. What form or forms of [artform from B1] did you attend over the last 12 months?

How people creatively participate in visual arts and craft

Australians mostly create visual arts and craft on their own rather than with an organised group of family or friends.

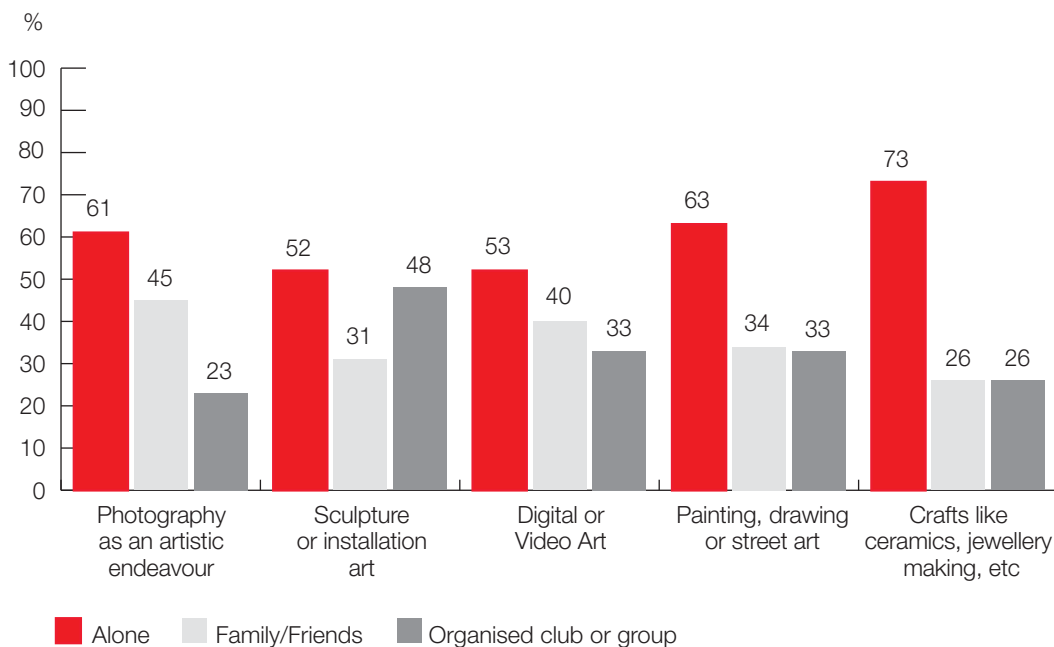
Three quarters of people engaged in craft activity do it alone. About a quarter do it occasionally with family or friends, and the same number say they do it with an organised club or group. Painting, drawing or street art is only a bit less solitary, being done by two thirds of people alone. About a third of the people painting, drawing and making street art do it with family or friends or at an organised club.

When they do photography as an artistic endeavour, 61 percent of people do it alone, though 45 percent also do it with friends and family.

Around a quarter create photographic art with an organised club or a group. Digital or video art making follows the same pattern as photography: 52 percent alone, 40 percent with friends and family, and 33 percent with an organised club or group.

Sculpture or installation art is done alone by slightly more than half the people who pursue this activity, almost as often as doing it with an organised club or group. Only three in 10 people make sculpture or installation art with friends and family.

Figure 8: Modes of creative participation in visual arts and craft



Base: Only those who have participated in each artform at QB2. Photography, n=300; Sculpture, n=92; Digital or Video Art, n=145; Painting/drawing, n=281; crafts, n=327. Weighted data used.

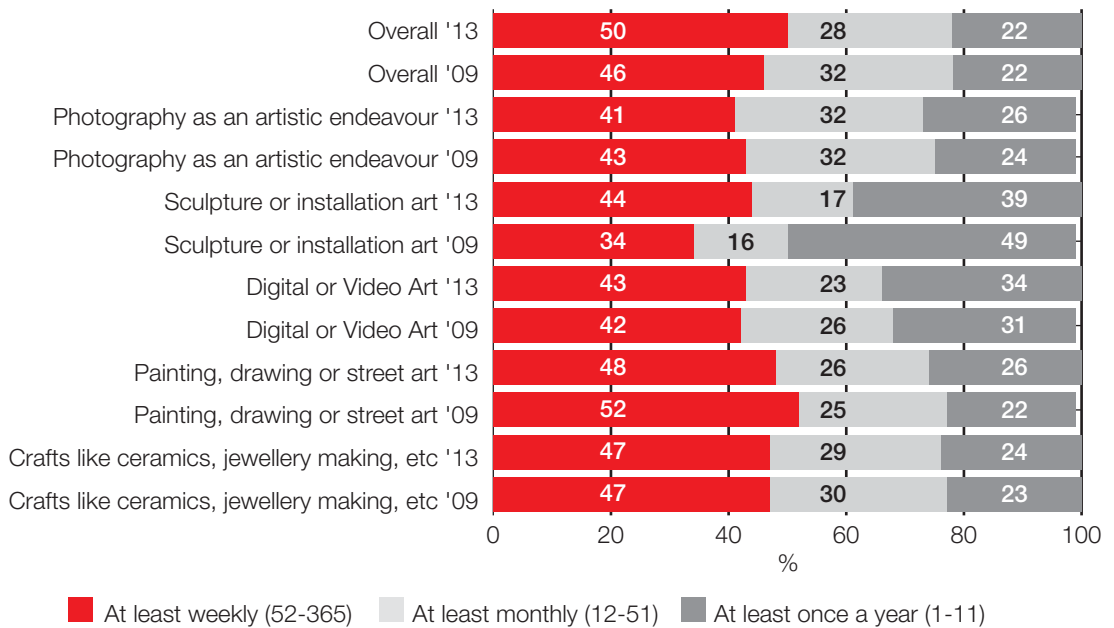
Source: QB2.1. Overall how would you describe your participation in this activity? [Multiple response question]

Frequency of creative participation in visual arts and craft

The frequency of creative participation was measured differently between the 2009 and 2013 studies and this will account for some of the data

variations between them.⁶ In general, the frequency of creative participation in visual arts and craft forms has remained quite stable since 2009.

Figure 9: Frequency of creative participation in visual arts and craft



Note: Numbers in brackets, e.g. (52-365), refer to number of times attended artform per year.

No significant differences between 2009 and 2013.

Base: Only those who have participated in each main artform at QB1. 2009/2013. Photography, n=270/369; Sculpture, n=55/114; Digital or Video Art, n=118/178; Painting/drawing, n=228/365; crafts, n=279/424. Weighted data used.

Source: QB2.2. How many times in the past 12 months have you participated in [insert artform]?

⁶ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Receptive participation in visual arts and craft

Australians' attendance at visual arts and craft has remained stable, at 37 percent in 2013 compared with 38 percent in 2009. Attendance has remained stable for painting, drawing or street art; photography; and for digital or video art.

More people are attending sculpture or installation art in 2013, up to 11 percent from 9 percent in 2009. There is a small decline in attendance at craft events.

Table 16: Visual arts and craft: receptive participation

	2009	2013
	n=3006	n=3004
VISUAL ARTS & CRAFT – 37%	%	%
Painting, drawing or street art	21	19
crafts like ceramics, jewellery making, sewing or woodcraft	11	9
Photography as an artistic endeavour	11	10
Sculpture or installation art	9	11
Digital or Video art	7	7

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Source: QB2. What form or forms of [artform from B1] did you attend over the last 12 months?

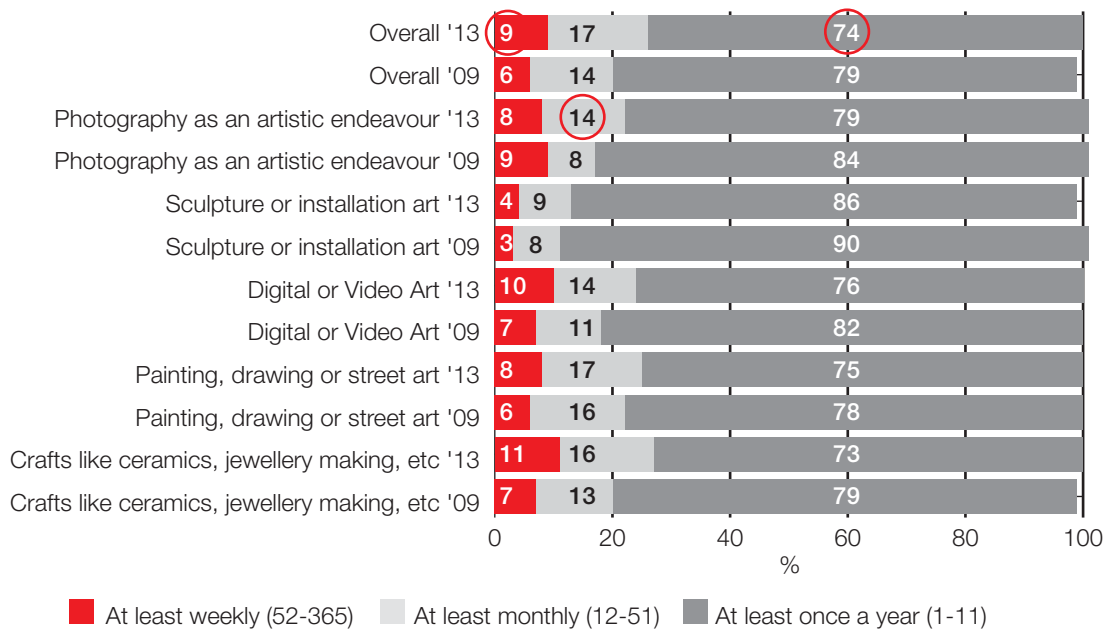
More people are attending sculpture or installation art in 2013, up to 11 percent from 9 percent in 2009.

Frequency of visual arts and craft attendance

People are attending visual arts and crafts events more frequently in 2013. About one in 10 of those who attended a visual arts and craft event did so weekly in 2013, an increase from 6 percent in 2009.

The frequency of receptive participation was measured differently between the 2009 and 2013 studies and this will account for some of the data variations between them.⁷

Figure 10: Frequency of attendance at visual arts and craft



Note: Numbers in brackets, e.g. (52-365), refer to number of times attended artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have attended each main artform at QB1. 2009/2013. Photography, n=353/306; Sculpture, n=299/247; Digital or Video Art, n=231/225; Painting/drawing, n=670/585; crafts, n=360/275. Weighted data used.

Source: QB2.3. How many times in the past 12 months have you attended [insert artform]?

⁷ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Demographic variations

In 2013, most age groups reported greater involvement in visual arts and craft making, with the greatest rise among 35–44 year olds, up by 14 percentage points. The next greatest rise was for 55–64 year olds, up by 10 percent, followed by 15–24 year olds, up by 6 percent.

In 2013 all age groups reported greater involvement in visual arts and craft making, with the greatest rise among 35–44 year olds, up by 14 percentage points. The next biggest rise was for 55–64 year olds, up by 10 percent, followed by 15–24 year olds, up by 6 percent.

Increases in creative participation in visual arts and craft were up across all types of employment, suggesting that people can pursue this artform regardless of the number of hours they work.

Creative participation in visual arts and craft was up among:

- full time employees, up 4 percentage points
- part time employees, up 13 percentage points
- self-employed people, up 12 percentage points
- people looking for work, up 13 percentage points
- people with full time home duties, up 12 percentage points
- high school students, up 24 percentage points.

People at all levels of household income are getting more involved in visual art and craft making, with rises of:

- 10 percentage points for people in households with less than \$40,000 annual income
- 7 percentage points for people in households with \$40,000–\$79,000 annual income
- 9 percentage points for people in households with \$120,000–159,000 annual income.

Both men and women increased their creative participation in visual art and craft, with both groups up 8 percentage points in 2013 since 2009.

Attendance at visual arts and craft among all Australians was maintained at the 2009 level, with no statistically significant shifts across the age ranges between 2009 and 2013.

Attendance at visual arts and craft events fell by 5 percent for people with a household income of \$40,000 to \$79,000, and by 11 percent for people in households with annual household income over \$160k. Attendance among females also fell by 4 percentage points between 2009 and 2013.

The detailed charts are provided in Appendix VIII.

Table 17: Visual arts and craft: creative participation by age

	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 and craft	22	30	28	38	25	31	18	32	23	27	19	29	19	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 18: Visual arts and craft: receptive participation by age

	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 and craft	38	37	38	35	36	34	38	35	40	41	47	44	33	34

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).

Theatre and Dance

Creative participation in theatre and dance

Creative participation in theatre and dance remains low yet stable since 2009. There were no changes across specific forms of theatre and dance.

Table 19: Theatre and dance: creative participation

	2009	2013
	n=3006	n=3004
	%	%
THEATRE & DANCE – 8%		
Traditional or contemporary theatre	2	2
Social dance like ballroom or street	1	1
Contemporary dance	1	1
Circus or physical theatre	1	1
Ballet or classical dance	1	1
Multicultural dance/theatre	0	1
Experimental theatre	0	1

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

Source: QB2. What form or forms of [artform from B1] did you participate in over the previous 12 months?

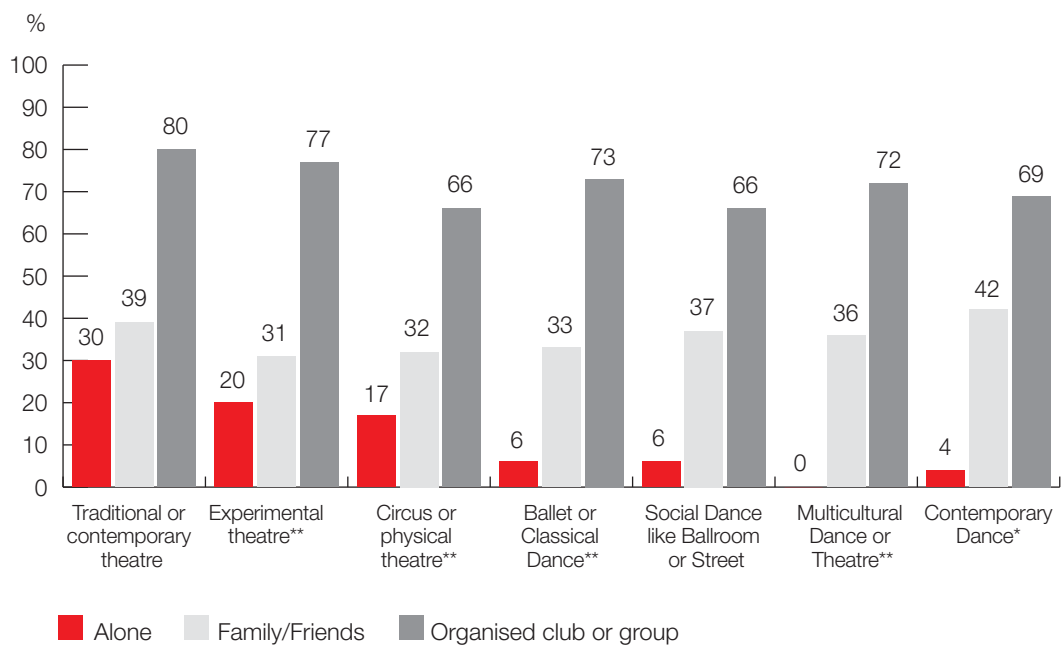
Creative participation in theatre and dance remains stable since 2009.

How people creatively participate in theatre and dance

In contrast to other artforms, creative participation in theatre and dance usually requires partners and is inherently a more social activity. Most people are engaged in these sorts of activities through an organised club or group, but they also do them together with family and friends, or alone.

Most people create traditional theatre as part of an organised club or group, at 80 percent. 39 percent report doing traditional theatre with family and friends; 30 percent do it alone.

Figure 11: Modes of creative participation in theatre and dance



Base: Only those who have participated in each artform at QB2. Traditional/contemporary theatre, n=41; Experimental theatre, n=17**; Circus/physical theatre, n=20**; Ballet/Classical Dance, n=12**; Social Dance, n=34; Multicultural dance, n=19**; Contemporary dance, n=23**. Weighted data used. **Caution, small base size.

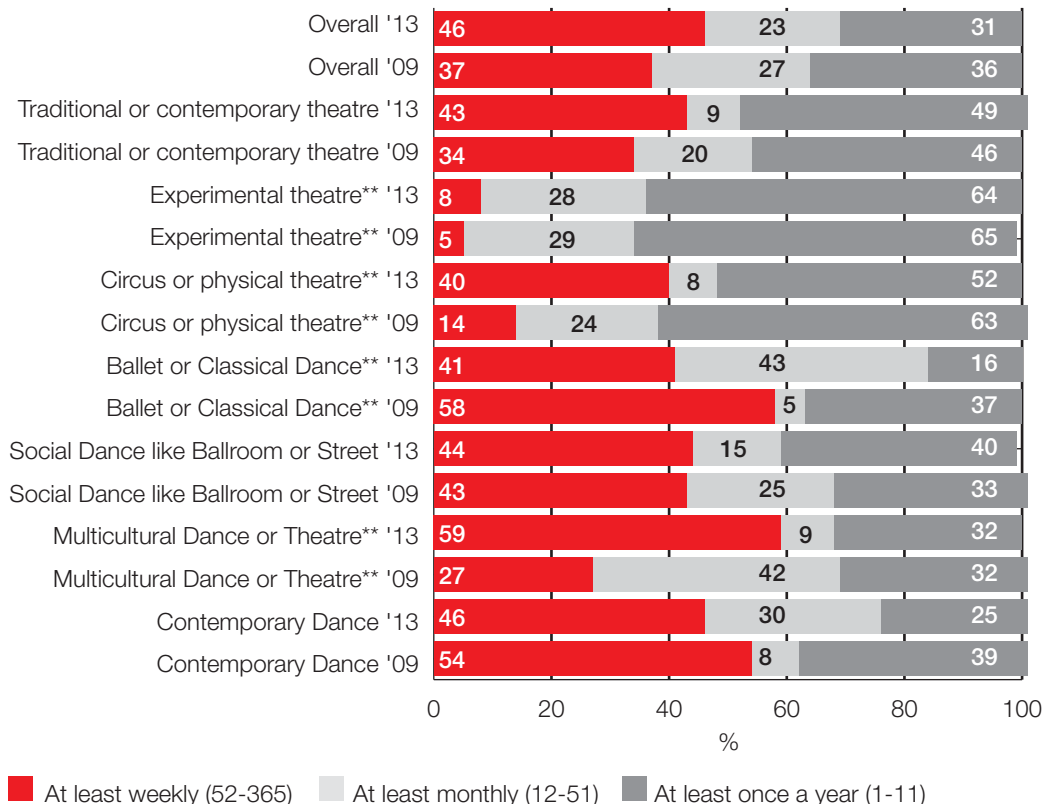
Source: QB2.1. Overall how would you describe your participation in this activity? [Multiple response question]

In contrast to other artforms, creative participation in theatre and dance usually requires partners and is inherently a more social activity.

Frequency of creative participation in theatre and dance

The frequency of creative participation in theatre and dance remains stable between 2009 and 2013.

Figure 12: Frequency of creative participation in theatre and dance



Note: Numbers in brackets, e.g. (52-365), refer to number of times attended in artform per year. No significant differences between 2009 and 2013.

Base: Only those who have participated in each main artform at QB1. 2009/2013. Traditional/contemporary theatre, n=66/52; Experimental theatre n=13/20**; Circus/physical theatre n=25/24**; Ballet/Classical Dance, n=23/18**; Social Dance, n=43/40; Multicultural dance, n=15/22**, Contemporary dance, n=31/29. Weighted data used. **Caution, small base size.

Source: QB2.2. How many times in the past 12 months have you participated in [insert artform]?

Receptive participation in theatre and dance

Attendance at theatre and dance remained largely stable, though more people attended circus or physical theatre in 2013 than in 2009, 12 percent compared with 10 percent.

Table 20: Theatre and dance: receptive participation

	2009	2013
	n=3006	n=3004
	%	%
THEATRE & DANCE – 38%		
Traditional or contemporary theatre	19	20
Circus or physical theatre	10	12
Ballet or classical dance	10	11
Multicultural dance/theatre	7	8
Social dance like ballroom or street	5	4
Contemporary dance	5	6
Experimental theatre	3	4

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
Source: QB2. What form or forms of [artform from B1] did you participate in over the last 12 months?

Frequency of theatre and dance attendance

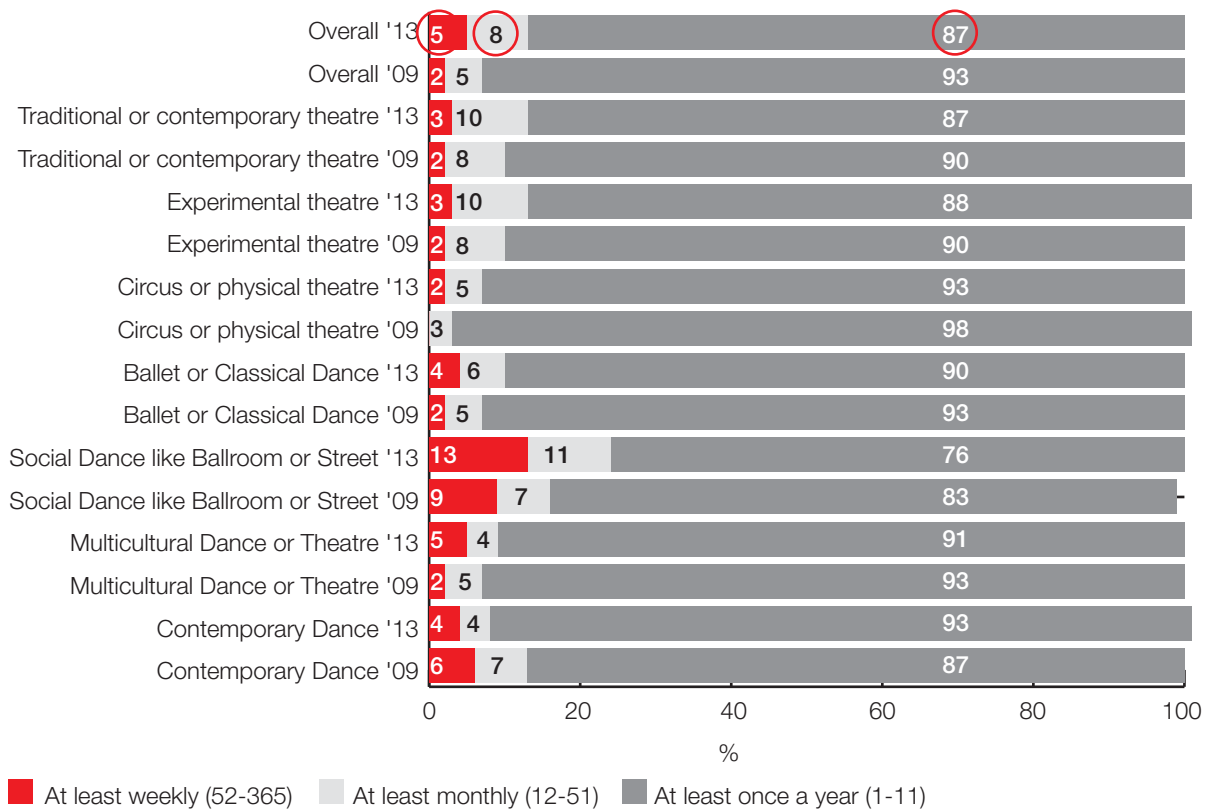
Weekly attendance at dance and theatre has increased, from 2 percent in 2009 to 5 percent in 2013. Attendance once a month or more, which includes weekly attendance, also went up to 13 percent from 7 percent in 2009. The frequency of receptive participation was measured

differently between the 2009 and 2013 studies and this will account for 8 of the data variations between them.⁸

Due to the small sample sizes, there are no statistically significant changes in frequency of attendance across specific forms of theatre and dance.

⁸ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Figure 13: Frequency of attendance at theatre and dance



Note: Numbers in brackets, e.g. (52-365), refer to number of times attended artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have attended each main artform at QB1. 2009/2013. Traditional/contemporary theatre, n=592/593; Experimental theatre, n=101/109; Circus/physical theatre, n=311/348; Ballet/Classical Dance, n=302/342; Social Dance, n=159/116; Multicultural dance, n=211/245; Contemporary dance, n=176/181. Weighted data used.

Source: QB2.3. How many times in the past 12 months have you attended [insert artform]?

Demographic variations

Creative participation in theatre and dance rose 4 percentage points among Australians aged 65 years and over.

Attendance at theatre and dance dropped 7 percentage points among 55–64 year olds.

There are no other significant demographic variations in theatre and dance attendance or creative participation.

Table 21: Theatre and dance: creative participation by age

	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
Theatre & Dance	7	8	17	17	8	8	5	7	7	7	5	5	2	6

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 22: Theatre and dance: receptive participation by age

	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
Theatre & Dance	40	38	40	34	41	38	38	43	44	43	46	39	30	32

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).

Music

Creative participation in music

Younger people are the most likely to be making music, with 32 percent of 15–24 year olds reporting this activity in 2013. Yet people aged 35–64 have increased their music participation the most, up from 11 percent in 2009 to 18 percent in 2013.

14 percent of Australians were playing a musical instrument in 2013, 3 percentage points up from 2009. Similarly, more people participated in singing activities in 2013, up 4 percentage points to 9 percent. Song writing or composing music remains stable.

Table 23: Music: creative participation

	2009	2013
	n=3006	n=3004
MUSIC – 20%	%	%
Play a musical instrument	11	14
Sing	5	9
Write songs, mix/ compose music	4	5

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Source: QB2. What form or forms of [artform from B1] did you participate in over the previous 12 months?

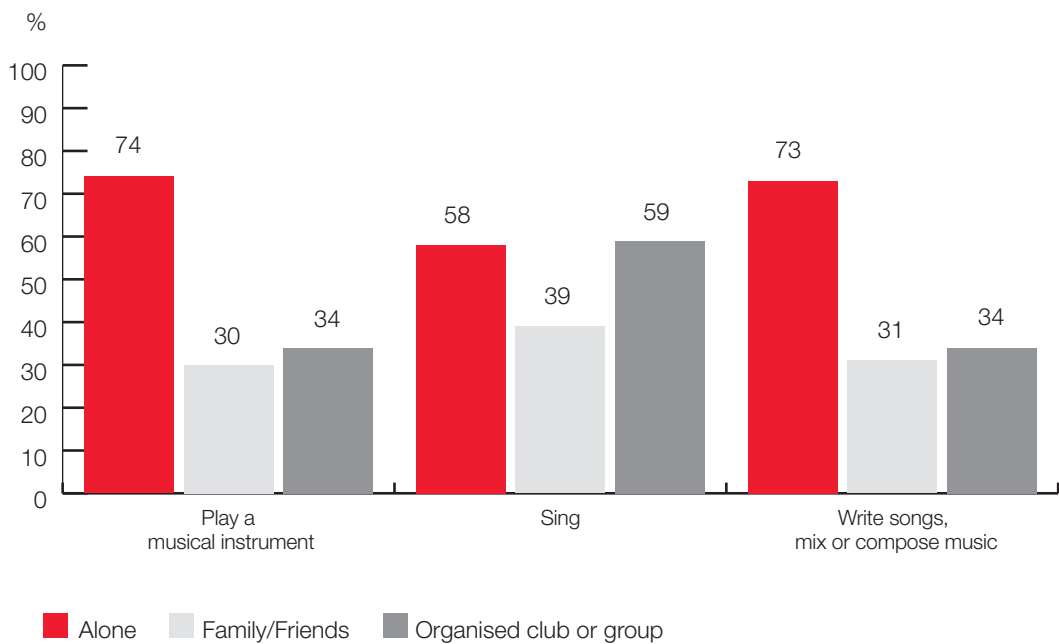
Younger people are the most likely to be making music, with 32 percent of 15–24 year olds reporting this activity in 2013.

How people creatively participate in music

Most creative participation in music is done individually. Playing a musical instrument, writing songs or composing music, are mainly done by people on their own. Though six in 10 people sing with an organised club

or group, almost the same number of people say they sing alone. Four in 10 people sing with their friends and family.

Figure 14: Modes of creative participation in music



Base: Only those who have participated in each artform at QB2. Musical instrument, n=350; Sing, n=216; Write songs/mix or compose music, n=132. Weighted data used.

Source: QB2.1. Overall how would you describe your participation in this activity? [Multiple response question]

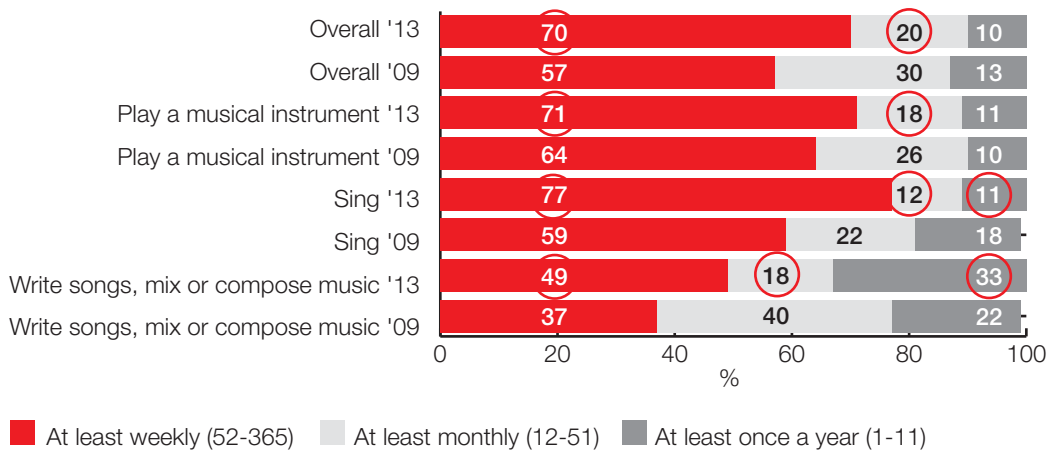
Frequency of creative participation in music

Australians are creating music more often, with seven in 10 doing this weekly in 2013, up from nearly six in 10 in 2009. The frequency of creative participation was measured differently between the 2009 and 2013 studies and this will account for some of the data variations between them.⁹

Weekly participation has increased for:

- singing, at 77 percent, up from 59 percent in 2009
- writing songs or composing, at 49 percent, up from 37 percent
- playing a musical instrument, at 71 percent, up from 64 percent.

Figure 15: Frequency of creative participation in music



Note: Numbers in brackets, e.g. (52-365), refer to number of times creatively participated in artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have participated in each main artform at QB1. 2009/2013. Musical instrument, n=335/427; Sing, n=160/260; Write songs/mix or compose music, n=130/163. Weighted data used.

Source: QB2.2. How many times in the past 12 months have you participated in [insert artform]?

⁹ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Receptive participation in music

Attendance across all categories of music has remained stable since 2009. The most frequently attended

kind of music event is contemporary live music.

Table 24: Music: receptive participation

	2009	2013
	n=3006	n=3004
MUSIC – 57%	%	%
Other live music e.g. pop, rock, country, dance, etc	41	39
Musical theatre, or cabaret	22	22
Classical music	13	14
Opera	8	8
New classical, electronic or improvised music, or sound art	7	8

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Source: QB2. What form or forms of [artform from B1] did you participate in over the previous 12 months?

The frequency of listening to recorded music was also measured. Listening to music on the radio or TV is the most popular way people listened to recorded music, done by 95 percent of people in 2013. Two in three

people listen to music on the radio or television every day. Nine in 10 people listen to music that they own, and about half of Australians stream music online in the previous year.

Table 25: Music: listening to recorded music

	Radio/ Television %	Music you own (e.g CDs, downloaded music) %	Internet streaming %
Daily	64	47	16
At least once a week	18	28	16
At least once a month	6	9	8
Less often	7	8	8
Never	5	8	52

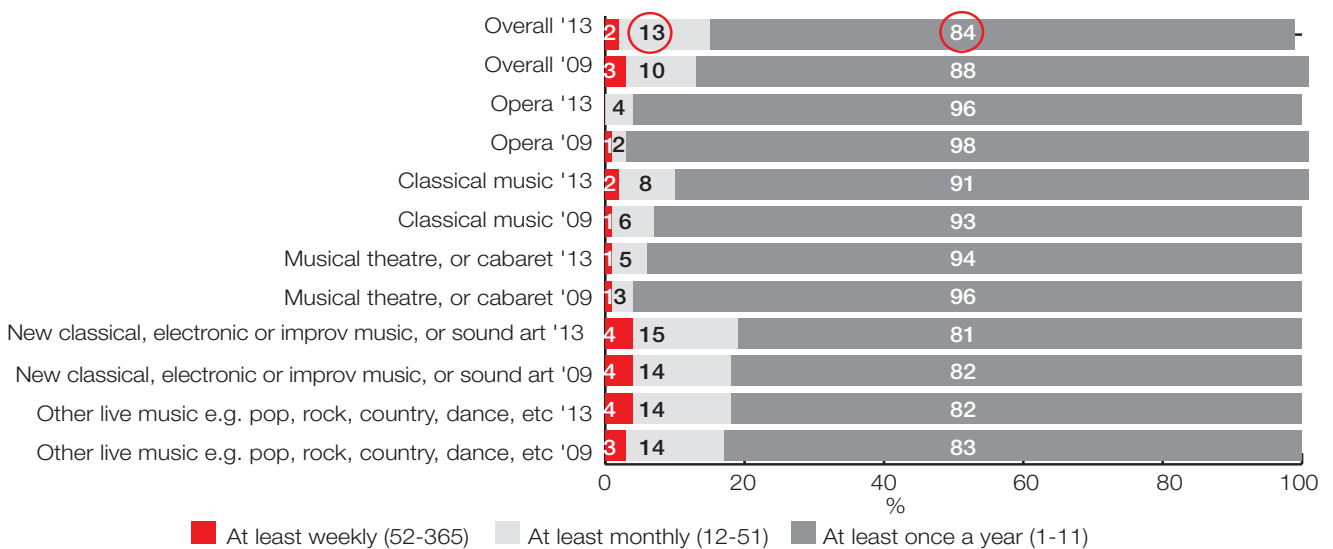
Frequency of music attendance

Most people who attend musical events in 2013 do this once a year, as seen in 2009. Among those who attend music events, there has been a slight increase in those attending monthly, from 10 percent in 2009 to 13 percent in 2013. The frequency of

receptive participation was measured differently between the 2009 and 2013 studies and this will account for some of the data variations between them.¹⁰

Across the various forms of music, attendance has remained stable since 2009.

Figure 16: Frequency of attendance at music



Note: Numbers in brackets, e.g. (52-365), refer to number of times attended artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have attended each main artform at QB1. 2009/2013. Opera, n=256/239; Classical music, n=419/431; Musical theatre/cabaret, n=706/663; New classical/electronic/improvised music, n=223/230; Other live music, n=1292/1171. Weighted data used.

Source: QB2.3. How many times in the past 12 months have you attended [insert artform]?

¹⁰ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Demographic variations

Creative participation in music increased significantly, by 5 percentage points to 20 percent since 2009. This increase has been driven by people aged 35–64.

Creative participation in music rose for people in all employment categories:

- up 6 percentage points for those in full time employment
- up 6 percent for those in part time employment
- up 12 percentage points for people who are self-employed
- up 5 percentage points for people who are retired.

Creative participation increased for medium income families since 2009, up by 5 percentage points for households with \$40,000–\$79,000 annual income. Creative participation increased by 12 percentage points for households with income of \$80,000–\$119,000.

Adults with children increased their creative participation in music, up 8 percentage points on 2009.

Attendance at music events has been maintained since 2009 and there were no shifts by demographic groups.

Creative participation in music increased significantly, by 5 percentage points to 20 percent since 2009. This increase has been driven by people aged 35–64.

Table 26: Music: creative participation by age

	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
Music	15	20	30	32	18	20	13	19	9	18	9	16	9	13

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 27: Music: receptive participation by age

	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
Music	57	57	68	63	61	59	56	61	58	59	55	54	43	44

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).

Literature

Creative participation in writing

In 2013, about 16 percent of Australians engaged in creative writing over the previous 12 months, the same as in 2009.

Participation in various types of creative writing activities also remains stable. Australians are equally likely to be writing a novel or short story, creative non-fiction, or poetry, but only 1 percent wrote a play in 2013.

Table 28: Literature: creative participation

	2009	2013
	n=3006	n=3004
	%	%
LITERATURE – 16%		
Write a novel or short story	7	8
Write a biography, memoir, essay or history	6	7
Write poetry	5	6
Write a play	2	1

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Source: QB2. What form or forms of [artform from B1] did you participate in over the last 12 months?

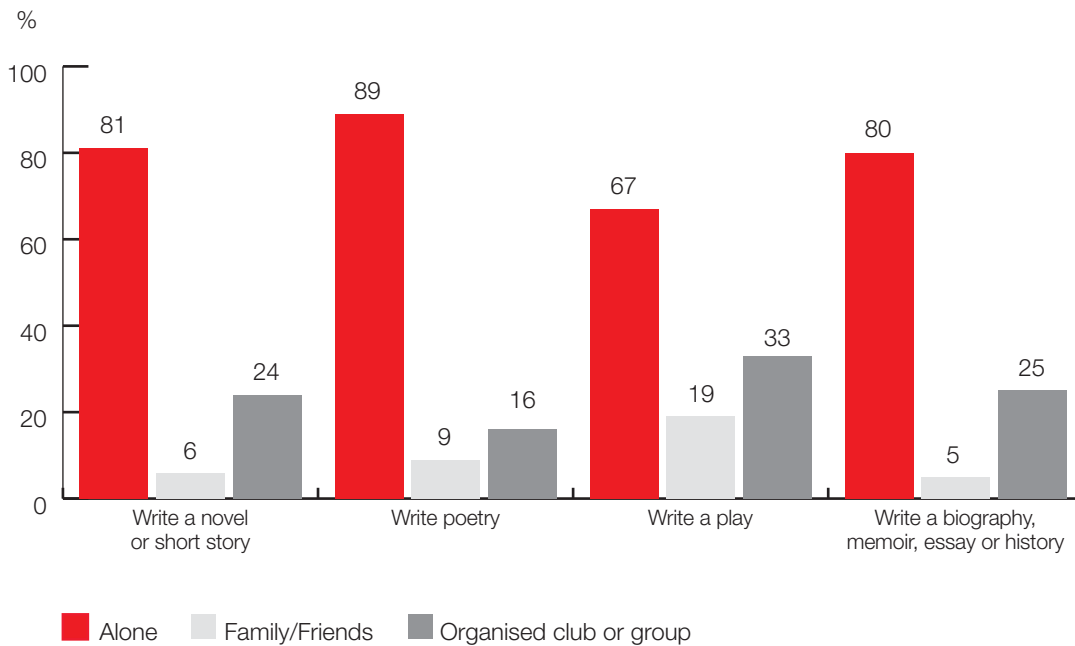
How people creatively participate in writing

Most people do creative writing alone, especially poetry writers, nearly all of whom write alone. So do most writers of short stories, biographies, memoirs, essays or histories. Yet a quarter of these writers report that they also write as part of an organised

club or group. Nine out of 10 writers of creative fiction do this online.

Writing a play is the most social writing activity. A third of people who write plays do this as part of an organised club or group, 19 percent of them with family and friends.

Figure 17: Modes of writing



Base: Only those who have participated in each artform at QB2. Novel/short story, n=203; Poetry, n=158; Play, n=37; Biography/memoir/essay/history, n=174. Weighted data used.

Source: QB2.1. Overall how would you describe your participation in this activity? [Multiple response question]

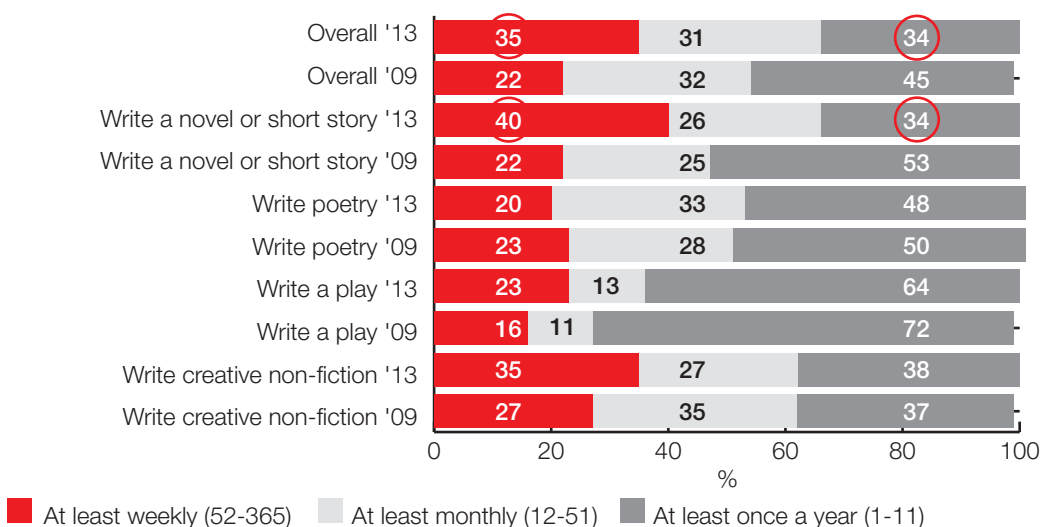
Frequency of creative participation in literature

In 2013, a third of creative writers said they write on a weekly basis, up 13 percentage points since 2009. Two thirds of creative writers write at least once a month, up from 54 percent in 2009.

Creative writing activity rose most among those writing a novel or short story, up to 40 percent from 22 percent in 2009. The frequency of creative participation was measured differently between the 2009 and 2013 studies and this will account for some of the data variations between them.¹¹

¹¹ In 2009 the frequency of participation was asked as an open numeric response between 0–365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data.

Figure 18: Frequency of creative writing



Note: Numbers in brackets, e.g. (52-365), refer to number of times creatively participated in artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have participated in each main artform at QB1. 2009/2013. Novel/short story, n=200/240; Poetry, n=143/182; Play, n=55/43; Biography/memoir/essay/history, n=178/218. Weighted data used.

Source: QB2.2. How many times in the past 12 months have you participated in [insert artform]?

What people read

Slightly more Australians were reading literature in 2013, up to 87 percent from 84 percent in 2009.

People are reading more across most types of literature, especially:

- poetry, read by 26 percent of Australians, up from 21 percent in 2009
- creative non-fiction, up to 56 percent from 52 percent
- novels, up to 73 percent from 70 percent.

Some new reading categories were introduced in the 2013 study. 19 percent of Australians read a graphic novel or comic book and 8 percent read a play during the previous year.

Table 29: Literature: receptive participation

	2009	2013
	n=3006	n=3004
LITERATURE – 87%	%	%
Read a novel	70	73
Read creative non-fiction (biography, memoir or history)	52	56
Read a short story	45	47
Read poetry	21	26
Read a graphic novel or comic book	-	19
Read a play	-	8

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.
 Source: QB2. What form or forms of [artform from B1] did you participate in over the last 12 months?

26 percent of
 Australians read
 poetry, up from
 21 percent in 2009.

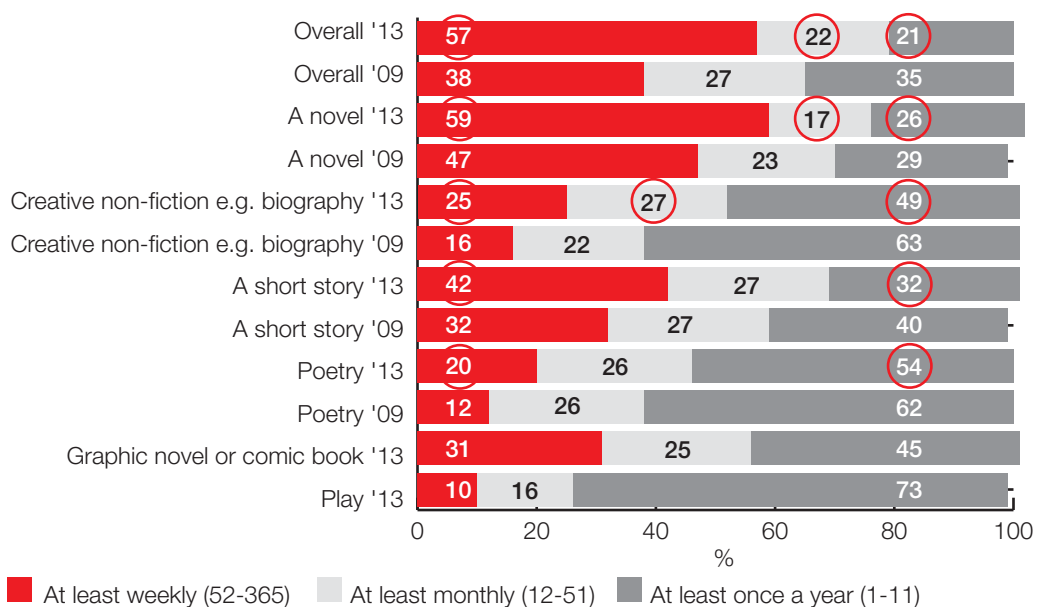
Frequency of reading

The way frequency of reading is measured changed between the 2009 and 2013 studies.¹² This change will account for some of the data variations between the two surveys.

More Australians are reading, and they are reading more often. Over half of readers are reading weekly, at 57 percent compared with an estimated

38 percent in 2009. This increase is seen across all the types of literature measured in 2009: novel reading is up 12 percentage points, creative non-fiction up 9 percentage points, short stories up 10 percentage points and poetry reading is up 8 percentage points.

Figure 19: Frequency of reading



Note: Numbers in brackets, e.g. (52-365), refer to number of times read artform per year. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Only those who have read in the previous 12 months at QB7.1. Novel, n=2108/2190; Short story, n=1355/1408; Poetry, n=625/772; Biography, n=1557/1672; Graphic novel/ comic, n=561; Play, n=234. 2009 weighted data used/2013 weighted data used.

Source: QB7.2. How often have you read [insert from QB7.1] for pleasure in the previous 12 months?

¹² In 2009 the frequency of reading was asked as an open numeric response between 0-365, while frequency categories were used in 2013 to make the survey easier to complete. The categories used were the same as those used to report 2009 frequency data

Demographic variations

Reading has remained stable across age and location, and younger Australians (aged 15–24) continue to be more likely to read than others. This may be because English remains a compulsory subject for many high schools leading to higher readership levels.

In 2013, more Australians had read in the previous 12 months, than in 2009. Increases are noted for people aged 15–24, up by 8 percentage points to 91 percent; people aged 24–35 year age group, up 5 percentage points, and for the 35–44 age group, up 9 percentage points.

Reading of literature appears to have increased across all types of employment since 2009. It rose among those in fulltime employment, increasing by 5 percentage points to 85 percent. 92 percent of part time employees reported reading literature in the previous 12 months, also up 5 percentage points. Almost all high school students reported reading literature in the previous 12 months, up 18 percent to 98 percent. While the national curriculum is yet to be agreed and introduced the focus on literacy and numeracy by the compulsory NAPLAN tests may have impacted on reading amongst high school students.

Reading literature rose for those with an annual household income of \$80,000–\$119,000, increasing by 4 percentage points. Those with \$120,000–\$159,000 annual income increased their reading by 11 percentage points. Reading among males and females rose by 5 percentage points and 3 points respectively. People living in share accommodation increased their reading of literature by 8 percentage points, to 88 percent. Families with children also read more literature, up by 4 percentage points to 87 percent.

There were no other significant shifts between 2009 and 2013 by demographics. The detailed charts are provided in Appendix VIII.

Table 30: Literature: receptive participation by age

	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
Literature	84	87	83	91	82	87	78	87	85	86	86	87	86	84

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).

Engagement in the arts by social groups

The Australia Council is committed to creating opportunities to enjoy and participate in the arts for all Australians. This includes people from culturally diverse backgrounds, Aboriginal or Torres Strait Islander Australians, people with disability, people in regional Australia, and young people.

In 2009, people with disability were less likely to participate creatively in the arts across all artforms except literature. In 2013, they are just as likely to participate in all artforms as other Australians, and have an overall creative participation rate of 49 percent.

Overall, Indigenous people lag slightly behind non-Indigenous people in creative participation in the arts. For each individual artform, however, they continue to create art at similar levels to non-Indigenous Australians.¹³

Where the main language spoken at home is not English, creative participation is lower overall (40 percent compared to 48 percent). However, there has been a large improvement in Music since 2009 and now creative participation matches the wider Australian community.

People born overseas in a non-English speaking country continued to show lower levels of creative participation than other Australians.

Overall, Indigenous people lag slightly behind non-Indigenous people in creative participation in the arts.

¹³ Please note that the full diversity of Indigenous cultural activity may not be captured within this report. These figures should not be taken as an accurate indication of engagement with Indigenous arts by Aboriginal and Torres Strait Islander people.

Table 31: Creative participation by social and cultural groups

	Total		Youth		Disability or impairment		Aboriginal or Torres Strait Islander		Main language spoken at home not English		Born overseas in non-English speaking country		Regional	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	592	281	327	460	60	77	135	143	297	256	822	862
Visual Arts & craft	22	30	28	38	19	31	26	30	17	22	20	23	21	32
Theatre & Dance	7	8	18	17	5	8	6	12	3	7	4	5	8	8
Literature	16	16	31	33	16	19	20	21	22	19	12	13	14	17
Music	15	20	30	32	10	20	15	20	9	20	10	15	14	20
<i>Creatively participated in at least one artform</i>	41	48	60	65	35	49	45	44	38	40	34	38	39	49

Note: Red figures indicate statistically significant changes 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).

Most social groups of interest for this survey lag behind the wider Australian community when it comes to receptive participation in the arts as audiences or reading. For example:

- people with disability are 7 percentage points less likely to receptively participate in the arts than other Australians
- Aboriginal and Torres Strait Islander people are 8 percentage points less likely to receptively participate in than non-Indigenous people
- people who mainly speak a language other than English at home receptively participate less than those mainly speaking English at home.

There are some grounds for optimism. People living in regional areas receptively participate at about the same rate as metropolitan dwelling Australians. Young people are more likely both to participate as audiences and also to participate creatively in the arts.

People with disability have increased their participation as audiences in visual art and craft, up to 34 percent in 2013, from 27 percent in 2009.

There have been some falls. Indigenous Australians' attendance at music events has decreased from 64 percent in 2009 to only 47 percent in 2013. Attendance at theatre and dance has decreased among young people, down from 42 percent in 2009 to 34 percent.

People living in regional areas receptively participate at the same rate as metropolitan dwelling Australians.

Table 32: Receptive participation by social and cultural groups

	Total		Youth		Disability or impairment		Aboriginal or Torres Strait Islander		Main language spoken at home not English		Born overseas in non-English speaking country		Regional	
	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %	2009 %	2013 %
n=	3006	3004	592	281	327	460	60	77	135	143	297	256	822	862
Visual Arts & craft	38	37	39	35	27	34	32	35	32	27	33	28	38	33
Theatre & Dance	40	38	42	34	28	28	33	28	31	29	32	32	39	32
Literature	84	87	84	91	77	81	72	79	77	82	79	84	82	86
Music	57	57	69	63	43	43	64	47	48	55	48	51	54	51
<i>Receptively participated in at least one artform</i>	92	94	95	97	86	88	93	86	84	89	89	90	92	93

Note: Red figures indicate statistically significant changes 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).

Culturally diverse people

9 percent of people interviewed for this study were born overseas in a non-English speaking country, and 5 percent of people interviewed speak a main language at home that is not English.

38 percent of people born in a non-English speaking country created art in 2013. This is 10 percentage points lower than for those born in an English speaking country. This is particularly evident in the case of this group's creative participation in:

- visual arts and craft, at 7 percentage points lower than for those born in a non-English speaking country)
- literature, at 4 percentage points lower
- music, at 5 percentage points lower.

People whose main language spoken at home is not English are generally younger than other Australians, yet their creative participation in the arts is lower than for those whose main language spoken at home is English (40 percent compared to 48 percent). This is significant, given that young people generally are more engaged with the arts.

Compared with people who speak English at home, those who do not are also less likely to attend:

- theatre and dance, at 29 percent attendance compared with 39 percent
- visual arts and craft, at 27 percent attending compared with 37 percent.

More people in this group agree that:

- the arts are too expensive, at 46 percent compared with 36 percent of those who mainly speak English at home
- that artists should have complete freedom of expression, at 78 percent compared with 68 percent.

Fewer people in this group agree that there are plenty of opportunities to get involved in the arts, at 64 percent compared with 73 percent who speak English at home.

Indigenous Australians¹⁴

Creative participation among Indigenous Australians has remained relatively stable in 2013. 44 percent said they had creatively participated in at least one artform in the previous 12 months, on par with 2009. Within the individual artforms there were no changes since the last survey.

Indigenous Australians participated as attendees at events across most artforms at about the same rate as they did three years ago. Attendance at music, however, fell to 47 percent in 2013 from 64 percent in 2009. 79 percent read a creative work in 2013, on par with 2009.

¹⁴ Please note that the full diversity of Indigenous cultural activity may not be captured within this report. These figures should not be taken as an accurate indication of engagement with Indigenous arts by Aboriginal and Torres Strait Islander people.

People with disability

15 percent of people interviewed for this study have disability or impairment that affects the activities they can do. 11 percent of the survey sample came into this category in 2009. In 2009, 35 percent of people with disability were involved with creative participation activities; in 2013 this increased to 49 percent.

People with disability are more likely to create more painting, drawing or street art than those without disability, 17 percent compared with 11 percent. They are more likely to write poetry: 9 percent, compared with 6 percent.

Yet the picture is different for the participation of people with disability as audiences for the arts. The rate of receptive participation is stable for people with disability, at 88 percent, but it still trails the 95 percent of people without disability. More specifically, people with disability report lower levels of attendance at arts events than people without disability: 59 percent of this group attended at least one arts event in the previous 12 months, compared with 74 percent for others.

Attendance is lower for people with disability in a range of artforms, including:

- sculpture or installation art, at 9 percent compared with 12 percent of other Australians
- painting, drawing or street art, at 16 percent compared with 20 percent
- circus or physical theatre, at 6 percent compared with 13 percent
- live music, at 25 percent compared with 41 percent
- theatre and dance, at 4 percent compared with 8 percent.

People with disability also read less than other Australians in 2013, at 81 percent compared to 88 percent.

People with disability are just as likely to donate time and/or money to the arts as people without disability. They are 7 percentage points more likely to donate their time to volunteer to help arts organisations, at 60 percent, compared to 53 percent.

People with disability or impairment are more likely to be older than 65 years, to be unemployed or retired, and to have a household income below \$40,000 a year. They are also much more likely to live alone and to not be members of families with children. These conditions of life can only increase the barriers to participation in the arts for people with disability.

Various barriers to creative and receptive arts participation for people with disability include the cost, not enough opportunities close to home, finding the arts more difficult to access, ill-health, and feeling uncomfortable and nervous about trying new things. They are less likely to cite lack of time and a preference for sports as a barrier than other Australians.

Of the people with a disability or impairment who have not created in, nor attended, arts activities, almost half, at 45 percent, have creatively participated in the past, and 30 percent are interested in creating art.

People with disability or impairment generally have similar attitudes to the arts as other Australians, but they are more likely to think that:

- the arts tend to attract people who are somewhat elitist or pretentious: 35 percent agreeing or strongly agreeing with this, compared with 29 percent
- the arts are too expensive: 48 percent agree, compared with 34 percent
- there are plenty of opportunities for them to get involved in the arts, 61 percent agree compared with 74 percent for the rest of the population.

People with disability are less connected to the internet in many of its channels. Despite lower connectivity, however, their patterns of interaction with the arts online are similar to those living without disabilities.

There are fewer people with disability to be found among those who access the arts online, by watching or downloading art such as music, visual arts performances, or creative writing. 54 percent for people with disability do this, compared with 64 percent for those without disability.

Creative participation among people in regional areas is up.

Regional communities

The survey included 28 percent of Australians who live in regional areas of Australia.¹⁵ Creative participation among those living in regional areas rose to 49 percent in 2013, up from 39 percent in 2009. In particular, creative participation rose for:

- visual art and craft, to 32 percent, up from 21 percent in 2009 and
- music, to 20 percent, up from 14 percent in 2009.

Australians living in the regions are now just as likely to create some types of art as people living in metropolitan areas. In most artforms, regional Australia participates creatively at about the same levels as metropolitan dwellers. Regional dwellers create craft more than metropolitan dwellers, at 32 percent compared with 29 percent.

Attendance at art events among regional residents remained steady from 2009, at 66 percent in 2013, compared with 69 percent in 2009. People in regional areas, however, remain less likely to attend arts events compared with metropolitan residents, with 66 percent attending at least one arts event in the previous 12 months, compared with 74 percent of people in metropolitan Australia. This was also the case in 2009.

Although overall attendance among regional Australians remains stable, attendance at specific artforms has dropped for:

- visual arts and craft, which dropped 5 percentage points since 2009
- theatre and dance, which dropped 7 percentage points since 2009.

¹⁵ Appendix IX provides all regional data from the survey.

This decline in both artforms is mainly seen among female regional Australians (not males). Attendance at Visual arts and craft also declined among young people living in regional Australia (aged 15-24). The decline in Theatre and Dance attendance for regional Australians was mainly among those with lower household income (under \$80k). See Appendix IX for further details.

Regional attitudes to the arts differ only marginally, but where they do, they highlight the different experiences of people in regional areas. Regional people:

- are less likely to agree that there are plenty of opportunities to get involved in the arts, at 66 percent compared with 75 percent of metropolitan dwellers
- see the arts as having a greater impact on helping us to manage stress, anxiety and depression, at 59 percent compared with 55 percent
- see the arts as able to bringing visitors to our community, at 46 percent compared with 42 percent
- are comfortable that the arts in Australia reflect the diversity of cultures present in Australia, at 67 percent, compared with 62 percent for people living in metropolitan areas.

Regional people are more likely to think that ‘the arts are not for people like me’, at 15 percent, compared with 12 percent for people living in metropolitan areas. They are also more likely to agree that ‘the arts require understanding to appreciate them fully’, at 61 percent, compared with 57 percent.

A larger proportion of people living in regional Australia have not creatively participated or attended the arts over the previous 12 months at all. 22 percent say they did not create or attend the arts over the previous year, compared with 18 percent of people living in metropolitan areas.

37 percent of regional people who did not creatively participate over the past year had participated in the arts previously, but not as much as the 43 percent of metropolitan people who had done this. 29 percent of regional people not reporting creative participation are interested in participating again in the future, slightly less than metropolitan people, at 35 percent.

Reasons people living in regional areas give for not creatively participating in the arts include:

- the belief that there are not enough opportunities close to home, at 50 percent compared with 29 percent for people living in metropolitan areas
- not really being interested, at 48 percent compared with 42 percent
- finding it hard to get to, at 39 percent compared with 23 percent.

Overall people living in the regions are more interested in Indigenous arts and report that their interest will remain strong (24 percent of regional dwellers compared to 20 percent of metropolitan dwellers). They also attend more Indigenous arts events than metropolitan Australians. This includes:

- Indigenous visual arts and craft, at 20 percent attendance for regional dwellers, compared with 16 percent for people living in metropolitan areas

- Indigenous dance, at 13 percent for regional dwellers, compared with 8 percent
- Indigenous music, at 14 percent for regional dwellers, compared with 9 percent.

People living in regional areas (28 percent) are just as likely to donate time and/or money to the arts as metropolitan dwellers (26 percent). People living in regional areas are less likely to donate money to the arts (9 percent vs. 11 percent of metropolitan people), to subscribe to an arts organisation's membership program (5 percent vs. 7 percent). They are more likely to donate their time to volunteer to help arts organisations (16 percent vs. 14 percent).

People living in regional areas have similar connectivity to the Internet as people in metropolitan areas and interact with the arts online in a similar way as metropolitan dwellers.

Compared with those living in metropolitan areas, people in regional Australia are:

- more likely to be in part time employment
- less likely to be in full time work
- more likely to have a household income below \$40,000 per annum
- much more likely to have primary or secondary school education and trade and technical qualifications as their highest level of education
- More likely to be born in Australia than those living in metropolitan areas.

Young people

Young people in Australia aged 15–24 continue to display higher levels of engagement with the arts than the rest of the population. In 2013, almost two thirds of young people participated as creators in the arts during the past year, compared with 44 percent for the rest of the population.

38 percent of young people create visual arts and craft, 10 percentage points higher than for other Australians. Young people are also more likely to be participating as creators in theatre and dance, literature, and music.

More specifically, young people are more likely to:

- write poetry, with 12 percent of young people writing poetry, compared with 5 percent of all the other age groups
- play a musical instrument, at 25 percent, compared with 12 percent
- create photography, at 16 percent, compared with 12 percent
- create digital or video art, at 12 percent, compared with 5 percent
- create painting, drawing or street art, at 16 percent, compared with 11 percent
- create traditional or contemporary theatre, at 5 percent, compared with 1 percent
- create experimental theatre, at 2 percent, compared with 0 percent
- create circus or physical theatre, at 3 percent, compared with 0 percent
- create multicultural theatre/dance, at 2 percent, compared with 1 percent
- create social dance, at 3 percent, compared with 1 percent.

Though young people overall had higher levels of creative participation than other Australians, the frequency of creative engagement among young people was variable. Young people participated as creators more frequently in traditional or contemporary theatre, experimental theatre, circus or physical theatre, multicultural theatre or dance and contemporary dance. They participated less frequently than other Australians, however, in sculpture, digital or video art, craft and social dancing. Young people were also less frequent writers of novels and short stories.

Of the young people who had not participated creatively in the arts over the previous 12 months, 51 percent had done this at some time in the past, compared with 40 percent for the other age groups. Similarly, 43 percent of young people who were not creatively engaged were interested in participating in the future, compared with 32 percent for the other ages.

The attitudes of young people towards the arts generally align with those of other Australians, but with some exceptions. Young people more strongly agree that:

- artists should have total freedom of expression, at 86 percent, compared with 66 percent
- it is exciting to see new styles and types of art, at 92 percent, compared with 83 percent.

Young people are less likely to think the arts are too expensive, at 27 percent compared, with 38 percent.

Young people are more likely than other Australians to believe that the arts have a big impact on:

- shaping and expressing Australian identity, at 53 percent compared with 43 percent
- raising awareness about difficult issues facing our society, at 50 percent, compared with 39 percent
- improving our ability to think creatively and develop new ideas, at 73 percent, compared with 56 percent
- improving our ability to express ourselves, at 74 percent compared with 58 percent.

Part of the picture for youth participation in the arts is their greater connectivity to the internet. Young people are using the internet to connect with the arts at a much greater rate than other Australians. For example:

- 80 percent participated in the arts online by doing things like downloading or viewing art, compared with 51 percent of other Australians
- 41 percent participated creatively online, compared with 19 percent
- 66 percent used the internet to research, interact with or follow artists, arts events or arts organisations online, compared with 39 percent.

Among those who did not participate, the barriers to creative participation in the arts for young people are unique. In 2013, the main reason they gave for not creatively participating in the arts was that it cost too much: this affects 51 percent of young people who did not creatively participate but is only mentioned by 34 percent of people of other ages.

Many young people who do not participate creatively in the arts prefer sports at this stage of their life. This is mentioned by 49 percent of young people, compared with 36 percent for other Australians.

Some barriers to participation are social ones. These include not having anyone to do it with, perhaps feeling uncomfortable or out of place, and also that they do not get enough information about the arts. 69 percent of young people that did not creatively participate also report that it is hard to find the time, compared with 56 percent for other people.

In 2013, 32 percent of Australians engaged in some form of community arts.

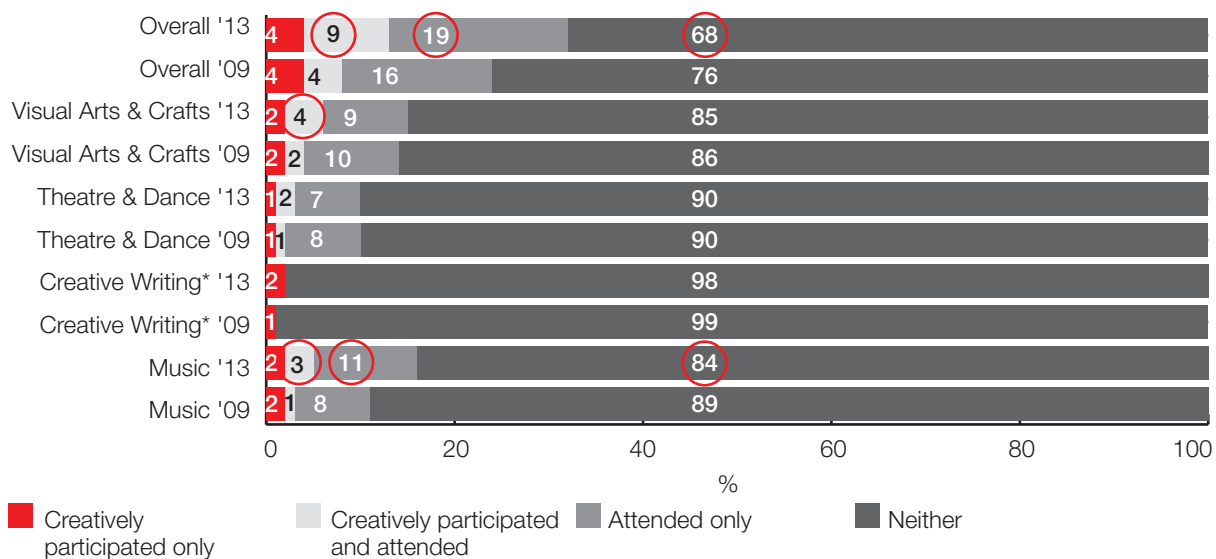
Community arts

In this report, community arts is defined as 'art that has been created as part of a community group together with a professional artist who has been paid for their involvement'. In 2013, 32 percent of Australians engaged in some form of community arts, an increase of 8 percentage points since 2009.

The number of people who both participate creatively and also attend community arts is growing, up 5 percentage points from 2009 to 9 percent. In particular, more people are both attending and participating in community visual arts and craft, up 2 percentage points to 4 percent and also community music, up 2 percentage points to 3 percent.

Growing attendance at community arts activities might explain some of the growth in creative participation. Most of the growth in attendance was in music, with attendance rising 5 percentage points since 2009.

Figure 20: Participation in community arts



Note: No option for 'yes - attended' or 'yes - both' for creative writing. Red circles indicate significant differences in figures between 2009 and 2013 at 95% confidence.

Base: Total sample, 2009/2013: n=3004/3006. Weighted data used.

Source: QB4. 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?

People who do not create or attend

Non-participants in arts creation

Past creative participation of non-creators

More people are engaged in creating art in some form and this is trending upwards. In 2009, 59 percent of Australians said they had not participated in the arts as creators. In 2013, this was down to 52 percent.

A further sign of growing creative participation by Australians is that 41 percent of those who had not participated over the previous year had done so in the past, an increase from 33 percent in 2009. In 2013, fewer Australians had never creatively participated in the arts, down from 40 percent in 2009.

Table 33: Past creative participation of non-creators

	2009 %	2013 %
Have participated (just not in the previous 12 months)	33	41
Have never participated	67	58

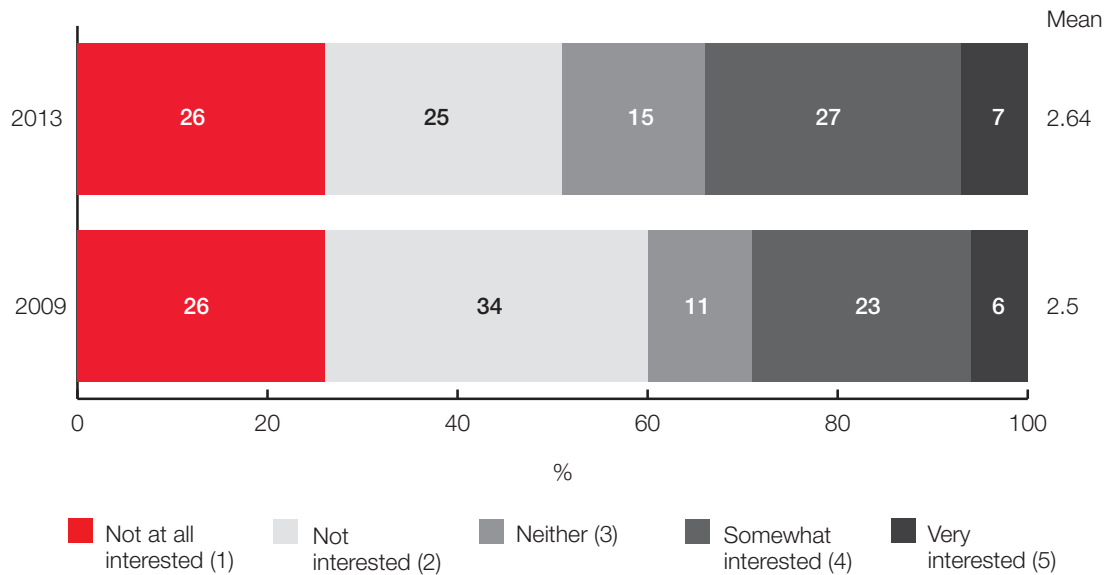
Base: Only those who have not participated in any artform in the last 12 months at QB1, n=1576. Weighted data used.

Source: QBX1. Have you ever participated in the arts?

Interest in creative participation among non-creators

Australians who had not creatively participated in the arts in the previous 12 months were asked whether they would be interested in doing so. 34 percent said they would, 5 percentage points more than in 2009.

Figure 21: Interest in creative participation in the arts among non-creators



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

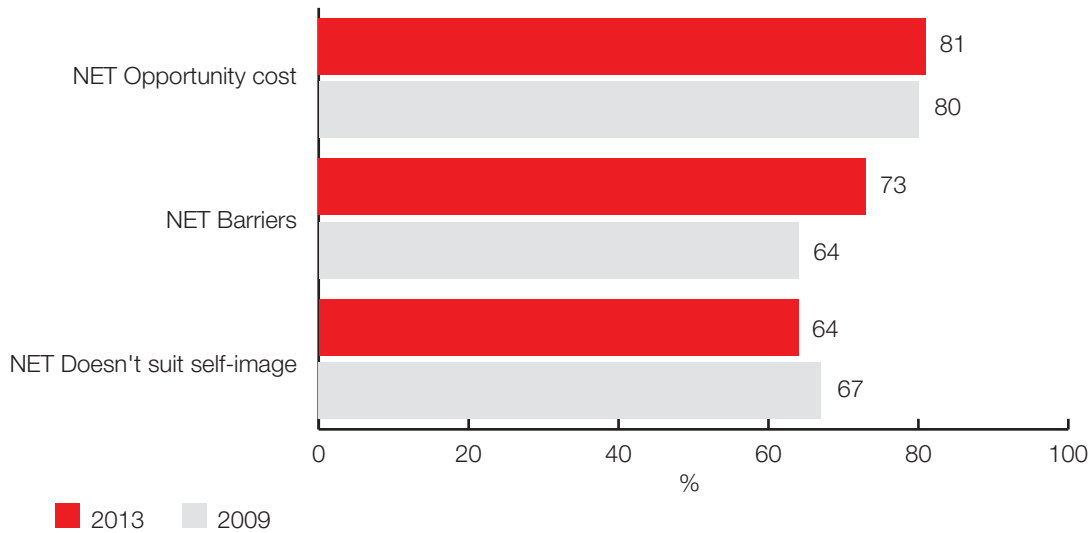
Source: QBX2. How interested are you in participating in the arts nowadays?

Australians are not creatively participating in the arts because of the opportunity cost, the time and money that it takes. For some, leisure time is a very limited resource and it seems that for many, a choice must be made of either doing sports or engaging in arts pursuits.

Overall, access barriers were raised more often in 2013, at 73 percent, than in 2009, at 64 percent.

Among those who did not creatively participate in 2013, fewer people say it is because the arts don't suit their self-image, at 64 percent, compared with 67 percent in 2009.

Figure 22: Reasons for not creatively participating in the arts



Base: Only those who have not participated in any artform in the last 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]

A key reason given for not participating creatively in the arts, mentioned by 40 people, was the pressure of being a carer for others. Their caring responsibilities were mainly for children, especially young children, but also for aged parents, injured or chronically ill partners or children living with disabilities. Poor health (including disabilities, arthritis, poor eyesight, deafness, brittle bones, depression and obesity) prevented many others from creatively participating. Living in regional and remote locations is also a reason.

Some people mentioned they were new to the area and did not know enough people, or know what was available become involved. Some had never thought of getting involved creatively in the arts.

Non-attendees at arts events

Past attendance at an arts event by non-attendees

The number of Australians who have never attended an arts event is declining. In 2013, 29 percent of people said they had never attended an arts event, down by 8 percentage points since 2009.

71 percent who said they had not attended an arts event during the previous year had attended an arts event at some stage in the past, an increase of 8 percentage points since 2009.

Table 34: Past attendance of non-attendees

	2009 %	2013 %
Have attended (just not in the previous 12 months)	63	71
Have never attended	37	29

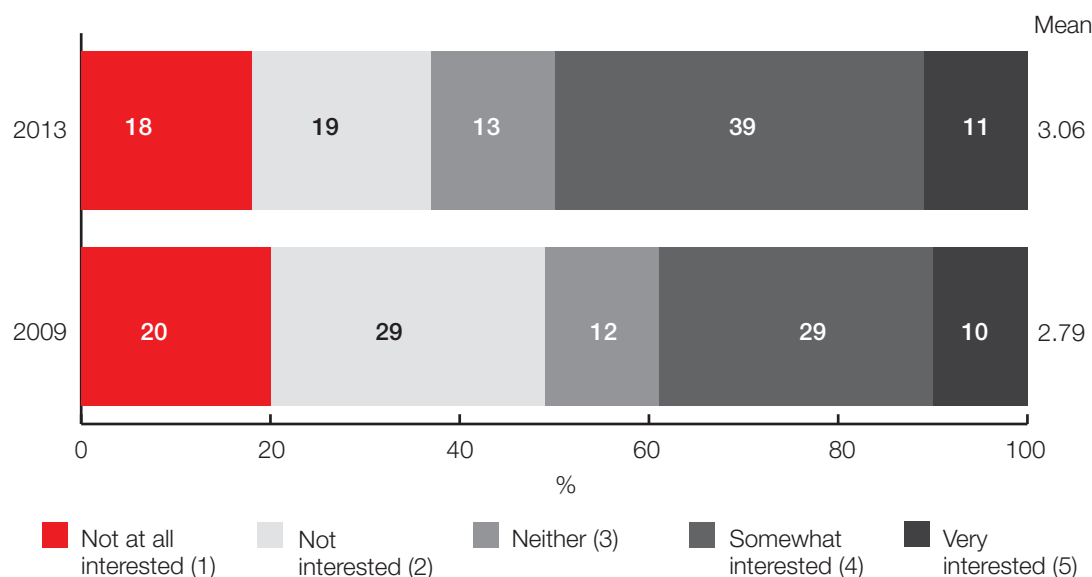
Base: Only those who have not attended any art event in the previous 12 months at QB1, n=858. Weighted data used.
Source: QBX4. Have you ever attended an arts event?

Interest in attending among non-attendees

The level of interest in attending an arts event among non-attendees rose in 2013. The proportion interested rose from 39 percent in 2009 to 50 percent in 2013.

Some non-attendees remain uninterested, with 18 percent not at all interested.

Figure 23: Level of interest in attending an arts event among non-attendees



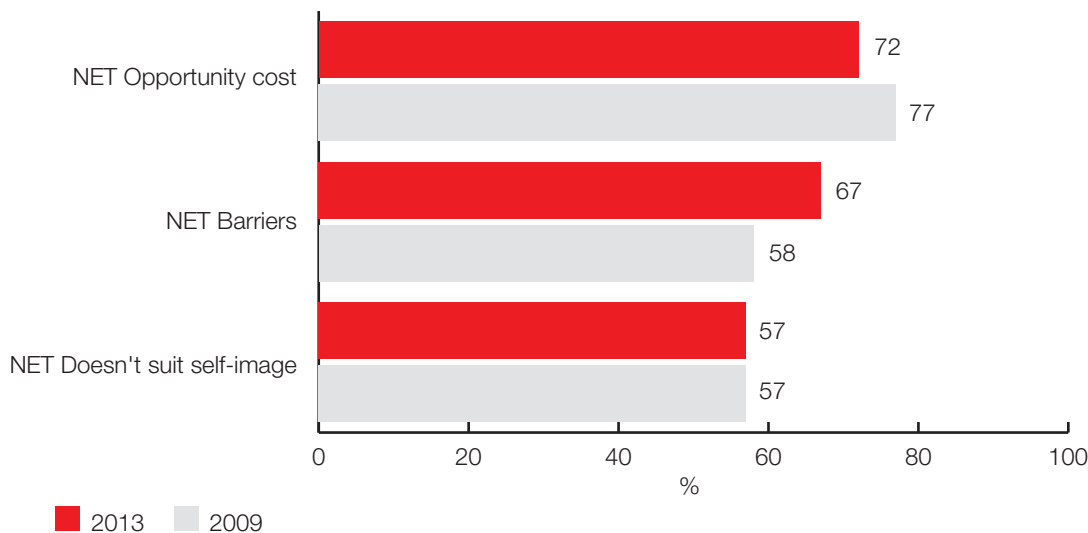
Base: Only those who have not attended any art event in the previous 12 months at QB1, n=858. Weighted data used.

Source: QBX5. How interested are you in attending arts events nowadays?

The main reasons given for not attending an arts event were the opportunity costs of investing time and money in the arts. There was a small decline, however, in the numbers of people citing opportunity costs: in 2013, 72 percent said this was a barrier, compared with 77 percent in 2009. Some non-attendees had limited leisure time and needed to choose between engaging with sports or attending the arts.

Reasons given for non-attendance that are connected to self-image remain the same. People agreed to the same degree in 2013 as they had in 2009 with these statements: 'I'm not really interested', 'It's not something someone like me would do', 'I wouldn't enjoy it' and 'I have no artistic ability'. 57 percent of non-attendees cited these reasons.

Figure 24: Reasons for not attending the arts



Base: Only those who have not attended any art event in the last 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 reasons people did not attend an arts activity in the previous 12 months were similar to the reasons people did not creatively participate. They included having to care for young children and others (mentioned by 25), chronic poor health (mentioned by 11) and living in regional and remote areas with little access to the arts (mentioned by 7 people).

Other reasons for non-attendance at an arts activity included a lack of public transport and a reluctance to travel at night. Also being new to an area, not knowing what was available, and simply being too busy with other things were reasons people gave for not attending.

