



instinct<sup>and</sup>  
reason

# Arts Participation Survey: Queensland

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**Prepared For**

Arts Queensland and Australia Council for the Arts

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# 1. Background & Research Objectives

In 2010 the Australia Council for the Arts published its report 'More Than Bums On Seats: Australian Participation in the Arts', based on a nationwide survey carried out in October/November 2009. The survey provided a comprehensive picture of the way Australians were involved with the arts and was a benchmark study for the health and significance of the arts in Australia. It showed that the community strongly supported the arts, that they were interested, and that they valued the arts. The research helped to understand community attitudes and values and how these were impacting on creative and receptive participation.

In 2013, the Australia Council for the Arts commissioned Instinct and Reason to repeat the survey to monitor trends – what has changed 2009-2013 – and to look at patterns in the data in 2013, to bring the research and our understanding up-to-date.

The core findings reported in 'More Than Bums On Seats: Australian Participation in the Arts' were based on national data. Arts Queensland supplemented the Queensland data from the 2009 national survey with additional data from a Queensland survey conducted in November 2010 by Instinct and Reason to create a statistically valid sample for deeper analysis of Queenslanders' engagement in the arts.

When the national survey was repeated in 2013, Arts Queensland commissioned Instinct and Reason to carry out further interviews among residents in Queensland at the same time as the main national fieldwork (a 'booster sample' for more robust analysis in the areas of particular interest), ask some tailored questions of particular interest to Arts Queensland, and produce this separate report.

The key objectives were to:

- report the key findings on, attitudes, perceived impacts, participation & attendance behaviour of Queensland residents in relation to the arts
- highlight significant differences between the, attitudes and behaviours of Queensland residents and the broader Australian population in 2013
- explore the differences in, attitudes and behaviours of those in different parts of the State – Brisbane, Metro, Provincial, Rural & Remote
- highlight changes reported by the survey 2009-2013 among residents in Queensland (in comparison to the national trend).

## 2. Methodology

A review of the 2009 survey questionnaire in the context of the results generated last time, the changing environment, especially the considerable changes due to ‘the digital world’ we now operate in, and the needs of Arts authorities/the arts community at this time was conducted with Australia Council and state arts agencies. The review tried to protect trend data where possible by asking the same questions in the same way and the same order as in 2009, whilst also trying to have meaningful, contemporary content. There was extensive and intensive questionnaire development, cognitive testing, and piloting.

The core national survey was then administered to 3,004 Australians aged 15 years and older using Computer Aided Telephone Interviewing (CATI). Of the total 3,004 interviews conducted, 600 were among Queenslanders. Including the booster sample in Queensland of 518, a total of 1,118 Queensland residents were interviewed in 2013.

The fieldwork was conducted between 25 October and 29 November 2013. Including the additional questions, the average interview length was 21.5 minutes with a contact success ratio of approximately 1:3. That is, for every three households contacted, one survey was completed.

In order to ensure the reliability of the survey data in representing the population, respondents were selected using stratified random sampling of households and quotas were set for the selection of households and individuals within the household. This also ensured that a sufficient number of people were interviewed from the following groups:

- State – for the national survey
- metropolitan and regional areas within each State
- age (15 years and older)
- gender (50/50)

For the primary sample, an equal number of interviews was carried out in each Federal Electorate to ensure a representative spread to combine with a representative selection; and there were booster samples in some electorates to guarantee minimum numbers within regions (see below). The sample size then ensured reliability of this sample spread and selection. The final data sets were also weighted to ABS 2011 Census data to ensure that the results are nationally representative and representative by State. The weighting specification included location, age and gender. A detailed breakdown of the sample profile can be found in Appendix I.

## Data

The percentages provided in the report are all rounded to the whole percentage.

Mean Scores are calculated from semantic scales, e.g. where five is very interested, and one is not interested at all. Don't know/unsure responses are removed for the calculation.

Only significant differences at the 95 percent confidence level have been highlighted.



Significant differences across years (2009 compared to 2013) are indicated with a bold red number.

Significant differences within 2013 in tables which compare individual regions to the total Queensland figures are also indicated with bold red number.

Significant differences within 2013 which compare Queensland to National figures are indicated with a red box.

## The regions

### Brisbane

In 2013, the area of Brisbane was calculated using 8 federal electorates as previously discussed with Arts Queensland. These electorates were: Bonner; Brisbane; Griffith; Lilley; Moreton; Oxley; Petrie, and; Ryan. These same 8 electorates were used to recalculate the area of Brisbane using 2009 data in order to allow for direct comparisons of the Brisbane area in 2009 versus 2013.

### Queensland regions

In 2013, the Queensland regions of metro, provincial, rural, and remote were calculated using Local Government Areas (LGA). The survey recorded the postcode of the respondent, which was then matched to LGA. The LGA was then matched to either metro, provincial, rural, or remote based on a list provided by Arts Queensland.

Rural and remote regions were combined in order to overcome the low base size of remote participants.

See Appendix III for a full list of LGAs used in the Queensland regions.

### Queensland geographical regions

As with the Queensland regions above, the same process was used to determine the geographical regions of Central Queensland, Far North Queensland, North Queensland, South East Queensland, and South West Queensland.

See Appendix III for a full list of LGAs used in the Queensland geographical regions.

## Glossary

The key terms used in this report are as follows:

- ● 'receptive participation' is attendance at live events/art galleries, plus reading literature
- ● 'creative participation' is actively making art or doing an arts activity oneself
- ● 'attendance' is attendance at live events/art galleries only.

### 3. Results

## Queensland's engagement with the Arts in 2013

Total participation remains high, and the proportion of Queensland residents creatively participating in the arts has increased from 42% in 2009 to 50% in 2013 in line with the national trend. Arts participation in Brisbane is almost universal – 99% creatively or receptively participating in the most recent survey.

Table 1: Levels of creative and receptive participation (including reading) – National vs QLD

	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	998	1118	276	271
<b>Creatively OR receptively participated in at least one art form</b>	<b>93</b>	<b>95</b>	<b>94</b>	<b>96</b>	<b>95</b>	<b>99</b>
Receptively participated in at least one art form	92	<b>94</b>	92	94	94	<b>99</b>
Creatively participated in at least one art form	41	<b>48</b>	42	<b>50</b>	45	53
<b>Have neither creatively nor receptively participated in an art form</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>1</b>
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing QLD to National for 2013 at 95% confidence. Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.						

As we might expect partly due to access to the arts, receptive participation levels are higher in Metro LGAs and lower in Rural & Remote areas.

Table 2: Levels of creative and receptive participation (including reading) – QLD regions

	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
<b>Creatively OR receptively participated in at least one art form</b>	<b>96</b>	<b>97</b>	<b>94</b>	<b>92</b>
Receptively participated in at least one art form	94	<b>96</b>	91	<b>86</b>
Creatively participated in at least one art form	50	51	51	47
<b>Have neither creatively nor receptively participated in an art form</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>8</b>
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.				

The proportion receptively participating in the arts also ranges from a low of 87% in the Central Queensland Region to a high of 96% in South East Queensland. There are no statistically significant differences in levels of creative participation.

Table 3: Levels of creative and receptive participation (including reading) – QLD geographical regions

	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
<b>Creatively OR receptively participated in at least one art form</b>	<b>96</b>	<b>91</b>	<b>97</b>	<b>94</b>	<b>97</b>	<b>94</b>
Receptively participated in at least one art form	94	<b>87</b>	95	90	<b>96</b>	94
Creatively participated in at least one art form	50	46	50	46	51	57
<b>Have neither creatively nor receptively participated in an art form</b>	<b>4</b>	<b>9</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>6</b>
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.						

The proportion of Queensland residents who have attended at least one art form has fallen from 72% in 2009 to 67% in 2013, and is now below the national average of 71%. In Brisbane attendance at least one art form has remained unchanged – 77% in 2009, 75% in 2013.

Table 4: Levels of creative participation and attendance (excluding reading) – National vs QLD

	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
n=	3006	3004	998	1118	276	271
<b>Creatively participated in OR attended at least one art form</b>	<b>80</b>	<b>81</b>	<b>80</b>	<b>80</b>	<b>86</b>	<b>85</b>
Attended at least one art form	72	71	72	<b>67</b>	77	75
Creatively participated in at least one art form	41	<b>48</b>	42	<b>50</b>	45	53
<b>Have neither creatively participated in nor attended an art form</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>15</b>
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing 2009 to 2013 for Brisbane. Red boxes under QLD indicate statistically significant differences comparing QLD to National for 2013 at 95% confidence. Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.						

Attendance is highest in Metro regions (71% attended at least one art form), followed by Provincial (61%) and Rural and remote (54%). This could reflect opportunities to attend venues and performances.

Table 5: Levels of creative participation and attendance (excluding reading) – QLD regions

	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
<b>Creatively participated in OR attended at least one art form</b>	<b>80</b>	<b>82</b>	<b>75</b>	<b>71</b>
Attended at least one art form	67	<b>71</b>	61	<b>54</b>
Creatively participated in at least one art form	50	51	51	47
<b>Have neither creatively participated in nor attended an art form</b>	<b>20</b>	<b>18</b>	<b>25</b>	<b>29</b>

Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence.  
Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

Levels of attendance are lowest in Central Queensland (53% attended at least one art form). Also, the proportion of residents creatively participating or attending in Central Queensland is significantly lower than the Queensland average— just 69%, compared with 80% for Queensland as a whole.

Table 6: Levels of creative participation and attendance (excluding reading) – QLD geographical regions

	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
<b>Creatively participated in OR attended at least one art form</b>	<b>80</b>	<b>69</b>	<b>80</b>	<b>78</b>	<b>82</b>	<b>81</b>
Attended at least one art form	67	<b>53</b>	73	60	70	65
Creatively participated in at least one art form	50	46	50	46	51	57
<b>Have neither creatively participated in nor attended an art form</b>	<b>20</b>	<b>31</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>19</b>

Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence.  
Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

Levels of participation in these specific art forms are similar in Queensland to the national picture. The table below shows changes within Queensland from 2009 to 2013. There has been an increase in engagement with Visual Arts & Craft – ‘creative participation only’ increasing from 13% to 17% and ‘creative and receptive participation’ increasing from 10% to 14%. The proportion creatively and receptively participating in Music has risen from 9% in 2009 to 14% in 2013. Total participation in Literature is up from 84% to 88%.

Table 7: Engagement with the Arts by main artforms – Total QLD 2009 vs 2013

	Creative participation only		Creative & receptive participation		Receptive participation only		Did not participate	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
Visual Arts & Craft	13	17	10	14	25	21	53	49
Theatre & Dance	3	3	5	5	32	30	59	61
Literature	2	1	14	15	68	73	16	12
Music	6	7	9	14	46	39	39	40
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. Base: 2009 QLD weighted sample, n=998; 2013 QLD weighted sample, n=1118. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.								

The pattern of greater attendance or participation in Metro areas and lower levels in Rural/Remote areas is repeated for Theatre & Dance – 58% did not participate in Metro areas, 65% Provincial and 75% Rural/Remote. However, this pattern is not to be found for Visual Arts & Craft.

Table 8: Engagement with the Arts by main artform – QLD regions 2013

	Creative participation only				Creative & receptive participation				Receptive participation only				Did not participate			
	T %	M %	P %	RR %	T %	M %	P %	RR %	T %	M %	P %	RR %	T %	M %	P %	RR %
n=	1118	806	150	162	1118	806	150	162	1118	806	150	162	1118	806	150	162
Visual Arts & Craft	17	16	15	21	14	14	13	12	21	21	20	18	49	48	52	48
Theatre & Dance	3	3	4	4	5	5	6	2	30	33	25	19	61	58	65	75
Literature	1	1	1	0	15	14	17	16	73	75	69	67	12	11	14	17
Music	7	7	7	7	14	15	12	8	39	42	31	36	40	37	49	49
Note: T refers to Total QLD; M refers to Metro; P refers to Provincial; RR refers to Rural and Remote. Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.																

The proportion saying they did not participate – creatively or receptively – in Visual Arts & Craft does not differ significantly by Region, but there are differences for the other three art forms listed. Once again, it is Central Queensland where the proportion not participating is highest – 55% for Music (compared with 40% for Queensland as a whole) and 75% for Theatre & Dance (compared with a State average of 61%). For Literature, the highest non-participation rate is North Queensland (22%, compared with the State average of 16%).

Table 9: Engagement with the Arts by main artform – QLD geographical regions 2013

	Creative participation only						Creative & receptive participation					
	T %	C %	FN %	N %	SE %	SW %	T %	C %	FN %	N %	SE %	SW %
<i>n=</i>	1118	131	132	96	694	65	1118	131	132	96	694	65
Visual Arts & Craft	17	21	10	21	17	14	14	10	13	7	15	22
Theatre & Dance	3	2	2	5	3	6	5	3	3	6	5	7
Literature	1	1	0	0	1	0	15	12	19	11	15	19
Music	7	4	10	4	7	13	14	8	14	17	15	12
	Receptive participation only						Did not participate					
	T %	C %	FN %	N %	SE %	SW %	T %	C %	FN %	N %	SE %	SW %
<i>n=</i>	1118	131	132	96	694	65	1118	131	132	96	694	65
Visual Arts & Craft	21	17	32	17	21	19	49	53	45	55	48	45
Theatre & Dance	30	21	36	27	33	24	61	75	59	63	59	63
Literature	73	71	69	67	74	74	12	16	12	22	10	6
Music	39	33	40	32	42	38	40	55	36	48	37	36

## Personal contribution to the Arts

The proportion donating time or money to the arts in the past 12 months is one in four in Queensland (27%). This is consistent with the national average. It is not significantly higher in the capital – 28% in Brisbane.

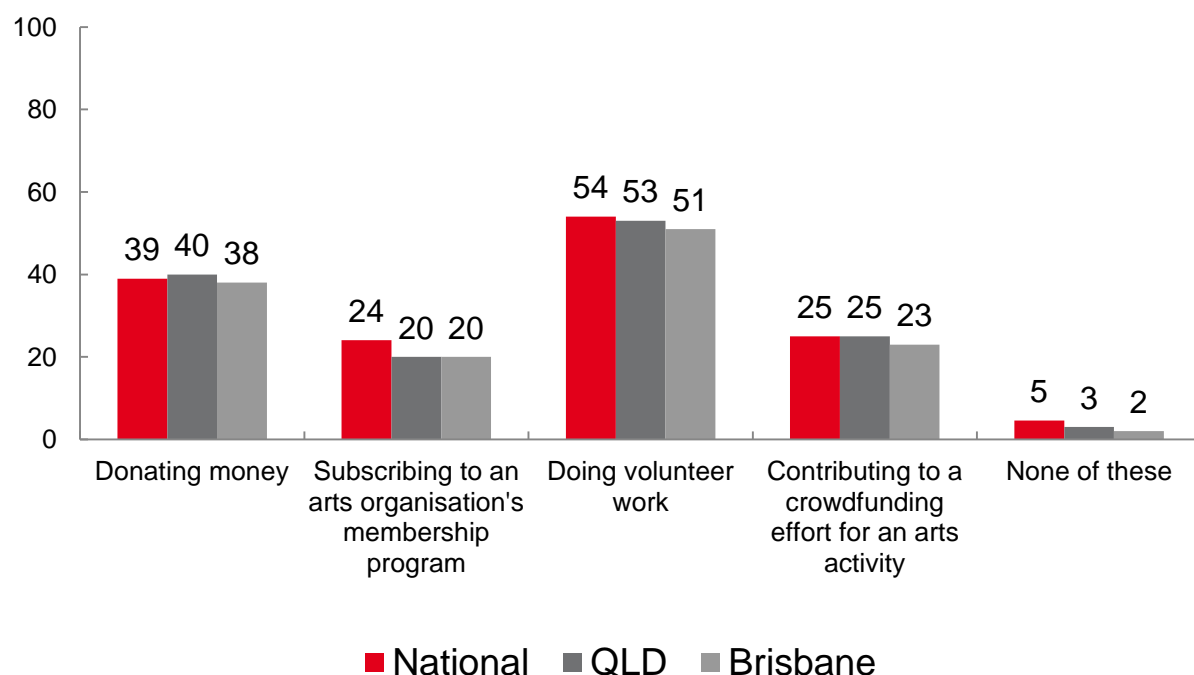
Table 10: Contribution to the Arts – National vs QLD

Donated time/ money	National	QLD	Brisbane
n=	3004	1118	271
Yes	27%	27%	28%
No	73%	73%	72%

Source: QB9.1. In the past 12 months, have you donated your time and/or money to the arts?

Among this one in four (money/time) donors, the balance is also in line with the national picture – around half doing volunteer work, two in five donating money, and one in five contributing to a crowdfunding effort. However, there are fewer in Queensland (20%) and Brisbane (20%) than nationally (24%) for subscribing to an arts organisation's membership program.

Figure 1: Types of contribution to the Arts – National vs QLD



Base: Those who have donated time/money: National, n=806; QLD, n=296; Brisbane, n=72.  
 Source: QB9.2. And was that by... [multiple response]

There are no significant differences between Metro, Provincial and Rural/Remote areas (taking into account the small base sizes).

Table 11: Contribution to the Arts – QLD regions

		QLD			
		Total %	Metro %	Provincial %	Rural + Remote %
n=		1118	806	150	162
Donated time/ money	Yes	27	27	26	29
	No	73	73	74	71
n=		296	211	37	48
Donation type (among those who donated time/ money above)	Donating money	40	41	32	46
	Subscribing to an arts organisation's membership program	20	19	15	28
	Doing volunteer work	53	52	61	53
	Contributing to a crowdfunding effort for an arts activity	25	27	22	14
	None of these	3	4	2	0
Note:		There are no statistically significant differences comparing each region to total at 95% confidence.			
Source:		QB9.1. In the past 12 months, have you donated your time and/or money to the arts? QB9.2. And was that by... [multiple response]			



By Region, there are some significant differences. Far North Queensland (38%), compared with 24%-28% in the other Regions had a higher overall level of donation (of time and/or money). Specifically, it is subscribing to an arts organisation's membership program that is much higher in FNQ – 33% of donors, compared with a 20% State-wide average. Donors in South West Queensland (34%) are also significantly more likely to subscribe to an arts organisation's membership program.

Table 12: Contribution to the Arts – QLD geographical regions

		QLD					
		Total %	Central %	Far North %	North %	South East %	South West %
n=		1118	131	132	96	694	65
Donated time/ money	Yes	27	24	38	25	27	28
	No	73	76	62	75	73	72
n=		296	29	45	25	180	17
Donation type (among those who donated time/ money above)	Donating money	40	53	41	28	41	20
	Subscribing to an arts organisation's membership program	20	9	33	3	21	34
	Doing volunteer work	53	51	54	64	52	58
	Contributing to a crowdfunding effort for an arts activity	25	24	19	30	27	6
	None of these	3	0	5	0	4	5
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:		QB9.1. In the past 12 months, have you donated your time and/or money to the arts? QB9.2. And was that by... [multiple response]					

## Queenslanders' attitudes to the Arts

Queenslanders continue to have positive attitudes to the arts, with a number of improvements recorded since 2009. There have been positive shifts in the proportion of Queensland residents agreeing that "Indigenous Arts are an important part of Australia's culture" (88% in 2009, 93% in 2013), "the arts make for a richer and more meaningful life" (up from 77% to 85%), "it's exciting to see new styles and types of art" (77% to 85%), and "there are plenty of opportunities for me to get involved in the arts" (67% to 71%).

There have been significant falls in the numbers holding negative views like "the arts are too expensive" (down from 40% in 2009 to 35% in 2013) and "the arts are not really for people like me" (down from 19% to 13%).

The proportion of Queenslanders agreeing that "the arts should receive public funding" has fallen – in line with the national trend – from 83% in 2009 to 78% in 2013, but this still means the support of four in five residents.

Again in line with the national trend, more agree that "the arts require understanding to appreciate them fully" (up from 51% to 57%).

Table 13: Attitudes to the Arts – National vs QLD

Attitudes to the Arts Strongly agree + agree	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
n=	3006	3004	998	1118	276	271
People can enjoy both the arts and sport	96	96	95	97	97	98
Indigenous Arts are an important part of Australia's culture	89	92	88	93	93	94
Artists make an important contribution to Australian society	-	90	-	90	-	94
The arts should be an important part of the education of every Australian	90	89	87	90	89	93
I feel proud when Australian artists, do well overseas	-	88	-	90	-	92
The arts make for a richer and more meaningful life	80	85	77	85	81	91
It is exciting to see new styles and types of art	81	84	77	85	77	85
The arts should receive public funding	85	79	83	78	80	85
There are plenty of opportunities for me to get involved in the arts	70	72	67	71	70	74
Artists should have total freedom of expression	-	69	-	70	-	67
The arts in Australia reflect the diversity of cultures present in Australia	-	64	-	66	-	65
The arts require understanding to appreciate them fully	53	58	51	57	48	50
Indigenous arts are well represented in Australia	-	46	-	49	-	48
The arts are too expensive	39	36	40	35	40	36
The arts tend to attract people who are somewhat elitist or pretentious	34	30	31	28	31	25
The arts are not really for people like me	20	13	19	13	17	9
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing QLD to National for 2013. Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence. Source: QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly agree?						

Attitudes among Brisbane residents are more positive than for Queensland as a whole, with some positive shifts since 2009/10: "The arts make for a richer and more meaningful life" (up from 81% to 91%), "It is exciting to see new styles and types of art" (up from 77% to 85%), and "the arts are not really for people like me" (down from 17% to 9%).

There are some significant variations by type of area. As we would expect, in line with the pattern from other results, there is significant variation for “there are plenty of opportunities for me to get involved in the arts” – 74% Metro, 67% Provincial, 61% Rural/Remote. Related with this, there is significant variation for “the arts should receive public funding” – 81% Metro, 72% Provincial, 69% Rural/Remote; and also for “the arts make for a richer and more meaningful life” – 87% Metro, 81% Provincial, 76% Rural/Remote.

Table 14: Attitudes to the Arts – QLD regions

Attitudes to the Arts Strongly agree + agree	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
People can enjoy both the arts and sport	97	97	99	97
Indigenous Arts are an important part of Australia's culture	93	93	93	90
Artists make an important contribution to Australian society	90	90	92	86
The arts should be an important part of the education of every Australian	90	90	91	90
I feel proud when Australian artists, do well overseas	90	89	94	90
The arts make for a richer and more meaningful life	85	87	81	76
It is exciting to see new styles and types of art	85	85	86	81
The arts should receive public funding	78	81	72	69
There are plenty of opportunities for me to get involved in the arts	71	74	67	61
Artists should have total freedom of expression	70	69	78	69
The arts in Australia reflect the diversity of cultures present in Australia	66	66	64	68
The arts require understanding to appreciate them fully	57	57	56	60
Indigenous arts are well represented in Australia	49	47	51	60
The arts are too expensive	35	37	35	26
The arts tend to attract people who are somewhat elitist or pretentious	28	27	31	27
The arts are not really for people like me	13	11	17	16
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly agree?			

The pattern is reversed for “Indigenous Arts are well represented in Australia” – 47% Metro, 51% Provincial, 60% Rural/Remote.

There are some significant variations by Region. In Central Queensland, there are significantly lower numbers of residents agreeing that “the arts make for a richer and more meaningful life” (74%, compared with the Statewide average of 85%) but significantly higher numbers agreeing that “artists should have total freedom of expression” (84%, compared with 70% across Queensland as a whole).

Central Queensland residents are significantly less likely than the norm to agree that “the arts should receive more public funding” (69%, compared with 78% for Queensland as a whole). The number agreeing with this statement is significantly higher than the State average in South East Queensland (81%).

Table 15: Attitudes to the Arts – QLD geographical regions

Attitudes to the Arts Strongly agree + agree	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
People can enjoy both the arts and sport	97	99	98	99	97	95
Indigenous Arts are an important part of Australia's culture	93	93	91	92	94	88
Artists make an important contribution to Australian society	90	92	88	87	91	88
The arts should be an important part of the education of every Australian	90	90	91	90	91	86
I feel proud when Australian artists, do well overseas	90	94	89	90	89	93
The arts make for a richer and more meaningful life	85	74	83	84	87	82
It is exciting to see new styles and types of art	85	84	85	87	85	86
The arts should receive public funding	78	69	77	76	81	70
There are plenty of opportunities for me to get involved in the arts	71	63	63	65	74	72
Artists should have total freedom of expression	70	84	70	69	68	67
The arts in Australia reflect the diversity of cultures present in Australia	66	69	65	70	66	58
The arts require understanding to appreciate them fully	57	55	61	65	57	51
Indigenous arts are well represented in Australia	49	55	64	57	46	43
The arts are too expensive	35	32	31	42	36	24
The arts tend to attract people who are somewhat elitist or pretentious	28	31	24	36	27	22
The arts are not really for people like me	13	18	10	12	12	19
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:	QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly agree?					

## Impact of the Arts in 2013

The majority of Queenslanders identify five different ways in which the arts have had a big and positive impact – child development (67%), our ability to express ourselves (61%), our ability to think creatively and develop new ideas (58%), helping us deal with stress, anxiety or depression (58%), and our sense of wellbeing and happiness (54%).

Table 16: Impact of the Arts – National vs QLD

Impact of the Arts Big impact + Very big impact	National %	QLD %	Brisbane %
<i>n=</i>	3004	1118	271
Child development	66	67	67
Our ability to express ourselves	61	61	65
Our ability to think creatively and develop new ideas	59	58	61
Helping us deal with stress, anxiety or depression	56	58	60
Our sense of wellbeing and happiness	52	54	57
Community pride and identity	45	45	48
Shaping and expressing Australian identity	45	45	46
Bringing visitors to our community	43	41	42
Raising awareness about difficult issues facing our society	41	43	47
Our empathy for others	36	38	42
Our connections with family and friends	33	34	37
The economy	22	22	20
Note:	There are no significant differences comparing QLD to National at 95% confidence.		
	There are no significant differences comparing Brisbane to QLD at 95% confidence.		
Source:	QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).		

Brisbane residents tend to be slightly more positive than the average when commenting on impact of the arts, notably for raising awareness about difficult issues facing our society.

In Metro areas, the results are consistent with the Statewide average. Those living in Provincial areas show a similar pattern but they are significantly more likely than those in other types of area to perceive a big impact on the economy – 29% Provincial, 21% Metro, 19% Rural/Remote.

Those living in Rural/Remote areas are significantly more likely to say that the arts have a big impact on child development – 74%, compared with 69% Provincial and 66% Metro.

Table 17: Impact of the Arts – QLD regions

Impact of the Arts Big impact +Very big impact	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
	n= 1118	806	150	162
Child development	67	66	69	74
Our ability to express ourselves	61	62	61	55
Our ability to think creatively and develop new ideas	58	58	56	54
Helping us deal with stress, anxiety or depression	58	58	61	60
Our sense of wellbeing and happiness	54	54	56	50
Community pride and identity	45	44	46	45
Shaping and expressing Australian identity	45	44	50	43
Bringing visitors to our community	41	41	41	44
Raising awareness about difficult issues facing our society	43	44	38	44
Our empathy for others	38	38	39	36
Our connections with family and friends	34	35	31	32
The economy	22	21	29	19
Note:	There are no statistically significant differences comparing each region to total at 95% confidence.			
Source:	QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).			

By Region, there are a number of significant differences. Interestingly, those in Central Queensland, who are less positive elsewhere in the survey, eg about access to the arts, are more positive than the State average when asked about impact of the arts. The proportion perceiving a big or very big impact on child development is 75% compared with 67% for Queensland as a whole. The proportion believing that the arts have a big or very big impact on “community pride and identity” is 54%, compared with 45% for Queensland as a whole. This proportion is also high in Far North Queensland (57%) where views also tend to be more positive than the average.

In contrast, in North Queensland, the numbers tend to be lower than the average, notably “our ability to express ourselves” (13 points below the State average at 48%), “community pride and identity” (14 points lower at 31%), “bringing visitors to our community” (10 points lower at 31%), “raising awareness about difficult issues facing our society” (13 points lower at 30%), and “our empathy for others” (17 points lower at 21%).

Table 18: Impact of the Arts – QLD geographical regions

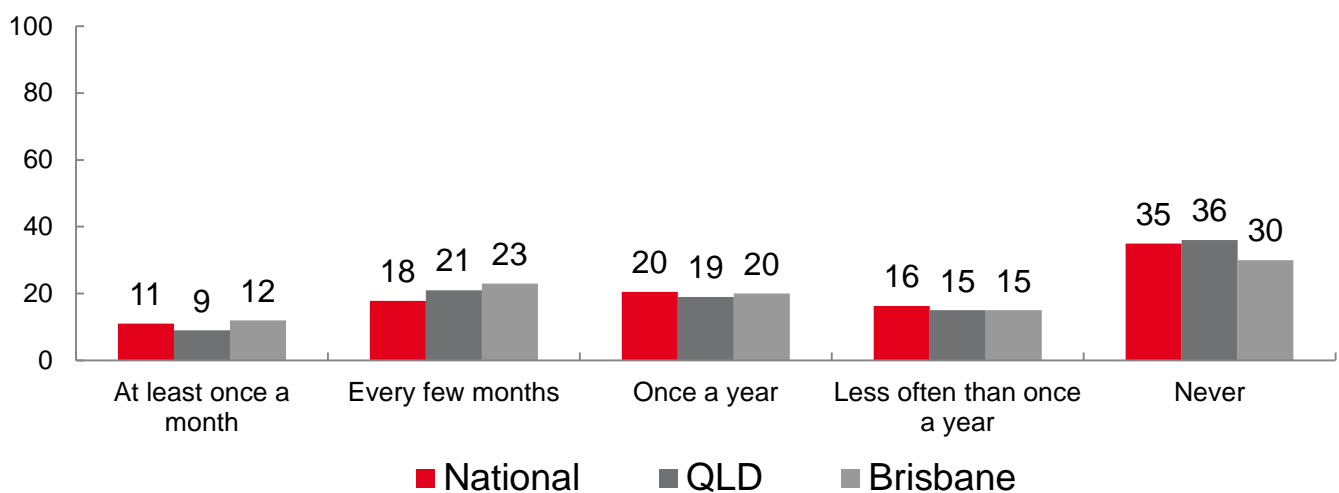
Impact of the Arts Big impact +Very big impact	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
Child development	67	75	68	63	66	66
Our ability to express ourselves	61	68	66	48	62	51
Our ability to think creatively and develop new ideas	58	60	56	49	58	55
Helping us deal with stress, anxiety or depression	58	63	58	56	58	56
Our sense of wellbeing and happiness	54	60	53	51	54	51
Community pride and identity	45	54	57	31	44	42
Shaping and expressing Australian identity	45	53	50	38	44	49
Bringing visitors to our community	41	49	47	31	41	41
Raising awareness about difficult issues facing our society	43	45	48	30	44	39
Our empathy for others	38	44	46	21	38	40
Our connections with family and friends	34	33	42	26	35	26
The economy	22	29	21	17	22	18
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:	QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).					

Results in South East Queensland are in line with the Statewide average, partly as this is the most populous region. In the South West, there are no significant differences from the average, partly as this is the smallest sample but most results are actually very close to the Queensland average.

## Access to the Arts during childhood

More than one in three Queenslanders (36%) say their parents never took them to arts or cultural events or activities when they were a child, and fewer than one in three (30%) had this kind of exposure to the arts at least every few months. The results for Brisbane residents are somewhat more positive – 30% never, 35% at least every few months. The results in Queensland are close to the national average

Figure 2: Attendance at arts or cultural events as a child – National vs QLD



Base: National weighted sample, n=3004; QLD weighted sample, n=1118; Brisbane weighted sample, n=271.

Source: QB8. When you were growing up, how often did your parents take you to the arts or cultural events or activities such as art galleries, the theatre, dance, or music performances?

The proportion of residents saying their parents took them to arts or cultural events or activities at least every few months is 32% in Metro areas, 24% in Provincial areas, and 28% in Rural/Remote.

Table 19: Attendance at arts or cultural events as a child – QLD regions

	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
At least once a month	9	10	8	9
Every few months	21	22	16	19
Once a year	19	20	16	14
Less often than once a year	15	15	17	16
Never	36	34	43	42

Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence.

Source: QB8. When you were growing up, how often did your parents take you to the arts or cultural events or activities such as art galleries, the theatre, dance, or music performances?



The proportion of residents saying their parents took them to arts or cultural events or activities at least every few months varies somewhat by Region from 25% in Central Queensland and 26% in Far North Queensland, then 29% in South West Queensland, and up to 31% in North and South East. The overall pattern is, however, the same across all Regions with considerable numbers of residents having been taken to arts or cultural events by their parents when they were growing up. Note that in Far North Queensland, residents are significantly more likely to have been taken to an arts or cultural event or activity by their parents once a year (27%, compared with 19% for Queensland as a whole).

Table 20: Attendance at arts or cultural events as a child – QLD geographical regions

	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
At least once a month	9	7	6	11	10	9
Every few months	21	18	20	20	21	19
Once a year	19	15	27	17	20	10
Less often than once a year	15	17	13	17	15	19
Never	36	44	34	35	34	43
Note: There are no statistically significant differences comparing each region to total at 95% confidence.						
Source: QB8. When you were growing up, how often did your parents take you to the arts or cultural events or activities such as art galleries, the theatre, dance, or music performances?						

Queenslanders aged 45 years and over are more likely to say they were never taken to the Arts as a child.

Table 21: Attendance at arts or cultural events as a child – Age

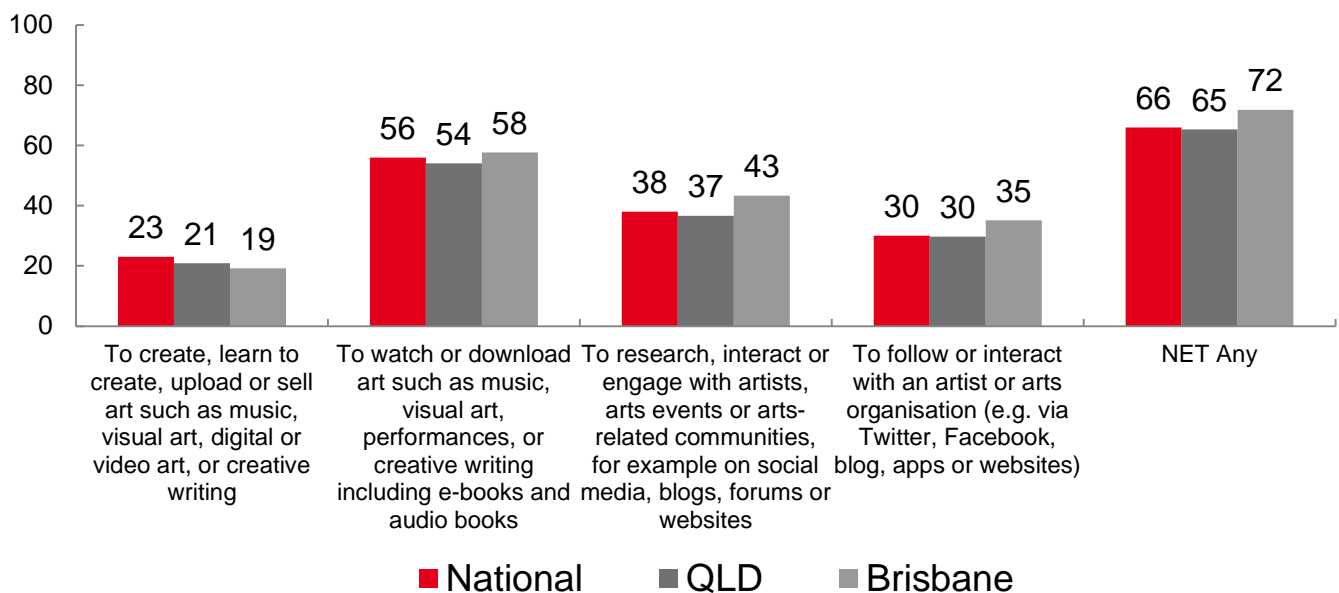
	QLD						
	Total %	15-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
n=	1118	116	264	145	204	208	181
At least once a month	9	14	10	15	5	4	6
Every few months	21	31	25	18	15	18	15
Once a year	19	19	25	18	19	16	16
Less often than once a year	15	21	14	13	12	16	16
Never	36	16	26	35	49	46	46
Note: There are no statistically significant differences comparing each region to total at 95% confidence.							
Source: QB8. When you were growing up, how often did your parents take you to the arts or cultural events or activities such as art galleries, the theatre, dance, or music performances?							

## Arts and the Internet

### Broad types of Internet access to the Arts

Two in three Queenslanders (65% Queensland, 66% Australia) have engaged with the arts online in the past 12 months. This is most likely to be watching or downloading art such as music, visual art, performances, or creative writing (54% Queensland, 56% Australia) but for one in five it is creating and uploading or learning to do so (21% Queensland, 23% Australia).

Figure 3: Accessing the Arts online – National vs QLD



Base: National weighted sample, n=3004; QLD weighted sample, n=1118; Brisbane weighted sample, n=271.

Source: QD2. I'm going to read out ways you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.

The overall level of online engagement is higher in Brisbane (72% Brisbane, 65% Queensland) but this is due to higher numbers saying they “research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites” (43% Brisbane, 37% Queensland) or “follow or interact with an artist or arts organisation, e.g. via Twitter, Facebook, blog, apps or websites” (35% Brisbane, 30% Queensland).

When we ask if they “watch or download art such as music, visual art, performances, or creative writing including e-books and audio books”, the numbers vary from 57% in Metro areas, 48% Provincial and 45% Rural/Remote. For “research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites”, there is a similar pattern – 39% Metro, 32% Provincial, 27% Rural/Remote.

Table 22: Accessing the Arts online – QLD regions

	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n</i> =	1118	806	150	162
To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	54	57	48	45
To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	37	39	32	27
To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	30	31	24	28
To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	21	22	21	16
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD2. I'm going to read out ways you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.			

There are four significant differences from the Statewide average by Region. In North Queensland, only one in five (18%, compared with 30% for Queensland as a whole), “follow or interact with an artist or arts organisation, e.g. via Twitter, Facebook, blog, apps or websites”.

In South West Queensland, there are lower-than-average numbers of residents who “watch or download art such as music, visual art, performances, or creative writing including e-books and audio books” (32%, compared with 54% for Queensland) and “research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites” (26%, compared with 37% for Queensland).

There is also a lower proportion saying they “research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites” in Central Queensland (29%, compared with 37% for Queensland).

Table 23: Accessing the Arts online – QLD geographical regions

	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	54	53	51	48	57	32
To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	37	29	35	29	40	26
To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	30	29	26	18	32	24
To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	21	19	16	21	22	20
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QD2. I'm going to read out ways you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.						

## Detailed levels of specific activities

### Online Creative Participators

At the most intensive end of the arts engagement spectrum, Queensland has 7% uploading or selling their work, 7% co-creating, and 7% learning to create. Again, this in line with the national average.

Table 24: Main activities of Online Creative Participators – National vs QLD

To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	National %	QLD %	Brisbane %
<i>n</i> =	3004	1118	271
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	8	7	7
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	8	7	5
Learned to create music, graphics or stories online	8	7	7
Note: There are no statistically significant differences comparing QLD to National at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD at 95% confidence.			
Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

There are no significant differences by type of area.

Table 25: Main activities of Online Creative Participators – QLD regions

To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n</i> =	1118	806	150	162
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	7	7	5	5
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	7	7	7	7
Learned to create music, graphics or stories online	7	7	6	4
Note: There are no statistically significant differences comparing each region to total at 95% confidence.				
Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.				

The picture is similar across the Regions, with notably lower figures for “uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing” in North Queensland (3%, compared with the Statewide average of 7%) and “learned to create music, graphics or stories online” in Far North Queensland (2%, compared with 7% for Queensland as a whole).

Table 26: Main activities of Online Creative Participators – QLD geographical regions

To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n</i> =	1118	131	132	96	694	65
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	7	5	4	3	8	4
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	7	7	6	8	7	5
Learned to create music, graphics or stories online	7	6	2	8	7	5
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.						

## Online receptive participants

Receptively participating with the arts online in Queensland is at the same level as for the nation as a whole, as the table below demonstrates. Also there is no significant difference between the figures for Brisbane and those for Queensland as a whole.

Table 27: Main activities of Receptive Online Participants – National vs QLD

To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	National %	QLD %	Brisbane %
<i>n=</i>	3004	1118	271
Downloaded music	45	44	42
Accessed an e-book	31	32	36
Looked at visual art or craft, including digital or video art	30	28	27
Watched a recording or live stream of a performance, excluding music	27	25	26
Read creative writing	18	17	19
Downloaded an audio book	12	12	15
Note: There are no statistically significant differences comparing QLD to National at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

There are no significant differences by type of area.

Table 28: Main activities of Receptive Online Participants – QLD regions

To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
Downloaded music	44	46	39	36
Accessed an e-book	32	34	29	28
Looked at visual art or craft, including digital or video art	28	29	25	24
Watched a recording or live stream of a performance, excluding music	25	25	24	24
Read creative writing	17	18	15	15
Downloaded an audio book	12	13	9	6
Note: There are no statistically significant differences comparing each region to total at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.				

There are no significant differences from the Statewide average in Central, Far North, or South East. In North Queensland, there are significantly lower numbers accessing an e-book (22%, compared with 32% for Queensland). In South West Queensland, there are significantly lower numbers downloading music (28%, compared with 44% for Queensland), accessing an e-book (16% South West, 32% Statewide), and looking at visual art or craft (17% South West, 28% Statewide).

Table 29: Main activities of Receptive Online Participants – QLD geographical regions

To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
Downloaded music	44	43	43	43	45	28
Accessed an e-book	32	35	27	22	35	16
Looked at visual art or craft, including digital or video art	28	30	27	21	29	17
Watched a recording or live stream of a performance, excluding music	25	28	23	18	26	18
Read creative writing	17	21	16	7	19	12
Downloaded an audio book	12	10	8	10	13	7
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.					



## Online Arts Engagers

Queensland follows the national pattern for researching the arts online (32% Queensland, 33% Australia), sharing or commenting on social media (16% Queensland, 17% Australia), investigating ways of being involved with the arts online (15% Queensland, 16% Australia) and being actively involved in an arts community or online forum (8% in each case). Brisbane residents are more likely to carry out arts research online (38%).

Table 30: Main activities of Online Arts Engagers – National vs QLD

To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	National %	QLD %	Brisbane %
<i>n=</i>	3004	1118	271
Researched or found out more about an artist or arts event	33	32	38
Shared or commented on art or an arts organisation using social media	17	16	17
Investigated ways of being involved with the arts, eg lessons or clubs	16	15	19
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	8	9
Note: There are no statistically significant differences comparing QLD to National at 95% confidence. Red figures under Brisbane indicate statistically significant differences comparing Brisbane to QLD at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

Analysis of the Queensland regions shows Queenslanders are most likely to use the internet to research or find out more about an artist or arts event. People living in Rural and Remote areas are significantly less likely than the Queensland average to use the internet to research or find out more information about an artist or arts event (23%, compared with 32%).

Table 31: Main activities of Online Arts Engagers – QLD regions

To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
Researched or found out more about an artist or arts event	32	34	24	23
Shared or commented on art or an arts organisation using social media	16	16	13	14
Investigated ways of being involved with the arts, eg lessons or clubs	15	16	12	12
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	9	8	5
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.				

There are some significant differences by Region. Again, it is in North Queensland and South West. In these two regions, residents are less likely to research the arts online (32% Statewide, 21% South West, 18% North), or to share or comment on social media (16% Statewide, 7% South West, 6% North). Those in North Queensland are also less likely to investigate ways of being involved with the arts, eg lessons or clubs (9%, compared with 15% for Queensland as a whole).

Table 32: Main activities of Online Arts Engagers – QLD geographical regions

To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Researched or found out more about an artist or arts event	32	26	31	18	35	21
Shared or commented on art or an arts organisation using social media	16	16	16	6	17	7
Investigated ways of being involved with the arts, eg lessons or clubs	15	11	17	9	16	13
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	7	7	4	9	10
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.						

## Social Media Engagers

One in four Queenslanders have visited the website of an artist or arts organisation (25%) or visited the Facebook page of an artist or arts organisation (24%) and one in five have read a blog or email newsletter by an artist or arts organisation (21%). In each case, these figures are in line with the national picture. The numbers are slightly higher in Brisbane but these differences are not statistically significant (at the 95% level of confidence).

Table 33: Main activities of Social Media Engagers – National vs QLD

To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	National %	QLD %	Brisbane %
<i>n=</i>	3004	1118	271
Visited the website of an artist or arts organisation	26	25	30
Visited the Facebook page of an artist or arts organisation	23	24	28
Read a blog or email newsletter by an artist or arts organisation	21	21	26
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	9	8	10
Followed an artist or arts organisation on Twitter	7	6	7
Note: There are no statistically significant differences comparing QLD to National at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

There are no significant differences by type of area.

Table 34: Main activities of Social Media Engagers – QLD regions

To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
Visited the website of an artist or arts organisation	25	25	21	26
Visited the Facebook page of an artist or arts organisation	24	25	20	21
Read a blog or email newsletter by an artist or arts organisation	21	22	15	20
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	8	8	8	6
Followed an artist or arts organisation on Twitter	6	6	9	4
Note: There are no statistically significant differences comparing each region to total at 95% confidence. Source: QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.				

There are three significant differences by Region. Those in North Queensland are less likely to visit the website of an artist or arts organisation (13%, compared with 25% for Queensland as a whole). Those in South West Queensland are less likely to visit the Facebook page of an artist or arts organisation (14%, compared with 24% Statewide) or to follow an artist or arts organisation on a social networking platform other than Facebook or Twitter (3%, compared with 8% Statewide).

Table 35: Main activities of Social Media Engagers – QLD geographical regions

To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Visited the website of an artist or arts organisation	25	25	23	13	26	23
Visited the Facebook page of an artist or arts organisation	24	25	21	17	25	14
Read a blog or email newsletter by an artist or arts organisation	21	18	15	14	23	17
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	8	8	8	3	9	3
Followed an artist or arts organisation on Twitter	6	9	4	3	6	6
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.					

# Artform analysis

## Visual Arts and Craft

### Creative participation in Visual Arts and Craft

The numbers of Queenslanders creatively participating in visual arts and craft have risen since the previous survey, in line with the national trend. One in seven (14%) creatively participate in craft like ceramics, jewellery, sewing or woodcraft.

Table 36: Creative participation in Visual Arts and Craft – National vs QLD

VISUAL ARTS & CRAFT	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	998	1118	276	271
Craft like ceramics, jewellery making, sewing or woodcraft	9	14	9	14	11	16
Photography as an artistic endeavour	9	12	9	12	12	12
Painting, drawing or street art	8	12	7	13	10	14
Digital or Video art	4	6	4	6	4	5
Sculpture or installation art	2	4	2	3	3	2
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing 2009 to 2013 for Brisbane. There are no statistically significant differences comparing QLD to National for 2013 at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence.					
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?					

There are no significant differences by type of area.

Table 37: Creative participation in Visual Arts and Craft – QLD regions

VISUAL ARTS & CRAFT	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
Craft like ceramics, jewellery making, sewing or woodcraft	14	14	15	15
Photography as an artistic endeavour	12	12	9	16
Painting, drawing or street art	13	13	11	14
Digital or Video art	6	7	4	6
Sculpture or installation art	3	3	4	4
Note:	There are no statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

There are no significant differences by Region.

Table 38: Creative participation in Visual Arts and Craft – QLD geographical regions

VISUAL ARTS & CRAFT	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Craft like ceramics, jewellery making, sewing or woodcraft	14	13	13	13	14	23
Photography as an artistic endeavour	12	11	12	16	12	10
Painting, drawing or street art	13	12	6	8	14	15
Digital or Video art	6	6	6	6	7	2
Sculpture or installation art	3	5	4	0	3	2
Note: There are no statistically significant differences comparing each region to total at 95% confidence.						
Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

## Receptive participation in Visual Arts and Craft

With regard to ‘receptive participation’ in visual arts without being part of the creation of the content or performance, Queensland is again in line with the national average.

There has actually been one shift against the national trend though. Across Australia as a whole, the proportion receptively participating in sculpture or installation art has risen from 9% to 11%; in Queensland it has fallen from 13% to 10%.

Table 39: Receptive participation in Visual Arts and Craft – National vs QLD

VISUAL ARTS & CRAFT	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	998	1118	276	271
Painting, drawing or street art	21	19	17	19	21	27
Craft like ceramics, jewellery making, sewing or woodcraft	11	9	9	10	9	12
Photography as an artistic endeavour	11	10	10	11	10	13
Sculpture or installation art	9	11	13	10	10	12
Digital or Video art	7	7	6	7	7	9
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.						
There are no statistically significant differences comparing 2009 to 2013 for Brisbane.						
There are no statistically significant differences comparing QLD to National for 2013 at 95% confidence.						
Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence.						
Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

The proportion receptively participating in painting, drawing or street art is significantly higher in Brisbane (27%, compared with 19% for Queensland as a whole).

Receptive participation in painting, drawing or street art is highest in Metro areas (21%), followed by Provincial (14%) and then Rural/Remote (13%).

Table 40: Receptive participation in Visual Arts and Craft – QLD regions

VISUAL ARTS & CRAFT	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n=</i>	1118	806	150	162
Painting, drawing or street art	19	21	14	13
Craft like ceramics, jewellery making, sewing or woodcraft	10	10	10	10
Photography as an artistic endeavour	11	12	6	10
Sculpture or installation art	10	11	6	8
Digital or Video art	7	7	5	6
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There are three significant differences by Region. Those in Central Queensland are less likely to receptively participate in sculpture or installation art (4%, compared with 10% for Queensland as a whole) or photography as an artistic endeavour (6%, compared with Queensland as a whole). Those in South West Queensland are less likely to receptively participate in painting, drawing or street art (9%, compared with 19% for Queensland as a whole).

Table 41: Receptive participation in Visual Arts and Craft – QLD geographical regions

VISUAL ARTS & CRAFT	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Painting, drawing or street art	19	17	21	13	21	9
Craft like ceramics, jewellery making, sewing or woodcraft	10	7	14	8	10	14
Photography as an artistic endeavour	11	6	16	14	11	6
Sculpture or installation art	10	4	15	11	10	6
Digital or Video art	7	4	6	5	8	8
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

## Theatre and Dance

### Creative participation in Theatre and Dance

As in 2009, and as is the case across Australia, it is a tiny minority who creatively participate in the various forms of theatre and dance.

Table 42: Creative participation in Theatre and Dance – National vs QLD

THEATRE & DANCE	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
n=	3006	3004	998	1118	276	271
Traditional or contemporary theatre	2	2	3	1	4	2
Social dance like ballroom or street dance	1	1	2	1	3	1
Contemporary dance	1	1	0	1	1	2
Circus or physical theatre	1	1	1	0	3	1
Ballet or classical dance	1	1	0	1	1	1
Multicultural dance/theatre	0	1	0	1	1	1
Experimental theatre	0	1	0	0	1	1
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing 2009 to 2013 for Brisbane. Red boxes under QLD indicate statistically significant differences comparing QLD to National for 2013 at 95% confidence. Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

There are no significant differences by type of area.

Table 43: Creative participation in Theatre and Dance – QLD regions

THEATRE & DANCE	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
Traditional or contemporary theatre	1	1	1	0
Social dance like ballroom or street dance	1	1	1	1
Contemporary dance	1	1	1	2
Circus or physical theatre	0	1	0	0
Ballet or classical dance	1	1	1	0
Multicultural dance/theatre	1	1	1	0
Experimental theatre	0	0	1	0
Note: There are no statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				



There are no significant differences by Region.

Table 44: Creative participation in Theatre and Dance – QLD geographical regions

THEATRE & DANCE	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Traditional or contemporary theatre	1	0	0	1	1	0
Social dance like ballroom or street dance	1	1	0	3	1	2
Contemporary dance	1	0	2	2	1	2
Circus or physical theatre	0	0	0	0	1	0
Ballet or classical dance	1	0	0	0	1	3
Multicultural dance/theatre	1	0	0	2	1	1
Experimental theatre	0	0	0	1	0	1

Note: There are no statistically significant differences comparing each region to total at 95% confidence.  
Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?

## Receptive participation in Theatre and Dance

With regard to 'receptive participation', ie attending, reading or participating in theatre and dance without being part of the creation of the content or performance, Queensland is again in line with the national average but with fewer engaged with circus or physical theatre (down 2 points to 9% in Queensland, up 2 points to 12% across Australia).

Brisbane residents are significantly more likely to receptively participate in traditional or contemporary theatre (25%, compared with 18% for Queensland as a whole).

Table 45: Receptive participation in Theatre and Dance – National vs QLD

THEATRE & DANCE	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	998	1118	276	271
Traditional or contemporary theatre	19	20	17	18	19	25
Circus or physical theatre	10	12	11	9	10	13
Ballet or classical dance	10	11	10	12	12	14
Multicultural dance/theatre	7	8	8	8	9	8
Social dance like ballroom or street dance	5	4	5	4	4	5
Contemporary dance	5	6	5	6	4	6
Experimental theatre	3	4	1	2	3	4

Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.  
There are no statistically significant differences comparing 2009 to 2013 for Brisbane.  
Red boxes under QLD indicate statistically significant differences comparing QLD to National for 2013 at 95% confidence.  
Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence.  
Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?

Access is likely to be an issue for receptive participation in traditional or contemporary theatre, and this probably explains the difference between Metro (20%), Provincial (15%) and Rural/Remote (9%). A similar pattern is observed for ballet or classical dance (13% Metro, 7% elsewhere) and circus or physical theatre (10% Metro, 5% provincial, 4% Rural/Remote).

Table 46: Receptive participation in Theatre and Dance – QLD regions

THEATRE & DANCE	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
Traditional or contemporary theatre	18	20	15	9
Circus or physical theatre	9	10	5	4
Ballet or classical dance	12	13	7	7
Multicultural dance/theatre	8	8	10	5
Social dance like ballroom or street dance	4	5	2	3
Contemporary dance	6	6	5	5
Experimental theatre	2	3	1	1
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There are some significant differences by Region. In Central Queensland, residents are less likely to receptively participate in circus or physical theatre (3%, compared with 9% for Queensland as a whole) and ballet or classical dance (5% Central Queensland, 12% Statewide). In North Queensland, residents are less likely to receptively participate in circus or physical theatre (3%, compared with the Statewide figure of 9%). Note also that of the 65 residents surveyed in South West Queensland, not one receptively participates in social dance or street dance (compared with 4% across Queensland as a whole).

Table 47: Receptive participation in Theatre and Dance – QLD geographical regions

THEATRE & DANCE	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
Traditional or contemporary theatre	18	13	22	13	20	12
Circus or physical theatre	9	3	11	3	10	6
Ballet or classical dance	12	5	11	10	13	11
Multicultural dance/theatre	8	8	11	8	8	8
Social dance like ballroom or street dance	4	1	8	4	5	0
Contemporary dance	6	3	7	5	6	6
Experimental theatre	2	0	2	1	3	0
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

## Music

### Creative participation in Music

One in six Queenslanders (16%) play a musical instrument and this has risen since the previous survey in line with the national trend – up from 11% to 14% nationally, up from 11% to 16% in Queensland. More are singing this time too – up from 5% to 9% nationally and 6% to 9% in Queensland. The proportion writing songs or mixing/composing music now stands at one in twenty (5%), both nationally and in Queensland.

Table 48: Creative participation in Music – National vs QLD

MUSIC		National		QLD		Brisbane	
		'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
	n=	3006	3004	998	1118	276	271
	Play a musical instrument	11	14	11	16	19	15
	Sing	5	9	6	9	8	9
	Write songs, mix/ compose music	4	5	4	5	4	4
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing 2009 to 2013 for QLD nor for Brisbane. There are no statistically significant differences comparing QLD to National for 2013 at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence.						
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

Creative participation in music is significantly lower in Rural/Remote areas – playing a musical instrument (11% Rural/Remote, 16% across the whole of Queensland) and singing (5% Rural/Remote, 9% all of Queensland).

Table 49: Creative participation in Music – QLD regions

MUSIC		QLD			
		Total %	Metro %	Provincial %	Rural + Remote %
	n=	1118	806	150	162
	Play a musical instrument	16	16	17	11
	Sing	9	9	12	5
	Write songs, mix/ compose music	5	5	6	4
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There is just one significant difference by Region. Residents in Central Queensland are less likely to play a musical instrument (10%, compared with 16% for Queensland as a whole).

Table 50: Creative participation in Music – QLD geographical regions

MUSIC	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n=</i>	1118	131	132	96	694	65
Play a musical instrument	16	10	20	13	17	16
Sing	9	6	9	12	9	14
Write songs, mix/ compose music	5	3	7	8	5	2
Note: There are no statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

## Receptive participation in Music

With regard to ‘receptive participation’, ie attending, reading or participating in music without being part of the creation of the content or performance, Queensland is again in line with the national average but with a lower result for opera – 5% in Queensland, 8% Australia.

Table 51: Receptive participation in Music – National vs QLD

MUSIC	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	998	1118	276	271
Other live music e.g. pop rock, country, dance, etc	41	39	38	38	43	45
Musical theatre, or cabaret	22	22	20	20	22	23
Classical music	13	14	11	12	11	18
Opera	8	8	7	5	8	9
New classical, electronic or improvised music, or sound art	7	8	6	7	5	9
Note: Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. Red boxes under QLD indicate statistically significant differences comparing QLD to National for 2013 at 95% confidence. Red boxes under Brisbane indicate statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

Levels of receptive participation are significantly higher than the State average in Brisbane – for opera (9% Brisbane, 5% Queensland), classical music (18% Brisbane, 12% Queensland) and other live music (45% Brisbane, 38% Queensland).

There is a difference in levels of receptive participation with pop/rock/country/dance music between Metro areas (42%), Provincial (29%) and Rural/Remote (28%) and classical music – 14% Metro, 6%. Residents in Rural and Remote areas are less likely to receptively participate in musical theatre or cabaret (13%, compared with 20% for Queensland as a whole).

Table 52: Receptive participation in Music – QLD regions

MUSIC	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
Other live music e.g. pop rock, country, dance, etc	38	42	29	28
Musical theatre, or cabaret	20	21	17	13
Classical music	12	14	6	6
Opera	5	6	4	3
New classical, electronic or improvised music, or sound art	7	8	4	7
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

Levels of receptive participation with music are significantly lower in Central Queensland, eg classical music (5%, compared with 12% for Queensland as a whole) and pop/rock/country/dance music (23%, compared with 38% Statewide). Classical music is also low in North Queensland (5%). For pop/rock/country/dance music, the level of receptive participation is significantly higher than the Statewide average in South East Queensland (42%).

Table 53: Receptive participation in Music – QLD geographical regions

MUSIC	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
Other live music e.g. pop rock, country, dance, etc	38	23	41	34	42	31
Musical theatre, or cabaret	20	16	16	14	21	23
Classical music	12	5	15	5	14	8
Opera	5	2	5	4	6	4
New classical, electronic or improvised music, or sound art	7	3	9	5	8	4
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						

## Literature

### Creative participation in writing activities

Levels of creative participation with writing among Queenslanders are in line with the national average. There has, however, been an increase since the previous survey in the proportion of Queensland residents writing a novel or short story – 5% in 2009/10 to 8% in 2013. The results for Brisbane residents mirror the Statewide norm.

Table 54: Creative participation in writing activities – National vs QLD

LITERATURE	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
n=	3006	3004	998	1118	276	271
Write a novel or short story	7	8	5	8	7	8
Write a biography, memoir, essay or history	6	7	7	7	7	8
Write poetry	5	6	5	5	4	5
Write a play	2	1	2	1	2	2
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing 2009 to 2013 for Brisbane. There are no statistically significant differences comparing QLD to National for 2013 at 95% confidence. There are no statistically significant differences comparing Brisbane to QLD for 2013 at 95% confidence.					
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?					

There are no significant differences by type of area.

Table 55: Creative participation in writing activities – QLD regions

LITERATURE	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
n=	1118	806	150	162
Write a novel or short story	8	7	9	7
Write a biography, memoir, essay or history	7	6	6	8
Write poetry	5	4	6	6
Write a play	1	1	1	1
Note:	There are no statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

There is just one significant difference by Region. In South West Queensland, residents are less likely to have written a biography, memoir or history (just 1%, compared with 7% across the State).

Table 56: Creative participation in writing activities – QLD geographical regions

LITERATURE	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
n=	1118	131	132	96	694	65
Write a novel or short story	8	6	9	5	8	9
Write a biography, memoir, essay or history	7	7	8	4	7	1
Write poetry	5	4	9	3	5	4
Write a play	1	0	2	2	1	1

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

## Reading

Nationally, the proportion of Australians reading a novel increased from 70% in 2009 to 73% in 2013; in Queensland, it increased from 68% to 73%, and in Brisbane from 71% to 82%.

A similar result has been obtained for reading creative non-fiction – up from 52% to 56% nationally; up from 47% to 55% across Queensland; up from 48% to 65% in Brisbane.

One in two Queenslanders (48%) have read a short story in the past 12 months; with another considerable increase in Brisbane – from 40% to 53%. Also, the proportion of Brisbane residents reading poetry increased – from 19% to 26%.

Table 57: Reading – National vs QLD

LITERATURE	National		QLD		Brisbane	
	'09 %	'13 %	'09 %	'13 %	'09 %	'13 %
n=	3006	3004	998	1118	276	271
Read a novel	70	73	68	73	71	82
Read creative non-fiction (biography, memoir or history)	52	56	47	55	48	65
Read a short story	45	47	44	48	40	53
Read poetry	21	26	22	24	19	26
A graphic novel or comic book	-	19	-	18	-	18
A play	-	8	-	6	-	10

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

There are no significant differences by type of area.

Table 58: Reading – QLD regions

LITERATURE	QLD			
	Total %	Metro %	Provincial %	Rural + Remote %
<i>n</i> =	1118	806	150	162
Read a novel	73	74	67	72
Read creative non-fiction (biography, memoir or history)	55	55	53	55
Read a short story	48	48	48	49
Read poetry	24	24	25	23
A graphic novel or comic book	18	19	18	11
A play	6	7	2	3
Note: There are no statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There are no significant differences from the Statewide average in Central Queensland, Far North Queensland, South East Queensland and South West Queensland. In North Queensland, there is a significantly lower proportion reading creative non-fiction (45%, compared with 55% across the State as a whole).

Table 59: Reading – QLD geographical regions

LITERATURE	QLD					
	Total %	Central %	Far North %	North %	South East %	South West %
<i>n</i> =	1118	131	132	96	694	65
Read a novel	73	69	74	64	75	74
Read creative non-fiction (biography, memoir or history)	55	50	54	45	56	63
Read a short story	48	46	51	43	48	55
Read poetry	24	23	27	18	24	29
A graphic novel or comic book	18	14	15	9	19	21
A play	6	2	5	2	7	3
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence. Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?						



## Investment

### State government investment

Given the proposition “The **Queensland government** should invest in arts and cultural activities to ensure they are available to the public”, almost nine in ten Queenslanders strongly agree or agree (87%) and one in three (34%) strongly agree. The proportion strongly agreeing is even higher in Brisbane (42%).

Table 60: State government investment – QLD

		QLD %	Brisbane %
n=		1118	271
The <b>Queensland government</b> should invest in arts and cultural activities to ensure they are available to the public	<b>NET Agree</b>	<b>87</b>	<b>89</b>
	Strongly agree	34	<b>42</b>
	Agree	54	<b>46</b>
	Neither agree nor disagree	7	7
	Disagree	4	3
	Strongly disagree	1	0
	<b>NET Disagree</b>	<b>5</b>	<b>4</b>
	Don't know	0	0

Note: Red figures indicate statistically significant differences comparing Brisbane to QLD at 95% confidence.  
 Source: QLD Q1A. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

There is a high level of agreement across all area types – 87% Metro, 89% Provincial, 87% Rural/Remote.

Table 61: State government investment – QLD regions

		QLD			
		Total %	Metro %	Provincial %	Rural + Remote %
n=		1118	806	150	162
The <b>Queensland government</b> should invest in arts and cultural activities to ensure they are available to the public	<b>NET Agree</b>	<b>87</b>	<b>87</b>	<b>89</b>	<b>87</b>
	Strongly agree	34	36	30	<b>22</b>
	Agree	54	51	59	<b>65</b>
	Neither agree nor disagree	7	7	6	7
	Disagree	4	4	4	4
	Strongly disagree	1	1	0	1
	<b>NET Disagree</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>
	Don't know	0	0	1	1
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:		QLD Q1A. I will read out a number of statements concerning the arts in Queensland. For each of them, please tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?			

There is a high level of agreement across all Regions – a narrow range of 84%-91% agreeing. The proportion strongly agreeing ranges from 23% in South West Queensland to 38% in Far North Queensland.

Table 62: State government investment – QLD geographical regions

		QLD					
		Total %	Central %	Far North %	North %	South East %	South West %
n=		1118	131	132	96	694	65
The <b>Queensland government</b> should invest in arts and cultural activities to ensure they are available to the public	<b>NET Agree</b>	<b>87</b>	<b>91</b>	<b>89</b>	<b>88</b>	<b>87</b>	<b>84</b>
	Strongly agree	34	30	38	29	35	<b>23</b>
	Agree	54	61	51	59	51	61
	Neither agree nor disagree	7	6	7	6	7	9
	Disagree	4	1	3	5	5	5
	Strongly disagree	1	1	1	1	1	0
	<b>NET Disagree</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>5</b>
	Don't know	0	1	0	0	0	1
Note:		There are no statistically significant differences comparing each region to total at 95% confidence.					
Source:		QLD Q1A. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?					

## Local government investment

Given the proposition “**Local government** should invest in arts and cultural activities to ensure they are available the public”, almost nine in ten Queenslanders strongly agree or agree (88%) and one in three (32%) strongly agree. The proportion strongly agreeing is even higher in Brisbane (38%).

Table 63: Local government investment – QLD

		QLD %	Brisbane %
<i>n=</i>		1118	271
Local government should invest in arts and cultural activities to ensure they are available the public	NET Agree	88	90
	Strongly agree	32	38
	Agree	56	51
	Neither agree nor disagree	6	6
	Disagree	6	4
	Strongly disagree	1	0
	NET Disagree	7	4
	Don't know	0	0
Note:		Red figures indicate statistically significant differences comparing Brisbane to QLD at 95% confidence.	
Source:		QLD Q1B. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?	

There is a high level agreement across all area types – 87% Metro, 90% Provincial, 85% Rural/Remote. The proportion strongly agreeing ranges from 22% Rural/Remote to 30% Provincial to 34% Metro.

Table 64: Local government investment – QLD regions

		QLD			
		Total %	Metro %	Provincial %	Rural + Remote %
n=		1118	806	150	162
Local government should invest in arts and cultural activities to ensure they are available the public	NET Agree	88	87	90	85
	Strongly agree	32	34	30	22
	Agree	56	54	60	63
	Neither agree nor disagree	6	6	5	4
	Disagree	6	6	4	8
	Strongly disagree	1	0	1	1
	NET Disagree	7	6	5	9
	Don't know	0	0	1	2
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:		QLD Q1B. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?			

There is a high level of agreement across all Regions – a narrow range of 84%-90% agreeing. The proportion strongly agreeing ranges from 23% in South West Queensland to 39% in Far North Queensland.

Table 65: Local government investment – QLD geographical regions

		QLD					
		Total %	Central %	Far North %	North %	South East %	South West %
n=		1118	131	132	96	694	65
Local government should invest in arts and cultural activities to ensure they are available the public	<b>NET Agree</b>	<b>88</b>	<b>90</b>	<b>88</b>	<b>88</b>	<b>87</b>	<b>84</b>
	Strongly agree	32	29	39	27	33	23
	Agree	56	61	48	61	54	60
	Neither agree nor disagree	6	4	5	5	6	5
	Disagree	6	4	6	5	6	9
	Strongly disagree	1	1	1	2	0	0
	<b>NET Disagree</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>9</b>
	Don't know	0	1	0	0	0	<b>3</b>
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:		QLD Q1B. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?					

## Private sector investment

Given the proposition “**Private sector businesses and companies** should invest in arts and cultural activities to ensure they are available to the public”, three in four Queenslanders strongly agree or agree (74%) and one in four (24%) strongly agree.

One in seven (14%) answer ‘neither agree nor disagree’ so this leaves just one in ten (10%) disagreeing with the proposition that “**Private sector businesses and companies** should invest in arts and cultural activities to ensure they are available to the public”.

Table 66: Private sector investment – QLD

		QLD %	Brisbane %
n=		1118	271
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	NET Agree	74	75
	Strongly agree	24	29
	Agree	50	46
	Neither agree nor disagree	14	14
	Disagree	9	8
	Strongly disagree	1	1
	NET Disagree	10	10
	Don't know	1	1
Note:		There are no statistically significant differences comparing Brisbane to QLD at 95% confidence.	
Source:		QLD Q1C. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?	

There is a high level of agreement across all area types – 75% Metro, 71% Provincial, 73% Rural/Remote. The proportion strongly agreeing ranges from 15% Provincial and 17% Rural/Remote to 26% Metro.

Table 67: Private sector investment – QLD regions

		QLD			
		Total %	Metro %	Provincial %	Rural + Remote %
n=		1118	806	150	162
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	NET Agree	74	75	71	73
	Strongly agree	24	26	15	17
	Agree	50	48	55	56
	Neither agree nor disagree	14	14	21	12
	Disagree	9	9	6	11
	Strongly disagree	1	1	0	2
	NET Disagree	10	11	6	12
	Don't know	1	1	2	2
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:		QLD Q1C. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?			



There is a high level of agreement across all Regions – a narrow range of 70%-76% agreeing. The proportion strongly agreeing ranges from 14% in South West Queensland to 26% in Far North Queensland.

Table 68: Private sector investment – QLD geographical regions

		QLD					
		Total %	Central %	Far North %	North %	South East %	South West %
n=		1118	131	132	96	694	65
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	NET Agree	74	76	74	70	74	71
	Strongly agree	24	16	26	24	25	14
	Agree	50	60	47	47	49	57
	Neither agree nor disagree	14	16	15	17	14	16
	Disagree	9	6	11	11	9	9
	Strongly disagree	1	1	0	0	1	0
	NET Disagree	10	7	12	11	11	9
	Don't know	1	1	0	2	1	5
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.					
Source:		QLD Q1C. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?					

## Appendix I – Sample profile

QLD regions	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Metro	806	72
Provincial	150	13
Remote + Rural	162	14

QLD geographical regions	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Central	131	12
Far North	132	12
North	96	9
South East	694	62
South West	65	6

Age	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
15-24	116	10
25-34	264	24
35-44	145	13
45-54	204	18
54-67	208	19
65+	181	16

Gender	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Male	562	50
Female	556	50

Employment/ Activity Status	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Full time paid employment	265	24
Part time paid employment	207	19
Self employed	83	7
Unemployed and looking for work	43	4
Unable to work (illness or disability)	46	4
Retired	298	27
Looking after the home full time	108	10
High school student	18	2
Tertiary student	44	4
Refused	3	0
Don't know	3	0

Education	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
No formal schooling	8	1
Completed primary school	114	10
Completed secondary school	347	31
Certificate level	119	11
Diploma or technical qualification	156	14
University degree	236	21
Post graduate degree or diploma	129	12
Refused	9	1

Language mainly spoken at home	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
English	1091	98
Other	27	2

Identify as a person with disability or impairment that affects activities	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Yes	170	15
No	948	85

Household income	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Less than \$20,000	148	13
\$20,000 - \$39,999	200	18
\$40,000 - \$59,999	179	16
\$60,000 - \$79,999	159	14
\$80,000 - \$99,999	114	10
\$100,000 - \$119,999	89	8
\$120,000 - \$139,999	38	3
\$140,000 - \$159,999	45	4
\$160,000 - \$179,999	26	2
\$180,000 - \$199,999	11	1
\$200,000+	19	2
Refused	90	8

Household type	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Live alone	168	15
Share accommodation	65	6
Couple without children	346	31
Family with children	506	45
Other	26	2
Refused	7	1

Aboriginal or Torres Straight Islander	N=	%
<b>Total Sample</b>	<b>1118</b>	<b>100</b>
Yes	25	2
No	1089	97
Refused	4	0

## Appendix II – Main questionnaire

**1848 - Australia Council for the Arts**

**Arts Participation Survey 2013**

**FINAL – 23 Oct 2013**

**CATI – 15-20 mins**

### [INTRODUCTION]

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

The survey will take about 15-20 minutes depending on which questions are relevant to you. Would you be interested in participating?

	S/R	
Yes	01	CONTINUE
No	02	THANK AND CLOSE

Is now a good time?

	S/R	
Yes	01	CONTINUE
No	02	ARRANGE ANOTHER TIME

## Section A – Screeners

### [ASK ALL]

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

A1. What age are you at the moment?

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

A2. RECORD GENDER

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

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

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

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

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

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

### [ASK ALL]

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

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

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

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

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

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

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

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

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

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

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



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

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

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

**RECORD CODE**

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

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

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

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

**RECORD CODE**

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

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

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

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

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

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

	B2				B2.1	B2.2	B2.3
[ROTATE]	YES - Particip ate	YES - Atten d	YES - Both	NO/ Neit her	01 02 03		
A. Photography as an artistic endeavour (rather than to record events)	01	02	03	04			
B. Sculpture or installation art	01	02	03	04			
C. Digital or video art	01	02	03	04			
D. Painting, drawing or street art	01	02	03	04			
E. Crafts like ceramics , jewellery making, sewing or woodcraft	01	02	03	04			
F. Traditional or contemporary theatre	01	02	03	04			
G. Experimental theatre	01	02	03	04			
H. Circus or physical theatre	01	02	03	04			
I. Ballet or classical dance	01	02	03	04			
J. Social dance like ballroom or street dance	01	02	03	04			
K. Multicultural dance or theatre	01	02	03	04			
L. Contemporary dance	01	02	03	04			
M. Write a novel or short story	01	XX	XX	04			XX
N. Write poetry	01	XX	XX	04			XX
O. Write a play	01	XX	XX	04			XX
P. Write creative non-fiction, such as a biography, memoir, personal essay or history	01	XX	XX	04			XX
Q. Play a musical instrument	01	XX	XX	04			XX
R. Sing	01	XX	XX	04			XX
S. Write songs, mix or compose music	01	XX	XX	04			XX
T. Opera	XX	02	XX	04		XX	
U. Classical music	XX	02	XX	04		XX	
V. Musical theatre, or cabaret	XX	02	XX	04		XX	
W. New classical, electronic or improvised music, or sound art	XX	02	XX	04		XX	
X. Other live music e.g. pop, rock, country, dance, world, jazz, blues, hip hop	XX	02	XX	04		XX	

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

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

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

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

B5. Thinking about the arts we have just been talking about that you have attended, in the last 12 months, were any of these created or performed by Aboriginal or Torres Strait Islander Artists?

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

## NON-PARTICIPATION QUESTIONS

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

BX1. Have you ever participated in the arts?

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

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

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

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

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

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

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

## NON-ATTENDANCE QUESTIONS (CONT.)

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

BX4. Have you ever attended an arts event?

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

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

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

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

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

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

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

**[ASK ALL]**

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

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

**RECORD CODE FOR EACH METHOD BELOW**

a) On radio/television	_____
b) Music you own, e.g. CDs, music previously downloaded	_____
c) Through internet streaming	_____

**[ASK ALL]**

B7.1 With the exception of books required for work or school, did you read any of the following in the last 12 months?

**[ASK QB7.2 WHENEVER CODE 01 AT QB7.1]**

B7.2 How often have you read **[INSERT]** for pleasure in the last 12 months? Is it

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

**RECORD CODE**

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

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

**[ASK ALL]**

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

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

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

	S/R
Yes	01
No	02

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

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

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

**THERE IS NOW NO SECTION C**

## Section D – The Arts and Digital Engagement

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

### [ASK ALL]

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

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

### [ASK ALL]

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

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

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

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

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



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

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

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

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

### [ASK ALL]

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

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

## THERE IS NO E2

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

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

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

#### DELETED E4

- E5. Which of the following statements best describes your own attitudes towards Indigenous Arts?

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

**1879 – Arts QLD**
**Arts Participation Survey 2013 – Booster  
Investment and Awareness**
**FINAL – 23 Oct 2013**
**CATI and ONLINE**
**[ASK ALL]**

Q1. I will read out a number of statements concerning the arts in Queensland. For each of them, please you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

	[ROTATE]	SA	A	N	DA	SDA	DK
A	The Queensland government should invest in arts and cultural activities to ensure they are available to the public	05	04	03	02	01	98
B	Local government should invest in arts and cultural activities to ensure they are available the public	05	04	03	02	01	98
C	Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	05	04	03	02	01	98

**[PREAMBLE]**

Now we're going to talk the four main organisations that form part of Queensland's Cultural Precinct in Brisbane.

**[ASK ALL]**

Q2i. Before today, have you heard of...

**[ONLY READ OUT FOR CODES AWARE OF IN Q2i]**

Q2ii. Have you ever visited...

**[ONLY READ OUT FOR CODES SELECTED IN Q2ii]**

Q2iii. Have you visited **[CODE FROM Q2ii]** in the past 12 months?

**[ASK ALL]**

Q2iv. Are you likely to visit **[ORGANISATION]** in the next 12 months?

**[ASK FOR EACH ORGANISATION]**

[ROTATE]	Q2i. M/R	Q2ii. M/R	Q2iii. M/R	Q2iv. M/R
Queensland Art Gallery/ Gallery of Modern Art	01	01	01	01
Queensland Museum (including Sciencentre)	02	02	02	02
Queensland Performing Arts Centre	04	04	04	04
State Library of Queensland	03	03	03	03

## Section Z - Demographics

### [ASK ALL]

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

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

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

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

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

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

### DELETED Z2

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

	[READ OUT]	S/R
	No formal schooling	01
	Completed primary school	02
	Completed secondary school	03
	Certificate level	04
	Diploma or technical qualification	05
	University degree	06
	Post graduate degree or diploma	07
	Refused	99

Z4. In which country were you born?

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

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

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

Z6. What language do you mainly speak at home?

	[READ OUT]	S/R
	English	01
	Other (please specify)	02

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

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

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

	[READ OUT]	S/R
	Yes	01
	No	02

Z8. Which of these best describes your household income?

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

Z9. Which of these best describes your household?

	[READ OUT]	S/R
	Live alone	01
	Share accommodation	02
	Couple without children	03
	Family with children	04
Other (PLEASE SPECIFY): _____		97
	Refused	99

**IF CHILDREN**

Z9a. How many children are there in the household...?

	[READ OUT]	
	Aged under 6	___
	Aged 6-10	___
	Aged 11-15	___
	Aged 16-17	___
	Aged over 17	___
	Refused	99

**Z9b DELETED**

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

	[READ OUT]	S/R
	Yes	01
	No	02
	Refused	99

Z13. What is the postcode where you live?

--	--	--	--



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

_____	RECORD NAME	01
_____	REFUSED TO BE VALIDATED	02

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

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

INTERVIEWER NO: \_\_\_\_\_ TEL NO: \_\_\_\_\_

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

	S/R	
Yes	01	CONTINUE
No	02	THANK AND CLOSE

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

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

## Appendix III – List of Local Government Areas surveyed

Note: As the survey quota was based on equal numbers of people of Federal Electorates, not all QLD Local Government Areas were surveyed.

Local Government Electorate	Number of people surveyed	Queensland geographical region	Queensland region
Aurukun Shire Council	0	Far North Queensland region	remote
Balonne Shire Council	1	South West Queensland	remote
Banana Shire Council	5	Central Queensland region	rural
Barcaldine Regional Council	1	Central Queensland region	remote
Barcoo Shire Council	0	Central Queensland region	remote
Blackall-Tambo Regional Council	1	Central Queensland region	remote
Boulia Shire Council	0	Central Queensland region	remote
Brisbane City Council	247	South East Queensland	metro
Bulloo Shire Council	0	South West Queensland	remote
Bundaberg Regional Council	26	Central Queensland region	provincial
Burdekin Shire Council	2	North Queensland Region	rural
Burke Shire Council	0	North Queensland Region	remote
Cairns Regional Council	94	Far North Queensland region	metro
Carpentaria Shire Council	0	North Queensland Region	remote
Cassowary Coast Regional Council	10	Far North Queensland region	rural
Central Highlands Regional Council	4	Central Queensland region	rural
Charters Towers Regional Council	7	North Queensland Region	rural
Cherbourg Aboriginal Shire Council	0	Central Queensland region	rural
Cloncurry Shire Council	2	North Queensland Region	remote
Cook Shire Council	7	Far North Queensland region	remote
Croydon Shire Council	0	Far North Queensland region	remote
Diamantina Shire Council	0	Central Queensland region	remote
Doomadgee Aboriginal Shire Council	0	North Queensland Region	remote
Douglas Shire Council	0	Far North Queensland region	metro
Etheridge Shire Council	0	Far North Queensland region	remote
Flinders Shire Council	0	North Queensland Region	remote
Fraser Coast Regional Council	19	Central Queensland region	provincial
Gladstone Regional Council	15	Central Queensland region	provincial
Gold Coast City Council	116	South East Queensland	metro
Goondiwindi Regional Council	3	South West Queensland	rural
Gympie Regional Council	12	Central Queensland region	rural
Hinchinbrook Shire Council	4	North Queensland Region	rural
Hope Vale Aboriginal Shire Council	1	Far North Queensland region	remote
Ipswich City Council	43	South East Queensland	metro
Isaac Regional Council	1	North Queensland Region	rural
Kowanyama Aboriginal Shire Council	0	Far North Queensland region	remote

Livingstone Shire Council	0	Central Queensland region	provincial
Lockhart River Aboriginal Shire Council	0	Far North Queensland region	remote
Lockyer Valley Regional Council	10	South East Queensland	rural
Logan City Council	56	South East Queensland	metro
Longreach Regional Council	0	Central Queensland region	remote
Mackay Regional Council	28	North Queensland Region	provincial
Mapoon Aboriginal Shire Council	0	Far North Queensland region	remote
Maranoa Regional Council	4	South West Queensland	rural
Mareeba Shire Council	0	Far North Queensland region	rural
McKinlay Shire Council	0	North Queensland Region	remote
Moreton Bay Regional Council	91	South East Queensland	metro
Mornington Shire Council	0	North Queensland Region	remote
Mount Isa City Council	4	North Queensland Region	remote
Murweh Shire Council	1	South West Queensland	remote
Napranum Aboriginal Shire Council	0	Far North Queensland region	remote
Noosa Shire Council	0	South East Queensland	metro
North Burnett Regional Council	3	Central Queensland region	rural
Northern Peninsula Area Regional Council	0	Far North Queensland region	remote
Palm Island Aboriginal Shire Council	0	North Queensland Region	remote
Paroo Shire Council	0	South West Queensland	remote
Pormpuraaw Aboriginal Shire Council	0	Far North Queensland region	remote
Quilpie Shire Council	0	South West Queensland	remote
Redland City Council	34	South East Queensland	metro
Richmond Shire Council	0	North Queensland Region	remote
Rockhampton Regional Council	26	Central Queensland region	provincial
Scenic Rim Regional Council	11	South East Queensland	rural
Somerset Regional Council	4	South East Queensland	rural
South Burnett Regional Council	18	Central Queensland region	rural
Southern Downs Regional Council	9	South West Queensland	rural
Sunshine Coast Council	82	South East Queensland	metro
Tablelands Regional Council	20	Far North Queensland region	rural
Toowoomba Regional Council	36	South West Queensland	provincial
Torres Shire Council	0	Far North Queensland region	remote
Torres Strait Island Regional Council	0	Far North Queensland region	remote
Townsville City Council	43	North Queensland Region	metro
Western Downs Regional Council	11	South West Queensland	rural
Whitsunday Regional Council.	5	North Queensland Region	rural
Winton Shire Council	1	Central Queensland region	remote
Woorabinda Aboriginal Shire Council	0	Central Queensland region	rural
Wujal Wujal Aboriginal Shire Council	0	Far North Queensland region	remote
Yarrabah Aboriginal Council	0	Far North Queensland region	rural