

New  
Issue

# **Public Attitudes to the Arts, Australia**

**November 1997**

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## INQUIRIES

- For further information about these and related statistics, contact Monica Moss on Adelaide 08 8237 7401, or any ABS office shown on the back page of this publication.

# CONTENTS .....

Page

|  |    |
|--|----|
| Preface .....                                | v  |
| List of abbreviations and other usages ..... | vi |
| Main features .....                          | 1  |

## SECTIONS

|   |  |    |
|---|--|----|
| 1 | Activities included in the arts .....                      | 2  |
| 2 | The importance of cultural venues in our communities ..... | 4  |
| 3 | Arts funding .....   | 7  |
| 4 | Awareness of arts events or activities .....               | 10 |
| 5 | Sources of information about the arts .....                | 12 |
| 6 | The arts on television .....                               | 15 |
| 7 | Travelling time to arts venues .....                       | 19 |

## ADDITIONAL INFORMATION

|  |    |
|--|----|
| Explanatory notes .....                      | 21 |
| Appendix 1—Detailed statistical tables ..... | 24 |
| Appendix 2—Extract from questionnaire .....  | 41 |
| Technical notes .....                        | 44 |
| Glossary .....                               | 46 |

## P R E F A C E . . . . .

*Public Attitudes to the Arts, Australia* provides a summary of people's opinions about the arts. It presents the results of a survey conducted by the Australian Bureau of Statistics (ABS) during November 1997 and has been jointly produced by the ABS and the Australia Council.

Information is provided on a variety of topics, including what people understood by the term 'the arts', whether they felt sufficiently informed about the arts, and their main sources of information about the arts. In addition, information is presented on people's opinions about issues associated with key cultural venues, including how these venues were valued by the community, how accessible they were, and whether or not they should receive some government funding.

The statistics in this publication are the first produced by the ABS on attitudes to the arts. While care must be taken in interpreting attitudinal data, this publication offers some insight into the views of Australians on this aspect of society. Data on the arts previously published by the ABS have focussed on issues such as employment, participation in cultural activities, attendance at cultural venues/events and government funding of culture.

ABS publications draw extensively on information provided freely by individuals, business, governments and other organisations. Their continued cooperation is very much appreciated.

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**LIST OF ABBREVIATIONS AND OTHER  
USAGES .....**

- ABS Australian Bureau of Statistics
- PSM Population Survey Monitor
- RSE Relative standard error
- SE Standard error
- \* subject to high sampling variability (relative standard error between 25% to 50%)
- \* \* subject to high sampling variability (relative standard error exceeds 50%)
- nil or rounded to zero

## MAIN FEATURES .....

- Australians held differing views about the range of activities included in the arts: 80.9% included plays, ballet and opera; 79.7% music (concerts, orchestra and singing); 77.2% painting, drawing and sculpture; 61.6% literature, books and poetry; 53.9% craft, pottery and weaving; 53.5% photography; 35.2% architecture and design; and 9.1% sport (table 1.1).
- Younger and middle age groups included a wider range of activities in the arts than older age groups.
- Libraries were considered to be either very important or important in the community by 95.4% of the population. Corresponding figures for museums were 76.6%, performing arts venues 76.1%, and art galleries 71.5%. This support was irrespective of whether or not the reporting individuals were users of the facilities. Similarly, support was evident across all States and Territories (tables 2.2 and 2.4).
- The majority of Australians (90.7%) thought that libraries should receive some government funding. Government financial assistance for art galleries was supported by 62.7% of the population, live theatre (57.2%) and orchestras (54.2%) (table 3.1).
- The strong support for libraries receiving some government funding was evident across all States and Territories. In addition, more than half of the population in each State and Territory supported some government funding of art galleries, live theatre and orchestras (table 3.4).
- Almost a quarter of the population (24.5%) felt that they were not adequately informed about arts events or activities in comparison with 6.9% of persons who indicated they were not sufficiently informed about sport (table 4.2).
- Around two-thirds of Australians indicated that their main sources of information about the arts were newspaper articles, magazines and books (68.5%) and/or television (62.6%) (table 5.1).
- A higher percentage of females (18.4%) wanted to see more of the arts on television than males (10.5%) (graph 6.5).
- Of the selection of cultural venues listed in the survey, cinemas were reported to be the easiest to get to (in terms of travelling time) with 87.1% of the population taking less than 30 minutes to travel to a cinema.

# SECTION 1

## ACTIVITIES INCLUDED IN THE ARTS .....

### INTRODUCTION

'The arts' is a difficult term to define. It can be used by different people in different ways to describe a very wide range of activities from traditional forms of cultural expression to more contemporary activities. What individuals understood by the term 'the arts' is fundamental to gaining a broad understanding of Australians' attitudes to the arts.

Persons in the survey were presented with a range of activities (see table 1.1) and asked to select those which they would include as part of the arts. More than three-quarters of those surveyed included plays, ballet and opera (80.9%), music (79.7%), and painting, drawing and sculpture (77.2%). Just over half included photography (53.5%) and just over one-third included architecture and design (35.2%).

### AGE

Table 1.1 shows that the younger and middle age groups included a wider range of activities in the arts than older age groups. For example, of those aged 18–24, 63.8% included literature, books and poetry and 41.2% included architecture and design. The corresponding proportions for those aged 65 and over were 45.5% and 25.4%. Only 4.5% of the population either did not include one of the categories (0.8%) or did not know what to include (3.7%), and these people have been excluded from this table.

#### 1.1 ACTIVITIES INCLUDED IN THE ARTS, Views of Persons—Age group

| Activity                             | AGE GROUP (YEARS)..... |         |         |         |         |             | Persons     |
|--------------------------------------|------------------------|---------|---------|---------|---------|-------------|-------------|
|                                      | 18–24                  | 25–34   | 35–44   | 45–54   | 55–64   | 65 and over |             |
|                                      | %                      | %       | %       | %       | %       | %           | %           |
| Plays, ballet, opera                 | 77.5                   | 85.7    | 82.9    | 83.7    | 75.7    | 75.3        | <b>80.9</b> |
| Architecture, design                 | 41.2                   | 42.7    | 37.6    | 35.3    | 22.5    | 25.4        | <b>35.2</b> |
| Painting, drawing, sculpture         | 78.5                   | 79.9    | 83.4    | 77.8    | 73.1    | 66.2        | <b>77.2</b> |
| Photography                          | 57.2                   | 62.9    | 57.8    | 51.9    | 44.0    | 40.0        | <b>53.5</b> |
| Literature, books, poetry            | 63.8                   | 69.2    | 65.8    | 64.8    | 53.7    | 45.5        | <b>61.6</b> |
| Sport                                | 8.8                    | 8.5     | 8.5     | 9.9     | 7.9     | 11.4        | <b>9.1</b>  |
| Music (concerts, orchestra, singing) | 73.6                   | 83.9    | 82.6    | 86.4    | 73.0    | 72.2        | <b>79.7</b> |
| Craft, pottery, weaving              | 59.8                   | 56.2    | 54.9    | 53.9    | 52.8    | 44.4        | <b>53.9</b> |
|                                      | million                | million | million | million | million | million     | million     |
| Persons                              | 1.8                    | 2.8     | 2.8     | 2.4     | 1.6     | 2.0         | <b>13.4</b> |

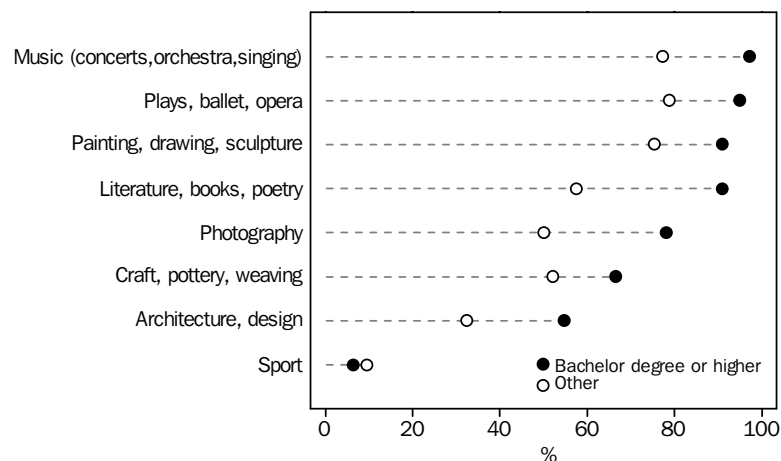
EDUCATION

The link between education and the range of activities that people included in the arts is highlighted in graph 1.3. Persons with a bachelor degree or higher were more inclined than any other level of education to include more activities as part of the arts and they were also more likely to exclude sport. The most significant difference between those with a bachelor degree or higher and any other level of education was whether literature, books, poetry were included in the arts. Of the persons with a bachelor degree or higher, 91.0% were of the opinion that the arts included literature, books, poetry in comparison with 57.5% of all other persons.

1.2 ACTIVITIES INCLUDED IN THE ARTS, Views of Persons—Educational level

| Activity                             | High school certificate or less | Trade certificate | Other certificate | Associate or undergraduate diploma | Bachelor degree or higher | Persons     |
|--------------------------------------|---------------------------------|-------------------|-------------------|------------------------------------|---------------------------|-------------|
|                                      | %                               | %                 | %                 | %                                  | %                         | %           |
| Plays, ballet, opera                 | 74.9                            | 77.8              | 88.3              | 88.8                               | 94.9                      | <b>80.9</b> |
| Architecture, design                 | 28.7                            | 33.6              | 39.7              | 41.1                               | 54.7                      | <b>35.2</b> |
| Painting, drawing, sculpture         | 71.6                            | 78.3              | 79.9              | 85.5                               | 91.0                      | <b>77.2</b> |
| Photography                          | 45.0                            | 52.9              | 57.2              | 63.6                               | 78.2                      | <b>53.5</b> |
| Literature, books, poetry            | 51.3                            | 56.5              | 67.7              | 78.4                               | 91.0                      | <b>61.6</b> |
| Sport                                | 10.3                            | 8.5               | 8.2               | 10.0                               | 6.3                       | <b>9.1</b>  |
| Music (concerts, orchestra, singing) | 73.0                            | 74.5              | 87.1              | 90.4                               | 97.2                      | <b>79.7</b> |
| Craft, pottery, weaving              | 48.0                            | 55.4              | 58.8              | 60.8                               | 66.6                      | <b>53.9</b> |
|                                      | million                         | million           | million           | million                            | million                   | million     |
| Persons                              | 6.9                             | 1.5               | 2.2               | 1.0                                | 1.6                       | <b>13.4</b> |

1.3 ACTIVITIES INCLUDED IN THE ARTS, Views of Persons—Broad educational level





SECTION **2**

**THE IMPORTANCE OF CULTURAL VENUES IN OUR COMMUNITIES** .....

A very high proportion (95.4%) of the population rated libraries as very important or important in their communities. A high proportion also considered the other cultural venues to be either very important or important with 76.6% of the population giving this rating to museums, 76.1% to performing arts venues and 71.5% to art galleries.

**2.1 PERCEIVED IMPORTANCE OF CULTURAL VENUES IN PERSON'S COMMUNITY** .....

|                               | %    | million |
|-------------------------------|------|---------|
| <b>Museums</b>                |      |         |
| Very important                | 30.6 | 4.1     |
| Important                     | 46.0 | 6.2     |
| Not important                 | 20.0 | 2.7     |
| Don't know                    | 3.3  | 0.4     |
| <b>Performing arts venues</b> |      |         |
| Very important                | 25.6 | 3.4     |
| Important                     | 50.5 | 6.8     |
| Not important                 | 19.1 | 2.5     |
| Don't know                    | 4.8  | 0.6     |
| <b>Art galleries</b>          |      |         |
| Very important                | 21.1 | 2.8     |
| Important                     | 50.4 | 6.7     |
| Not important                 | 24.3 | 3.3     |
| Don't know                    | 4.2  | 0.6     |
| <b>Libraries</b>              |      |         |
| Very important                | 71.7 | 9.6     |
| Important                     | 23.7 | 3.2     |
| Not important                 | 3.2  | 0.4     |
| Don't know                    | 1.4  | 0.2     |

ATTENDANCE AT CULTURAL VENUES

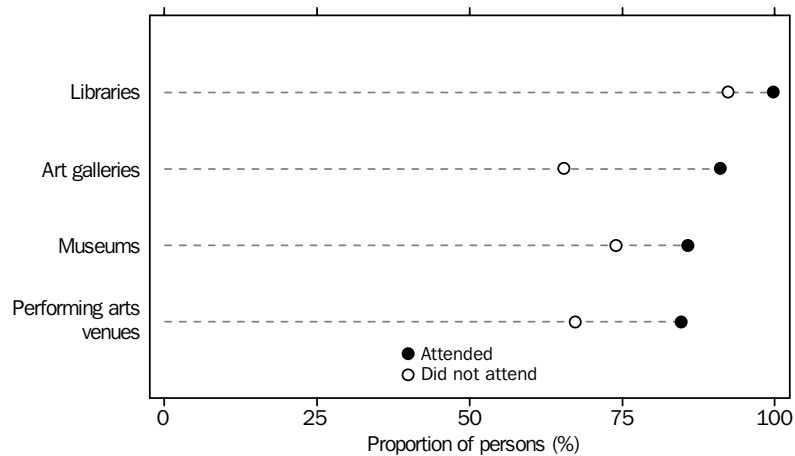
As can be seen in table 2.2, libraries were considered important even by non-users. In fact, 92.3% of persons who had not attended a library in the previous 12 months rated libraries as very important or important, while 99.7% of persons who attended a library during this period rated libraries as very important or important. In comparison, of those who did not attend an art gallery in the previous 12 months, just under two-thirds (65.4%) valued them as very important or important. Nine out of every ten persons (91.1%) who attended an art gallery thought art galleries were either very important or important. Performing arts venues and museums were also considered to be of value to the community by both users and non-users.

**2.2 PERCEIVED IMPORTANCE OF CULTURAL VENUES IN PERSON'S COMMUNITY, Person's attendance**

|                               | <i>Attended cultural venue(a)</i> | <i>Did not attend cultural venue</i> | <b>Persons</b> |
|-------------------------------|-----------------------------------|--------------------------------------|----------------|
| <b>Museums</b>                |                                   |                                      |                |
| Very important (%)            | 48.6                              | 25.4                                 | <b>30.6</b>    |
| Important (%)                 | 37.1                              | 48.6                                 | <b>46.0</b>    |
| Not important (%)             | 13.5                              | 21.9                                 | <b>20.0</b>    |
| Don't know (%)                | *0.8                              | 4.1                                  | <b>3.3</b>     |
| Persons (million)             | 3.0                               | 10.4                                 | <b>13.4</b>    |
| <b>Performing arts venues</b> |                                   |                                      |                |
| Very important (%)            | 36.4                              | 14.3                                 | <b>25.6</b>    |
| Important (%)                 | 48.2                              | 53.0                                 | <b>50.5</b>    |
| Not important (%)             | 13.9                              | 24.6                                 | <b>19.1</b>    |
| Don't know (%)                | 1.6                               | 8.1                                  | <b>4.8</b>     |
| Persons (million)             | 6.9                               | 6.5                                  | <b>13.4</b>    |
| <b>Art galleries</b>          |                                   |                                      |                |
| Very important (%)            | 44.6                              | 13.9                                 | <b>21.1</b>    |
| Important (%)                 | 46.5                              | 51.5                                 | <b>50.4</b>    |
| Not important (%)             | 8.8                               | 29.0                                 | <b>24.3</b>    |
| Don't know (%)                | **0.1                             | 5.5                                  | <b>4.2</b>     |
| Persons (million)             | 3.1                               | 10.3                                 | <b>13.4</b>    |
| <b>Libraries</b>              |                                   |                                      |                |
| Very important (%)            | 86.7                              | 60.8                                 | <b>71.7</b>    |
| Important (%)                 | 13.0                              | 31.5                                 | <b>23.7</b>    |
| Not important (%)             | **0.3                             | 5.3                                  | <b>3.2</b>     |
| Don't know (%)                | **0.1                             | 2.4                                  | <b>1.4</b>     |
| Persons (million)             | 5.6                               | 7.8                                  | <b>13.4</b>    |

(a) Attendance refers to the last 12 months and is related to the specific venue. For example, of the persons who attended a museum, 48.6% considered museums were very important in their community.

**2.3 CULTURAL VENUES PERCEIVED AS VERY IMPORTANT OR IMPORTANT, Person's attendance**



## STATE OR TERRITORY OF RESIDENCE

The view that libraries were the most highly valued venues was consistent across each State and Territory, as shown in table 2.4. There were some variations in opinions of the importance of the other cultural venues across the States and Territories. A greater proportion of residents rated performing arts venues and art galleries as very important or important in New South Wales and Victoria than in Queensland, South Australia and Western Australia. There was little difference between these States for museums and libraries. On the other hand, in the Australian Capital Territory and Northern Territory, museums and performing arts venues were rated as very important or important by a larger proportion than in the States.

**2.4 PERCEIVED IMPORTANCE OF CULTURAL VENUES IN PERSON'S COMMUNITY, State and Territory**

|                               | NSW     | Vic.    | Qld     | SA      | WA      | Tas.    | NT      | ACT     | Aust.       |
|-------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
|                               | %       | %       | %       | %       | %       | %       | %       | %       | %           |
| <b>Museums</b>                |         |         |         |         |         |         |         |         |             |
| Very important                | 29.0    | 31.9    | 32.3    | 27.9    | 25.8    | 41.6    | 50.6    | 41.9    | <b>30.6</b> |
| Important                     | 47.9    | 43.1    | 45.6    | 47.0    | 49.9    | 38.8    | 40.6    | 44.4    | <b>46.0</b> |
| Not important                 | 23.2    | 25.0    | 22.1    | 25.1    | 24.4    | 19.6    | *8.8    | 13.8    | <b>23.4</b> |
| <b>Performing arts venues</b> |         |         |         |         |         |         |         |         |             |
| Very important                | 27.0    | 26.9    | 22.8    | 22.2    | 22.4    | 31.4    | 34.4    | 34.3    | <b>25.6</b> |
| Important                     | 50.2    | 51.0    | 51.9    | 47.5    | 51.2    | 46.4    | 52.4    | 51.7    | <b>50.5</b> |
| Not important                 | 22.8    | 22.1    | 25.3    | 30.2    | 26.4    | 22.1    | 13.2    | 14.0    | <b>23.8</b> |
| <b>Art galleries</b>          |         |         |         |         |         |         |         |         |             |
| Very important                | 22.9    | 21.7    | 17.3    | 18.4    | 18.6    | 25.5    | 26.4    | 35.6    | <b>21.1</b> |
| Important                     | 49.2    | 51.4    | 50.6    | 52.3    | 51.2    | 45.2    | 53.0    | 49.0    | <b>50.4</b> |
| Not important                 | 27.9    | 26.9    | 32.1    | 29.3    | 30.1    | 29.2    | 20.6    | 15.4    | <b>28.5</b> |
| <b>Libraries</b>              |         |         |         |         |         |         |         |         |             |
| Very important                | 71.8    | 69.5    | 76.6    | 65.8    | 72.6    | 67.8    | 72.6    | 76.1    | <b>71.7</b> |
| Important                     | 24.0    | 25.8    | 19.5    | 26.6    | 22.9    | 26.1    | 22.1    | 22.8    | <b>23.7</b> |
| Not important                 | 4.3     | 4.7     | 3.9     | 7.5     | 4.5     | 6.1     | *5.3    | **1.0   | <b>4.6</b>  |
|                               | million | million | million | million | million | million | million | million | million     |
| Persons                       | 4.6     | 3.4     | 2.4     | 1.1     | 1.3     | 0.3     | 0.1     | 0.2     | <b>13.4</b> |

## SECTION 3

## ARTS FUNDING .....

### INTRODUCTION

Most Australians were in favour of the Government providing some financial support for selected arts activities/venues.

Consistent with the strong positive support shown for the value of libraries in communities, 90.7% of persons thought that libraries should receive some government funding. This view was reflected across all key demographic groupings. More than half the population also believed that art galleries, live theatre and orchestras should receive some government funding. Public funding for art galleries was favoured by 62.7% of the population, followed by live theatre (57.2%) and orchestras (54.2%).

### AGE

Majority support for some government funding was provided by all age groups for all of the activities/venues shown in table 3.1, except for live theatre by the 18–24 age group and orchestras by the 18–24 and 25–34 age groups.

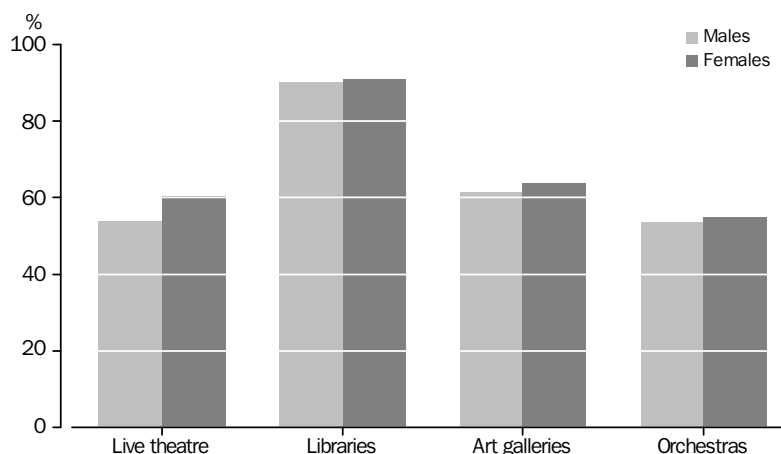
#### 3.1 SUPPORT FOR SOME GOVERNMENT FUNDING OF THE ARTS, Persons—Age group .....

| <i>Age group (years)</i> | <i>Live theatre</i><br>% | <i>Libraries</i><br>% | <i>Art galleries</i><br>% | <i>Orchestras</i><br>% | <i>Persons</i><br>million |
|--------------------------|--------------------------|-----------------------|---------------------------|------------------------|---------------------------|
| 18–24                    | 49.3                     | 91.3                  | 59.0                      | 45.7                   | 1.8                       |
| 25–34                    | 56.1                     | 91.8                  | 58.5                      | 48.2                   | 2.8                       |
| 35–44                    | 56.6                     | 92.8                  | 64.8                      | 54.1                   | 2.8                       |
| 45–54                    | 61.5                     | 91.8                  | 64.5                      | 59.9                   | 2.4                       |
| 55–64                    | 63.2                     | 87.9                  | 64.1                      | 63.2                   | 1.6                       |
| 65 and over              | 57.2                     | 86.5                  | 65.5                      | 57.1                   | 2.0                       |
| <b>Persons</b>           | <b>57.2</b>              | <b>90.7</b>           | <b>62.7</b>               | <b>54.2</b>            | <b>13.4</b>               |

### SEX

As shown in graph 3.2, males and females were quite similar in their attitudes to funding. The greatest variation in attitudes was for live theatre, with 60.4% of females supporting government funding, compared with 54.0% of males.

## 3.2 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, Persons—Sex



## EDUCATION

Table 3.3 indicates that persons with a bachelor degree or higher were more likely to respond positively to governments providing funding for the arts. In particular, government funding of art galleries and orchestras had strong support from this group at 81.7% and 77.5%, respectively. Significantly less support was shown by persons with trade certificate qualifications whose level of support for art galleries was 54.8% and orchestras 45.1%. A similar pattern was found for theatre but there was little difference across qualification levels for support to libraries.

## 3.3 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, Persons—Educational level

| Highest qualification obtained     | Live theatre | Libraries   | Art galleries | Orchestras  | Persons million |
|------------------------------------|--------------|-------------|---------------|-------------|-----------------|
|                                    | %            | %           | %             | %           |                 |
| High school certificate or less    | 52.6         | 87.7        | 58.8          | 49.5        | 6.9             |
| Trade certificate                  | 51.6         | 92.4        | 54.8          | 45.1        | 1.5             |
| Other certificate                  | 60.3         | 92.9        | 63.6          | 54.8        | 2.2             |
| Associate or undergraduate diploma | 61.7         | 93.5        | 71.3          | 62.2        | 1.0             |
| Bachelor degree or higher          | 75.8         | 96.3        | 81.7          | 77.5        | 1.6             |
| <b>Persons</b>                     | <b>57.2</b>  | <b>90.7</b> | <b>62.7</b>   | <b>54.2</b> | <b>13.4</b>     |

## STATE OR TERRITORY OF RESIDENCE

Generally Australians supported government funding for each of the activities/venues included in the survey, regardless of their home State or Territory. Residents of the Australian Capital Territory showed the strongest support for funding all of the activities/venues.

### 3.4 SUPPORT FOR SOME GOVERNMENT FUNDING OF THE ARTS, State and Territory

| State and Territory          | Live<br>theatre | Libraries   | Art<br>galleries | Orchestras  | Persons     |
|------------------------------|-----------------|-------------|------------------|-------------|-------------|
|                              | %               | %           | %                | %           | million     |
| New South Wales              | 57.5            | 89.1        | 63.0             | 52.5        | 4.6         |
| Victoria                     | 58.2            | 90.0        | 63.3             | 54.9        | 3.4         |
| Queensland                   | 54.1            | 93.3        | 57.7             | 55.3        | 2.4         |
| South Australia              | 56.9            | 88.1        | 64.1             | 51.8        | 1.1         |
| Western Australia            | 56.6            | 94.4        | 66.9             | 54.4        | 1.3         |
| Tasmania                     | 61.6            | 93.0        | 58.2             | 61.2        | 0.3         |
| Northern Territory           | 57.8            | 89.6        | 56.2             | 55.6        | 0.1         |
| Australian Capital Territory | 70.6            | 94.7        | 79.0             | 70.0        | 0.2         |
| <b>Australia</b>             | <b>57.2</b>     | <b>90.7</b> | <b>62.7</b>      | <b>54.2</b> | <b>13.4</b> |

#### EXPENDITURE ON CULTURE BY GOVERNMENTS

Government funding for 'cultural facilities and services' totalled \$1,346m in 1995–96. Of this funding, approximately 22% (\$298m) was provided by the Commonwealth Government, 49% (\$663m) by the State and Territory Governments and 29% (\$385m) by local government. Table 3.5 shows the total funding provided for various cultural activities.

### 3.5 CULTURAL FUNDING—1995–96

| Cultural facilities and services        | Level of<br>government funding..... |              |
|---|-------------------------------------|--------------|
|   | \$m                                 | %            |
| Zoological and botanic gardens          | 70.5                                | 5.2          |
| Libraries and archives                  | 588.9                               | 43.7         |
| Literature and publishing               | 15.3                                | 1.1          |
| Museums                                 | 176.6                               | 13.1         |
| Art galleries                           | 110.2                               | 8.2          |
| Visual arts/crafts and photography      | 30.8                                | 2.3          |
| Performing arts venues and arts centres | 128.1                               | 9.5          |
| Music (excluding opera)                 | 33.3                                | 2.5          |
| Other performing arts                   | 87.7                                | 6.5          |
| Cultural heritage                       | 104.8                               | 7.8          |
| <b>Total</b>                            | <b>1 346.3</b>                      | <b>100.0</b> |

Source: *Cultural Funding, Australia, 1995–96* (Cat. no. 4183.0).

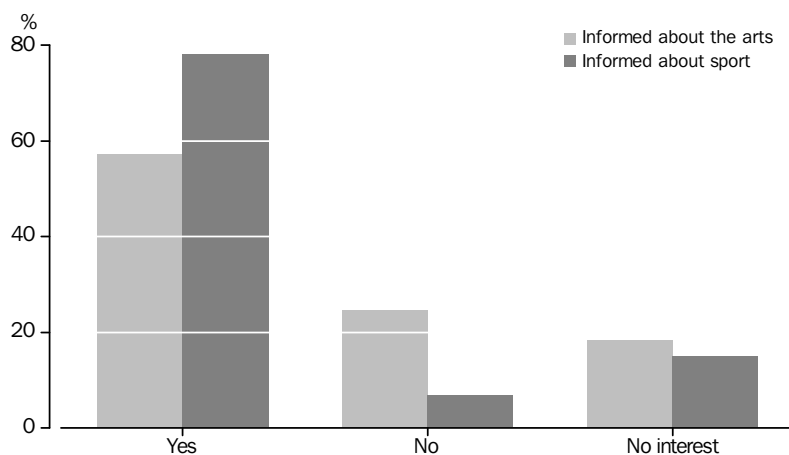
# SECTION 4

## AWARENESS OF ARTS EVENTS OR ACTIVITIES .....

### INTRODUCTION

Just under six in ten Australians (57.2%) reported they were sufficiently informed about the arts, compared with just under eight in ten (78.0%) for sport. However, almost a quarter of the population (24.5%) felt that they were not adequately informed about arts events or activities. Far fewer persons (6.9%) indicated that they were not sufficiently informed about sport. Less than one in five persons (18.3%) had no interest in being informed about the arts and 15.1% had no interest in being informed about sport.

#### 4.1 WHETHER SUFFICIENTLY INFORMED ABOUT THE ARTS AND SPORT



### SEX AND AGE

More females than males said that they were not sufficiently informed about the arts: 27.9% of females reported this compared with 21.0% of males. In addition more males (22.3%) than females (14.4%) reported they had no interest in being informed about the arts. The picture is reversed for sport where 7.7% of males and 22.4% of females said they had no interest in being informed about sport.

#### 4.2 WHETHER SUFFICIENTLY INFORMED ABOUT THE ARTS AND SPORT, Persons—Sex .....

|                   | Males | Females | Persons |
|-------------------|-------|---------|---------|
| <b>The arts</b>   |       |         |         |
| Yes (%)           | 56.7  | 57.6    | 57.2    |
| No (%)            | 21.0  | 27.9    | 24.5    |
| No interest (%)   | 22.3  | 14.4    | 18.3    |
| Persons (million) | 6.6   | 6.8     | 13.4    |
| <b>Sport</b>      |       |         |         |
| Yes (%)           | 83.8  | 72.4    | 78.0    |
| No (%)            | 8.5   | 5.3     | 6.9     |
| No interest (%)   | 7.7   | 22.4    | 15.1    |
| Persons (million) | 6.6   | 6.8     | 13.4    |

SEX AND AGE *continued*

Table 4.3 shows that, generally, persons of all ages believed they were more informed about sport than the arts.

#### 4.3 WHETHER SUFFICIENTLY INFORMED ABOUT THE ARTS AND SPORT, Persons—Age group

| Age group (years)              | Yes         | No          | No<br>interest | Persons     |
|--------------------------------|-------------|-------------|----------------|-------------|
|                                | %           | %           | %              | million     |
| <b>Informed about the arts</b> |             |             |                |             |
| 18–24                          | 57.1        | 27.2        | 15.7           | 1.8         |
| 25–34                          | 57.0        | 28.3        | 14.7           | 2.8         |
| 35–44                          | 55.2        | 27.3        | 17.5           | 2.8         |
| 45–54                          | 60.1        | 22.8        | 17.0           | 2.4         |
| 55–64                          | 61.6        | 17.2        | 21.2           | 1.6         |
| 65 and over                    | 53.3        | 20.4        | 26.3           | 2.0         |
| <b>Persons</b>                 | <b>57.2</b> | <b>24.5</b> | <b>18.3</b>    | <b>13.4</b> |
| <b>Informed about sport</b>    |             |             |                |             |
| 18–24                          | 75.7        | 10.0        | 14.4           | 1.8         |
| 25–34                          | 77.7        | 9.2         | 13.1           | 2.8         |
| 35–44                          | 78.9        | 6.7         | 14.4           | 2.8         |
| 45–54                          | 79.1        | 6.1         | 14.8           | 2.4         |
| 55–64                          | 81.4        | *4.4        | 14.2           | 1.6         |
| 65 and over                    | 75.3        | 4.0         | 20.7           | 2.0         |
| <b>Persons</b>                 | <b>78.0</b> | <b>6.9</b>  | <b>15.1</b>    | <b>13.4</b> |

## EDUCATION

Opinions about the arts varied with education level. Half (50.6%) of those with a trade certificate qualification believed they were sufficiently informed about the arts compared with two-thirds (66.4%) of those with a bachelor degree or higher.

#### 4.4 WHETHER SUFFICIENTLY INFORMED ABOUT THE ARTS AND SPORT, Persons—Educational level

| Highest qualification obtained     | Yes         | No          | No<br>interest | Persons     |
|------------------------------------|-------------|-------------|----------------|-------------|
|                                    | %           | %           | %              | million     |
| <b>Informed about the arts</b>     |             |             |                |             |
| High school certificate or less    | 56.6        | 21.4        | 22.0           | 6.9         |
| Trade certificate                  | 50.6        | 20.8        | 28.6           | 1.5         |
| Other certificate                  | 57.4        | 27.4        | 15.2           | 2.2         |
| Associate or undergraduate diploma | 55.2        | 35.5        | 9.2            | 1.0         |
| Bachelor degree or higher          | 66.4        | 30.3        | *3.3           | 1.6         |
| <b>Persons</b>                     | <b>57.2</b> | <b>24.5</b> | <b>18.3</b>    | <b>13.4</b> |
| <b>Informed about sport</b>        |             |             |                |             |
| High school certificate or less    | 77.8        | 6.2         | 15.9           | 6.9         |
| Trade certificate                  | 82.8        | 10.2        | 7.0            | 1.5         |
| Other certificate                  | 75.6        | 7.5         | 16.9           | 2.2         |
| Associate or undergraduate diploma | 76.1        | 8.0         | 16.0           | 1.0         |
| Bachelor degree or higher          | 77.5        | 5.3         | 17.1           | 1.6         |
| <b>Persons</b>                     | <b>78.0</b> | <b>6.9</b>  | <b>15.1</b>    | <b>13.4</b> |



SECTION **5**

**SOURCES OF INFORMATION ABOUT THE ARTS** .....

INTRODUCTION

Australians were most likely to seek information about the arts from printed material such as newspaper articles, magazines and books (68.5%). Other popular sources of information about the arts were television (62.6%) and radio (34.8%). Television (80.4%) was the most popular source of information about sport.

SEX AND AGE

Males and females across almost all age groups reported that newspapers, magazines and books were their main source of information about the arts and television was the main source of information about sport.

**5.1 INFORMATION SOURCES, Persons—Sex** .....

| <i>Main sources of information</i>       | <i>Males</i> | <i>Females</i> | <i>Persons</i> |
|--|--------------|----------------|----------------|
| <b>The arts</b>                          |              |                |                |
| Newspaper articles, magazines, books (%) | 63.9         | 73.0           | <b>68.5</b>    |
| Television (%)                           | 59.3         | 65.7           | <b>62.6</b>    |
| Internet (%)                             | 4.9          | 3.1            | <b>4.0</b>     |
| Radio (%)                                | 33.6         | 35.9           | <b>34.8</b>    |
| Persons (million)                        | 6.6          | 6.8            | <b>13.4</b>    |
| <b>Sport</b>                             |              |                |                |
| Newspaper articles, magazines, books (%) | 61.6         | 42.2           | <b>51.7</b>    |
| Television (%)                           | 85.9         | 75.1           | <b>80.4</b>    |
| Internet (%)                             | 2.6          | 1.5            | <b>2.1</b>     |
| Radio (%)                                | 44.2         | 30.8           | <b>37.4</b>    |
| Persons (million)                        | 6.6          | 6.8            | <b>13.4</b>    |

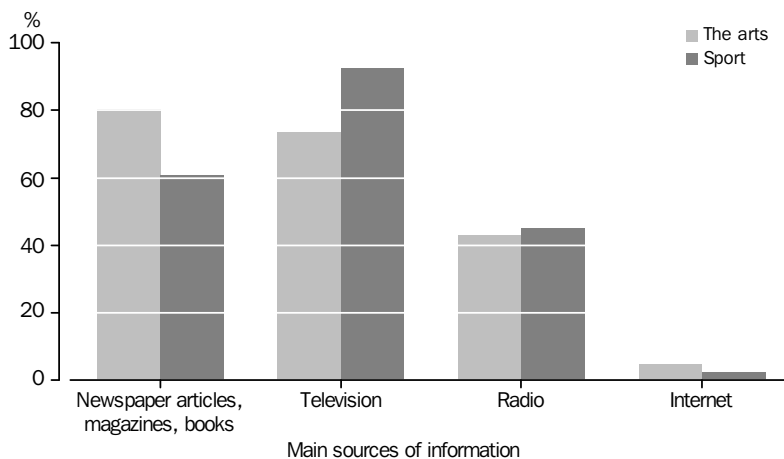
## 5.2 INFORMATION SOURCES, Persons—Age group

| Main sources of information              | AGE GROUP (YEARS)..... |       |       |       |       |             | Persons     |
|--|------------------------|-------|-------|-------|-------|-------------|-------------|
|  | 18-24                  | 25-34 | 35-44 | 45-54 | 55-64 | 65 and over |             |
| <b>The arts</b>                          |                        |       |       |       |       |             |             |
| Newspaper articles, magazines, books (%) | 65.5                   | 69.9  | 74.6  | 72.8  | 65.1  | 58.3        | <b>68.5</b> |
| Television (%)                           | 61.4                   | 63.0  | 61.6  | 64.8  | 61.2  | 62.8        | <b>62.6</b> |
| Internet (%)                             | 5.8                    | 5.1   | 5.8   | 3.6   | *2.1  | **—         | <b>4.0</b>  |
| Radio (%)                                | 35.3                   | 35.2  | 37.7  | 36.3  | 32.0  | 29.9        | <b>34.8</b> |
| Persons (million)                        | 1.8                    | 2.8   | 2.8   | 2.4   | 1.6   | 2.0         | <b>13.4</b> |
| <b>Sport</b>                             |                        |       |       |       |       |             |             |
| Newspaper articles, magazines, books (%) | 51.7                   | 58.3  | 52.5  | 57.6  | 44.8  | 39.9        | <b>51.7</b> |
| Television (%)                           | 83.6                   | 81.0  | 79.2  | 82.2  | 78.4  | 77.7        | <b>80.4</b> |
| Internet (%)                             | *2.9                   | 2.9   | 2.8   | *2.1  | *     | *0.1        | <b>2.1</b>  |
| Radio (%)                                | 37.5                   | 42.7  | 37.7  | 41.4  | 31.4  | 29.5        | <b>37.4</b> |
| Persons (million)                        | 1.8                    | 2.8   | 2.8   | 2.4   | 1.6   | 2.0         | <b>13.4</b> |

## INFORMED ABOUT THE ARTS

Of the those who believed they were sufficiently informed about the arts, 80.3% used newspaper articles, magazines and books as a main source of information about the arts, and 73.3% used television. By comparison, of the persons who believed they were sufficiently informed about sport, 92.4% used television as a main source of information about sport, and 60.6% used newspapers, magazines and books.

## 5.3 INFORMATION SOURCES, Persons Informed About the Arts and Sport



## BIRTHPLACE

Printed material (newspapers, magazines and books) were the most popular sources of information about the arts for just over two-thirds of those born in Australia (68.7%). Just under three-quarters of those born in the United Kingdom, Ireland or New Zealand also used these as a main source of information about the arts. For 64.7% of those born in other countries, printed materials were main sources of information about the arts.

Table 5.4 shows that for eight out of every ten persons born in Australia (82.5%) television was the most popular source of information about sport, whereas six out of every ten persons born in Australia (62.2%) said that television was a main source of information about the arts.

## 5.4 INFORMATION SOURCES, Persons—Birthplace

| <i>Main sources of information</i>       | <i>Australia</i> | <i>United Kingdom,<br/>Ireland, or<br/>New Zealand</i> | <i>Other<br/>countries</i> | <i>All<br/>countries</i> |
|--|------------------|--|----------------------------|--------------------------|
| <b>The arts</b>                          |                  |  |                            |                          |
| Newspaper articles, magazines, books (%) | 68.7             | 73.2   | 64.7                       | <b>68.5</b>              |
| Television (%)                           | 62.2             | 66.2   | 61.5                       | <b>62.6</b>              |
| Internet (%)                             | 3.4              | *4.7   | 6.0                        | <b>4.0</b>               |
| Radio (%)                                | 35.5             | 42.9   | 26.3                       | <b>34.8</b>              |
| Persons (million)                        | 9.7              | 1.5  | 2.2                        | <b>13.4</b>              |
| <b>Sport</b>                             |                  |  |                            |                          |
| Newspaper articles, magazines, books (%) | 54.9             | 47.1   | 41.2                       | <b>51.7</b>              |
| Television (%)                           | 82.5             | 75.8   | 74.2                       | <b>80.4</b>              |
| Internet (%)                             | 2.2              | 2.9  | 1.1                        | <b>2.1</b>               |
| Radio (%)                                | 40.6             | 36.8   | 23.8                       | <b>37.4</b>              |
| Persons (million)                        | 9.7              | 1.5  | 2.2                        | <b>13.4</b>              |

# SECTION 6

## THE ARTS ON TELEVISION .....

### INTRODUCTION

As there is interest in all methods of access to the arts, the Public Attitudes to the Arts Survey sought some details about television viewing. Of the population, 25.0% reported that they usually watched the arts on television. This compares with 66.4% who usually watched current affairs and 55.2% who usually watched sport.

While the survey did not ask about the amount of time spent watching television, the 1992 ABS Time Use Survey found that on average Australians spent almost 3 hours of their day engaged in this activity (see table 6.1). In comparison, persons spent an average 42 minutes reading and 31 minutes involved in sport, exercise and outdoor activities.

### 6.1 AVERAGE TIME SPENT ON CULTURE/LEISURE ACTIVITIES—1992

| Activity                                   | Males           | Females         | Persons         |
|--|-----------------|-----------------|-----------------|
|  | minutes per day | minutes per day | minutes per day |
| Religious activities                       | 6               | 6               | 6               |
| Socialising                                | 71              | 85              | 78              |
| Visiting entertainment and cultural venues | 4               | 5               | 5               |
| Sports events                              | 3               | 2               | 3               |
| Associated travel—social                   | 16              | 17              | 16              |
| Sport, exercise and outdoor activities     | 39              | 23              | 31              |
| Games, cards etc.                          | 10              | 8               | 9               |
| Hobbies, arts, crafts etc.                 | 7               | 19              | 13              |
| Holiday travel, driving for pleasure       | 5               | 5               | 5               |
| Associated travel (excluding holiday)      | 6               | 4               | 5               |
| Reading                                    | 42              | 42              | 42              |
| Watching television or videos              | 177             | 180             | 179             |
| Listening to radio, compact discs etc.     | 121             | 119             | 120             |
| Relaxing, thinking etc.                    | 44              | 50              | 47              |
| Talking (including phone)                  | 114             | 141             | 128             |
| Writing/reading own correspondence         | 2               | 4               | 3               |

Source: *How Australians Use Their Time, 1992* (Cat. no. 4153.0).

### AGE

In the Public Attitudes to the Arts Survey, of those persons who usually watched the arts on television, there were similar proportions across all age groups. However, as the survey also found that the range of activities included in the arts varied with age, care is needed in interpreting these results. The youngest age group, covering persons aged 18–24 years, had the lowest, or close to the lowest, proportion of television viewers for each type of television program mentioned in the survey. In comparison, those aged 65 or over had the highest proportion of television viewers for each type of program, including the arts (28.1%).

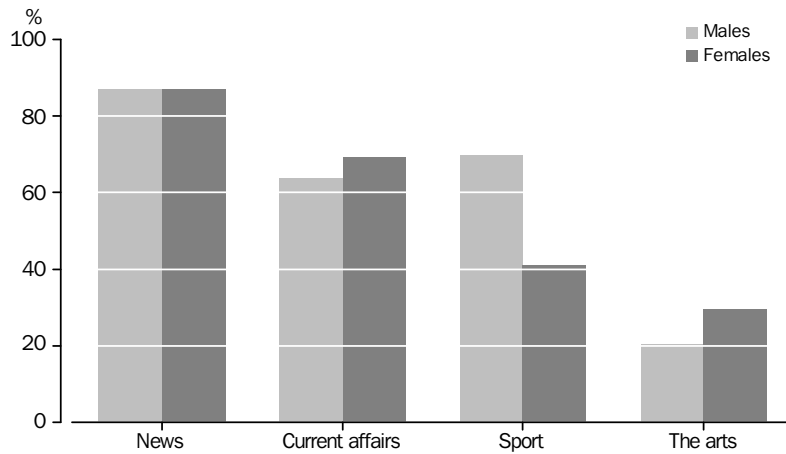
**6.2 TELEVISION PROGRAMS USUALLY WATCHED, Persons—Age group**

|                 | AGE GROUP (YEARS)..... |         |         |         |         |             | <b>Persons</b> |
|-----------------|------------------------|---------|---------|---------|---------|-------------|----------------|
|                 | 18-24                  | 25-34   | 35-44   | 45-54   | 55-64   | 65 and over |                |
|                 | %                      | %       | %       | %       | %       | %           | %              |
| News            | 71.2                   | 84.7    | 86.7    | 91.0    | 93.6    | 96.7        | <b>87.2</b>    |
| Current affairs | 29.8                   | 57.7    | 69.2    | 79.7    | 78.7    | 82.7        | <b>66.4</b>    |
| Sport           | 52.1                   | 51.6    | 51.2    | 59.1    | 59.8    | 60.7        | <b>55.2</b>    |
| The arts        | 22.0                   | 25.9    | 23.4    | 27.4    | 22.5    | 28.1        | <b>25.0</b>    |
|                 | million                | million | million | million | million | million     | million        |
| Persons         | 1.8                    | 2.8     | 2.8     | 2.4     | 1.6     | 2.0         | <b>13.4</b>    |

SEX

More males (69.7%) than females (41.1%) usually watched sport on television while more females (29.5%) than males (20.4%) usually watched the arts. Viewing of news and current affairs were very similar for both sexes.

**6.3 TELEVISION PROGRAMS USUALLY WATCHED, Persons—Sex**



## PROGRAMS PERSONS WANTED TO SEE MORE OFTEN

Overall, one in seven (14.5%) of the population said that they wanted to see arts programs more often on television. One in five wanted more current affairs programs (20.1%) and more sport (19.4%). Just over one in ten Australians (10.6%) wanted more news programs. A large percentage of the population (40.4%) did not want to see more of any of the programs listed in the survey.

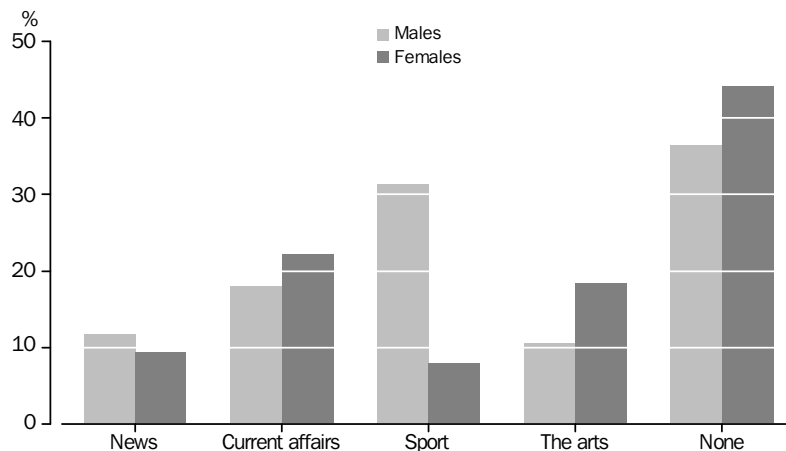
## AGE AND SEX

The youngest age group (18–24 years) recorded the greatest interest in wanting to see both sport (32.5%) and the arts (19.2%) more often on television. A higher percentage of females (18.4%) wanted to see more of the arts on television compared with males (10.5%).

## 6.4 TELEVISION PROGRAMS PERSONS WANTED TO SEE MORE OFTEN, Age Group

|                 | AGE GROUP (YEARS)..... |         |         |         |         |             | Persons     |
|-----------------|------------------------|---------|---------|---------|---------|-------------|-------------|
|                 | 18–24                  | 25–34   | 35–44   | 45–54   | 55–64   | 65 and over |             |
|                 | %                      | %       | %       | %       | %       | %           | %           |
| News            | 9.4                    | 9.5     | 10.3    | 12.1    | 9.1     | 12.7        | <b>10.6</b> |
| Current affairs | 10.5                   | 13.1    | 21.7    | 25.2    | 25.6    | 26.2        | <b>20.1</b> |
| Sport           | 32.5                   | 21.6    | 15.0    | 19.0    | 16.4    | 13.8        | <b>19.4</b> |
| The arts        | 19.2                   | 16.4    | 12.5    | 11.3    | 14.0    | 14.7        | <b>14.5</b> |
| None            | 29.5                   | 41.5    | 45.3    | 41.2    | 38.6    | 42.1        | <b>40.4</b> |
|                 | million                | million | million | million | million | million     | million     |
| Persons         | 1.8                    | 2.8     | 2.8     | 2.4     | 1.6     | 2.0         | <b>13.4</b> |

## 6.5 TELEVISION PROGRAMS PERSONS WANTED TO SEE MORE OFTEN, Sex



## ATTENDANCE AT CULTURAL VENUES

Table 6.6 shows, of the persons who attended the performing arts, 20.4% also wanted to see the arts more often on television and 21.3% of those who attended a cultural venue also wanted to see more of the arts on television. These persons were also more likely to want to see more of the arts on television than any other program. In comparison, of those persons who attended a sporting event, 31.5% wanted to see sport more often on television.

### 6.6 TELEVISION PROGRAMS PERSONS WANTED TO SEE MORE OFTEN, Attendance at Venue/Activity

| ATTENDANCE AT..... | <i>Performing<br/>arts(a)</i> | <i>Cultural<br/>venue(b)</i> | <i>Sporting<br/>event</i> | <b>Persons</b> |
|--------------------|-------------------------------|------------------------------|---------------------------|----------------|
|                    | %                             | %                            | %                         | %              |
| News               | 9.0                           | 9.8                          | 8.9                       | <b>10.6</b>    |
| Current affairs    | 19.4                          | 19.2                         | 16.5                      | <b>20.1</b>    |
| Sport              | 18.8                          | 16.4                         | 31.5                      | <b>19.4</b>    |
| The arts           | 20.4                          | 21.3                         | 13.2                      | <b>14.5</b>    |
| None               | 38.6                          | 39.4                         | 38.1                      | <b>40.4</b>    |
|                    | million                       | million                      | million                   | million        |
| Persons            | 6.9                           | 7.0                          | 4.9                       | <b>13.4</b>    |

(a) Includes musical theatre, dance performances, popular music concerts, classical music concerts, theatre (other than musical).

(b) Includes art galleries, museums and libraries.

# SECTION 7

## TRAVELLING TIME TO ARTS VENUES .....

### INTRODUCTION

The survey sought information about the time taken to reach a selection of cultural venues—namely the closest cinema, performing arts venue and art gallery. Travel to cinemas appeared to be the quickest, with 87.1% of the population taking less than 30 minutes. Performing arts venues were the next most convenient, with 61.3% of the population having a travel time of less than 30 minutes. Art galleries were recorded as the least accessible of the venues covered by the survey, with 56.1% of the population taking less than half an hour to get to an art gallery.

### PLACE OF RESIDENCE

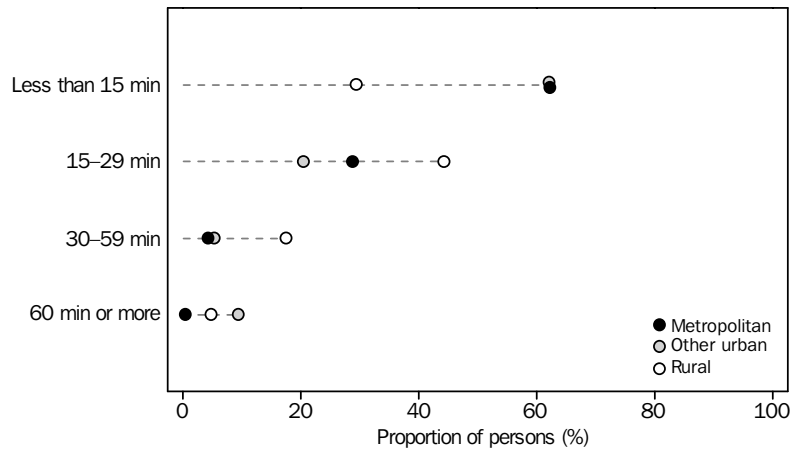
As shown in table 7.1, in general it took less time for persons in metropolitan and other urban regions to get to their closest cinema and performing arts venue than persons living in rural areas. However, those in other urban areas reported that the time it took for them to get to the nearest art gallery was less than the average time reported by persons in metropolitan areas. Just over two-thirds (67.9%) of those in urban regions of non-metropolitan areas took up to half an hour to get to an art gallery, compared with just over half (50.6%) of those in metropolitan areas.

**7.1 TIME TAKEN TO TRAVEL TO CLOSEST CULTURAL VENUES, Person's Place of Residence**

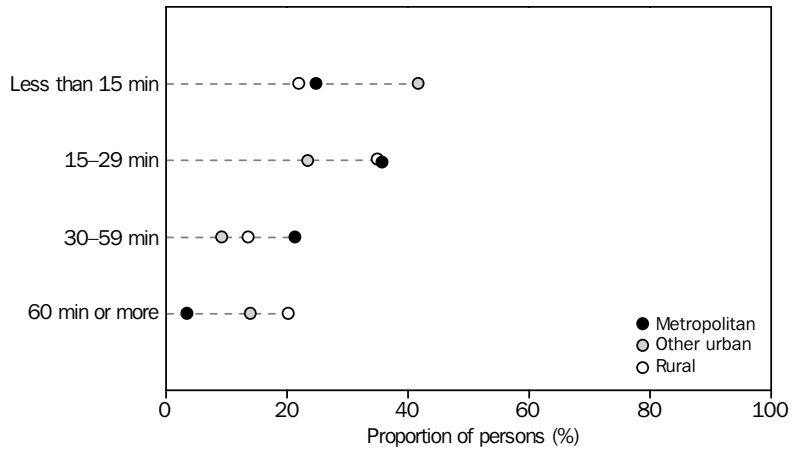
| <i>Time taken (minutes)</i>  | <i>Metropolitan</i> | <i>Other urban</i> | <i>Rural</i> | <i>Australia</i> |
|------------------------------|---------------------|--------------------|--------------|------------------|
|                              | %                   | %                  | %            | %                |
| <b>Cinema</b>                |                     |                    |              |                  |
| Less than 15                 | 62.3                | 62.2               | 29.4         | <b>58.7</b>      |
| 15–29                        | 28.8                | 20.5               | 44.4         | <b>28.4</b>      |
| 30–59                        | 4.3                 | 5.4                | 17.5         | <b>6.0</b>       |
| 60 or more                   | *0.5                | 9.4                | *4.8         | <b>3.1</b>       |
| Don't know                   | 4.1                 | 2.5                | *3.9         | <b>3.7</b>       |
| <b>Performing arts venue</b> |                     |                    |              |                  |
| Less than 15                 | 24.8                | 41.7               | 21.9         | <b>28.7</b>      |
| 15–29                        | 35.7                | 23.5               | 34.9         | <b>32.6</b>      |
| 30–59                        | 21.3                | 9.2                | 13.6         | <b>17.4</b>      |
| 60 or more                   | 3.5                 | 14.0               | 20.2         | <b>7.9</b>       |
| Don't know                   | 14.8                | 11.6               | 9.5          | <b>13.4</b>      |
| <b>Art gallery</b>           |                     |                    |              |                  |
| Less than 15                 | 19.0                | 44.8               | 25.1         | <b>26.1</b>      |
| 15–29                        | 31.6                | 23.1               | 35.7         | <b>30.0</b>      |
| 30–59                        | 27.4                | 5.5                | 12.5         | <b>20.4</b>      |
| 60 or more                   | 5.5                 | 15.6               | 17.8         | <b>9.3</b>       |
| Don't know                   | 16.5                | 11.1               | 8.8          | <b>14.3</b>      |
|                              | million             | million            | million      | million          |
| Persons                      | 8.6                 | 3.3                | 1.4          | <b>13.4</b>      |



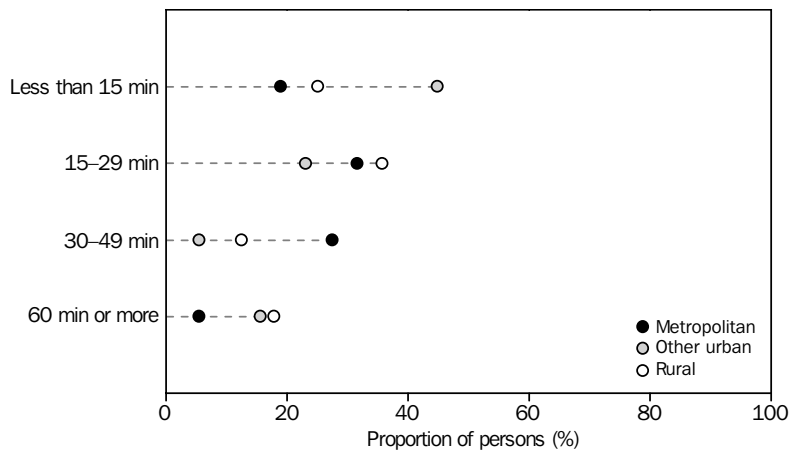
**7.2 TRAVEL TIME TO CLOSEST CINEMA, Person's Place of Residence**



**7.3 TRAVEL TIME TO CLOSEST PERFORMING ARTS VENUE, Person's Place of Residence**



**7.4 TRAVEL TIME TO CLOSEST ART GALLERY, Person's Place of Residence**



## EXPLANATORY NOTES .....

### INTRODUCTION

**1** This publication presents details of public attitudes towards the arts, obtained through the November 1997 Population Survey Monitor (PSM). The PSM is a quarterly household survey of approximately 3,000 households conducted throughout Australia.

### SCOPE AND COVERAGE

**2** The survey covered rural and urban areas across all States and Territories of Australia. Persons aged 18 years and over who were usual residents of private dwellings were included in the survey except:

- members of the Australian permanent defence forces;
- certain diplomatic personnel of overseas governments, customarily excluded from censuses and surveys;
- overseas residents in Australia;
- members of non-Australian defence forces (and their dependants) stationed in Australia; and
- residents of other non-private dwellings such as hospitals, motels and gaols.

**3** It excluded persons living in remote and sparsely settled parts of Australia. The exclusion of these persons will only have a minor impact on any aggregate estimates that are produced for individual States and Territories, with the exception of the Northern Territory where such persons account for over 20% of the population.

### COVERAGE

**4** Coverage rules were applied which aimed to ensure that each person was associated with only one dwelling, and hence had only one chance of selection. See *Labour Force, Australia* (Cat. no. 6203.0) for more details.

### METHODOLOGY

**5** Information is obtained in the PSM by personal interview with a randomly selected adult member within each selected household, resulting in approximately 3,000 persons being interviewed. Interviewers for the PSM are obtained from a panel of trained interviewers who have extensive experience in conducting household surveys.

**6** The willing cooperation of selected households is sought. Measures taken to encourage cooperation and maximise response include:

- advice to selected households by letter, accompanied by an information brochure, explaining that their dwelling has been selected for the survey, the purposes of the survey, its official nature and the confidentiality of the information collected; and
- through call-backs and follow-up at selected dwellings every effort is made to contact the occupants of each selected dwelling and to conduct the survey in those dwellings.

## DATA INTERPRETATION

**7** For a number of tables within this publication the sum of the components is larger than the total. This will occur where respondents have the opportunity to provide more than one response to a single question. For example, when asked what television programs are usually watched, a respondent may answer news, current affairs and arts (refer to table 6.2).

**8** Many of the terms used in this survey depend on a person's perception of them. For example, an art gallery could be defined by some as the main art gallery in the capital city centre or a local boutique gallery.

## RELIABILITY OF THE ESTIMATES

## Sampling error

**9** The estimates provided in this publication are subject to two types of error.

**10** Sampling error occurs because a sample rather than the entire population is surveyed. One measure of the likely difference resulting from not including all dwellings in the survey is given by the standard error. Further information together with details of the sampling error in respect of different levels of estimate is given in the Technical Notes.

## Non-sampling error

**11** Non-sampling error arises from inaccuracies in collecting, recording and processing data. These include:

- inability to obtain comprehensive data from all people included in the sample. These errors arise because of differences which exist between the characteristics of respondents and non-respondents;
- errors in reporting on the part of both the respondent and the interviewer. These errors may arise due to the inappropriate wording of questions, answers that are based on memory, inability or unwillingness to provide accurate information and misunderstanding of what data are required. For example, there may have been differences in interpretation by respondents of the term 'popular music concert'; and
- errors arising during the processing of survey data. These processing errors may arise through mistakes in coding and data recording.

**12** Data provided in this publication are largely based on responses to attitudinal questions. When determining the most appropriate attitudinal questions, extensive testing was undertaken to ensure the data collected reflected opinions at the time of the survey. Opinions are of course influenced by a number of factors and can change quickly. Care should therefore be taken when analysing or interpreting the data.

**13** Every effort is made to minimise non-sampling errors. In particular, the effects of reporting and processing errors described above were minimised by careful questionnaire design, intensive training and supervision of interviewers and extensive editing and quality control checking at all stages of data processing.

## RELATED PUBLICATIONS

**14** Other ABS publications containing cultural information include:

*Attendance at Selected Cultural Venues, Australia, March 1995*

(Cat. no. 4114.0)

*Cultural Funding, Australia, 1995–96* (Cat. no. 4183.0)

*Cultural Trends in Australia : A Statistical Overview, 1997*

(Cat. no. 4172.0)

*Employment in Selected Culture/Leisure Occupations, Australia,*

*6 August 1991* (Cat. no. 6273.0)

*Work in Selected Culture/Leisure Activities, Australia, March 1993*

(Cat. no. 6281.0).

**15** The Australia Council has commissioned a series of surveys about people's attitudes towards the arts. Previous surveys have been conducted independently of the ABS, and results were released resulting in the Australia Council publications *Public Attitudes to the Arts* 1987, 1989, 1990, 1992 and 1994.

## OTHER FORMS OF USAGE

**16** Where figures have been rounded, discrepancies may occur between sums of component items and totals.

# APPENDIX 1 DETAILED STATISTICAL TABLES .....

## A1.1 ACTIVITIES INCLUDED IN THE ARTS, Views of Persons—Age group

AGE GROUP (YEARS).....

| Activity                             | AGE GROUP (YEARS) |         |         |         |         |             | Persons         |
|--------------------------------------|-------------------|---------|---------|---------|---------|-------------|-----------------|
|                                      | 18-24             | 25-34   | 35-44   | 45-54   | 55-64   | 65 and over |                 |
| NUMBER                               |                   |         |         |         |         |             |                 |
|                                      | '000              | '000    | '000    | '000    | '000    | '000        | '000            |
| Plays, ballet, opera                 | 1 411.7           | 2 402.9 | 2 331.2 | 1 987.6 | 1 179.1 | 1 512.9     | <b>10 825.4</b> |
| Architecture, design                 | 751.6             | 1 197.5 | 1 058.3 | 837.5   | 349.7   | 509.7       | <b>4 704.3</b>  |
| Painting, drawing, sculpture         | 1 429.9           | 2 242.5 | 2 344.6 | 1 847.9 | 1 138.8 | 1 330.9     | <b>10 334.6</b> |
| Photography                          | 1 042.2           | 1 765.5 | 1 626.0 | 1 234.7 | 685.5   | 804.5       | <b>7 158.3</b>  |
| Literature, books, poetry            | 1 163.2           | 1 940.2 | 1 850.0 | 1 537.6 | 836.7   | 914.6       | <b>8 242.3</b>  |
| Sport                                | 160.6             | 238.1   | 239.3   | 234.2   | 122.3   | 229.4       | <b>1 224.0</b>  |
| Music (concerts, orchestra, singing) | 1 341.9           | 2 354.2 | 2 320.7 | 2 053.6 | 1 137.1 | 1 451.9     | <b>10 659.4</b> |
| Craft, pottery, weaving              | 1 090.1           | 1 576.5 | 1 544.1 | 1 282.6 | 822.5   | 892.4       | <b>7 208.2</b>  |
| None of the above                    | **—               | **5.7   | **16.5  | **6.2   | *40.4   | *37.9       | <b>106.7</b>    |
| Don't know                           | *53.2             | *56.4   | 108.5   | *56.7   | 75.4    | 141.8       | <b>492.0</b>    |
| Persons                              | 1 822.2           | 2 805.1 | 2 811.3 | 2 376.1 | 1 556.8 | 2 009.9     | <b>13 381.4</b> |

PROPORTION

|                                      | %     | %     | %     | %     | %     | %     | %            |
|--------------------------------------|-------|-------|-------|-------|-------|-------|--------------|
| Plays, ballet, opera                 | 77.5  | 85.7  | 82.9  | 83.7  | 75.7  | 75.3  | <b>80.9</b>  |
| Architecture, design                 | 41.2  | 42.7  | 37.6  | 35.2  | 22.5  | 25.4  | <b>35.2</b>  |
| Painting, drawing, sculpture         | 78.5  | 79.9  | 83.4  | 77.8  | 73.1  | 66.2  | <b>77.2</b>  |
| Photography                          | 57.2  | 62.9  | 57.8  | 52.0  | 44.0  | 40.0  | <b>53.5</b>  |
| Literature, books, poetry            | 63.8  | 69.2  | 65.8  | 64.7  | 53.7  | 45.5  | <b>61.6</b>  |
| Sport                                | 8.8   | 8.5   | 8.5   | 9.9   | 7.9   | 11.4  | <b>9.1</b>   |
| Music (concerts, orchestra, singing) | 73.6  | 83.9  | 82.6  | 86.4  | 73.0  | 72.2  | <b>79.7</b>  |
| Craft, pottery, weaving              | 59.8  | 56.2  | 54.9  | 54.0  | 52.8  | 44.4  | <b>53.9</b>  |
| None of the above                    | ** —  | **0.2 | **0.6 | **0.3 | *2.6  | *1.9  | <b>0.8</b>   |
| Don't know                           | *2.9  | *2.0  | 3.9   | *2.4  | 4.8   | 7.1   | <b>3.7</b>   |
| Persons                              | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | <b>100.0</b> |

**A1.2 ACTIVITIES INCLUDED IN THE ARTS, Views of Persons—Educational level**

| Activity                             | Still attending school | High school certificate or less | Trade certificate | Certificate | Associate or undergraduate diploma | Bachelor degree or higher | Other  | Persons         |
|--------------------------------------|------------------------|---------------------------------|-------------------|-------------|------------------------------------|---------------------------|--------|-----------------|
|                                      | '000                   | '000                            | '000              | '000        | '000                               | '000                      | '000   | '000            |
| NUMBER                               |                        |                                 |                   |             |                                    |                           |        |                 |
| Plays, ballet, opera                 | **16.5                 | 5 165.4                         | 1 203.6           | 1 903.2     | 921.0                              | 1 565.4                   | *50.2  | <b>10 825.4</b> |
| Architecture, design                 | **2.4                  | 1 976.9                         | 520.8             | 855.7       | 426.4                              | 902.0                     | *20.0  | <b>4 704.3</b>  |
| Painting, drawing, sculpture         | *37.1                  | 4 940.7                         | 1 211.3           | 1 722.2     | 887.2                              | 1 500.6                   | *35.5  | <b>10 334.6</b> |
| Photography                          | *24.4                  | 3 105.8                         | 819.2             | 1 233.0     | 659.3                              | 1 289.7                   | *26.8  | <b>7 158.3</b>  |
| Literature, books, poetry            | **16.5                 | 3 537.9                         | 873.9             | 1 459.2     | 812.7                              | 1 500.5                   | *41.8  | <b>8 242.3</b>  |
| Sport                                | **—                    | 708.6                           | 131.0             | 177.3       | 103.2                              | 104.0                     | **—    | <b>1 224.0</b>  |
| Music (concerts, orchestra, singing) | **16.5                 | 5 035.3                         | 1 152.9           | 1 878.0     | 937.6                              | 1 603.9                   | *35.1  | <b>10 659.4</b> |
| Craft, pottery, weaving              | *24.4                  | 3 312.4                         | 857.4             | 1 268.4     | 630.7                              | 1 098.6                   | **16.2 | <b>7 208.2</b>  |
| None of the above                    | **—                    | 89.1                            | **2.9             | **14.7      | **—                                | **—                       | **—    | <b>106.7</b>    |
| Don't know                           | **—                    | 387.4                           | *66.2             | *26.0       | **12.4                             | **—                       | **—    | <b>492.0</b>    |
| Persons                              | *37.1                  | 6 896.9                         | 1 547.9           | 2 156.0     | 1 037.1                            | 1 649.6                   | *56.9  | <b>13 381.4</b> |
| PROPORTION                           |                        |                                 |                   |             |                                    |                           |        |                 |
|                                      | %                      | %                               | %                 | %           | %                                  | %                         | %      | %               |
| Plays, ballet, opera                 | **44.6                 | 74.9                            | 77.8              | 88.3        | 88.8                               | 94.9                      | *88.3  | <b>80.9</b>     |
| Architecture, design                 | **6.6                  | 28.7                            | 33.6              | 39.7        | 41.1                               | 54.7                      | *35.1  | <b>35.2</b>     |
| Painting, drawing, sculpture         | *100.0                 | 71.6                            | 78.3              | 79.9        | 85.5                               | 91.0                      | *62.4  | <b>77.2</b>     |
| Photography                          | *65.8                  | 45.0                            | 52.9              | 57.2        | 63.6                               | 78.2                      | *47.2  | <b>53.5</b>     |
| Literature, books, poetry            | **44.6                 | 51.3                            | 56.5              | 67.7        | 78.4                               | 91.0                      | *73.4  | <b>61.6</b>     |
| Sport                                | **—                    | 10.3                            | 8.5               | 8.2         | 10.0                               | 6.3                       | **—    | <b>9.1</b>      |
| Music (concerts, orchestra, singing) | **44.6                 | 73.0                            | 74.5              | 87.1        | 90.4                               | 97.2                      | *61.7  | <b>79.7</b>     |
| Craft, pottery, weaving              | *65.8                  | 48.0                            | 55.4              | 58.8        | 60.8                               | 66.6                      | **28.4 | <b>53.9</b>     |
| None of the above                    | **—                    | 1.3                             | **0.2             | **0.7       | **—                                | **—                       | **—    | <b>0.8</b>      |
| Don't know                           | **—                    | 5.6                             | *4.3              | *1.2        | **1.2                              | **—                       | **—    | <b>3.7</b>      |
| Persons                              | *100.0                 | 100.0                           | 100.0             | 100.0       | 100.0                              | 100.0                     | *100.0 | <b>100.0</b>    |

**A1.3 PERCEIVED IMPORTANCE OF CULTURAL VENUES(a)**

|                               | <i>Attended cultural venue.....</i> |              | <i>Did not attend cultural venue.....</i> |              | <i>Persons.....</i> |              |
|-------------------------------|-------------------------------------|--------------|---|--------------|---------------------|--------------|
|                               | '000                                | %            | '000                                      | %            | '000                | %            |
| <b>Museums</b>                |                                     |              |   |              |                     |              |
| Very important                | 1 463.6                             | 48.6         | 2 632.6                                   | 25.4         | 4 096.2             | 30.6         |
| Important                     | 1 114.9                             | 37.1         | 5 043.6                                   | 48.6         | 6 158.5             | 46.0         |
| Not important                 | 404.8                               | 13.5         | 2 275.9                                   | 21.9         | 2 680.7             | 20.0         |
| Don't know                    | *25.4                               | *0.8         | 420.7                                     | 4.1          | 446.0               | 3.3          |
| <b>Persons</b>                | <b>3 008.7</b>                      | <b>100.0</b> | <b>10 372.7</b>                           | <b>100.0</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>Performing arts venues</b> |                                     |              |   |              |                     |              |
| Very important                | 2 505.6                             | 36.4         | 926.2                                     | 14.3         | 3 431.8             | 25.6         |
| Important                     | 3 322.0                             | 48.2         | 3 441.7                                   | 53.0         | 6 763.7             | 50.5         |
| Not important                 | 954.4                               | 13.9         | 1 595.4                                   | 24.6         | 2 549.8             | 19.1         |
| Don't know                    | 108.0                               | 1.6          | 528.1                                     | 8.1          | 636.1               | 4.8          |
| <b>Persons</b>                | <b>6 890.0</b>                      | <b>100.0</b> | <b>6 491.4</b>                            | <b>100.0</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>Art galleries</b>          |                                     |              |   |              |                     |              |
| Very important                | 1 392.4                             | 44.6         | 1 430.5                                   | 13.9         | 2 823.0             | 21.1         |
| Important                     | 1 453.0                             | 46.5         | 5 287.7                                   | 51.5         | 6 740.7             | 50.4         |
| Not important                 | 274.6                               | 8.8          | 2 979.8                                   | 29.0         | 3 254.3             | 24.3         |
| Don't know                    | **3.4                               | **0.1        | 560.1                                     | 5.5          | 563.5               | 4.2          |
| <b>Persons</b>                | <b>3 123.4</b>                      | <b>100.0</b> | <b>10 258.1</b>                           | <b>100.0</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>Libraries</b>              |                                     |              |   |              |                     |              |
| Very important                | 4 854.8                             | 86.7         | 4 734.4                                   | 60.8         | 9 589.2             | 71.7         |
| Important                     | 726.0                               | 13.0         | 2 452.0                                   | 31.5         | 3 178.0             | 23.7         |
| Not important                 | **14.6                              | **0.3        | 410.8                                     | 5.3          | 425.4               | 3.2          |
| Don't know                    | **3.6                               | **0.1        | 185.2                                     | 2.4          | 188.9               | 1.4          |
| <b>Persons</b>                | <b>5 599.1</b>                      | <b>100.0</b> | <b>7 782.4</b>                            | <b>100.0</b> | <b>13 381.4</b>     | <b>100.0</b> |

(a) Perceived importance of cultural venues refers to the view of persons who attended a venue and is related to whether people thought a specific cultural venue was important to have in their own community. Attendance refers to the last 12 months and is related to a specific venue. For example, of the persons who attended a museum, 48.6% considered museums were very important in their community.

## A1.4 PERCEIVED IMPORTANCE OF CULTURAL VENUES(a), State and Territory

|                               | NSW     | Vic.    | Qld     | SA      | WA      | Tas.  | NT    | ACT   | Aust.           |
|-------------------------------|---------|---------|---------|---------|---------|-------|-------|-------|-----------------|
| NUMBER                        |         |         |         |         |         |       |       |       |                 |
|                               | '000    | '000    | '000    | '000    | '000    | '000  | '000  | '000  | '000            |
| <b>Museums</b>                |         |         |         |         |         |       |       |       |                 |
| Very important                | 1 320.7 | 1 076.2 | 786.0   | 305.1   | 328.6   | 141.1 | 48.5  | 90.1  | <b>4 096.2</b>  |
| Important                     | 2 183.7 | 1 451.6 | 1 107.3 | 514.2   | 635.9   | 131.5 | 38.9  | 95.4  | <b>6 158.5</b>  |
| Not important                 | 859.7   | 720.3   | 479.6   | 240.6   | 288.9   | 56.6  | *7.2  | 27.9  | <b>2 680.7</b>  |
| Don't know                    | 197.7   | 122.2   | *57.0   | *34.2   | *22.1   | *9.8  | *1.3  | **1.7 | <b>446.0</b>    |
| Persons                       | 4 561.8 | 3 370.3 | 2 429.9 | 1 094.1 | 1 275.5 | 339.0 | 95.8  | 215.1 | <b>13 381.4</b> |
| <b>Performing arts venues</b> |         |         |         |         |         |       |       |       |                 |
| Very important                | 1 231.4 | 904.9   | 553.7   | 243.3   | 285.1   | 106.5 | 33.0  | 73.8  | <b>3 431.8</b>  |
| Important                     | 2 291.5 | 1 719.2 | 1 260.8 | 520.2   | 653.4   | 157.4 | 50.1  | 111.1 | <b>6 763.7</b>  |
| Not important                 | 814.1   | 566.9   | 527.4   | 277.4   | 266.5   | 61.4  | 9.7   | 26.4  | <b>2 549.8</b>  |
| Don't know                    | 224.8   | 179.2   | 88.0    | 53.2    | 70.4    | 13.7  | *2.9  | *3.8  | <b>636.1</b>    |
| Persons                       | 4 561.8 | 3 370.3 | 2 429.9 | 1 094.1 | 1 275.5 | 339.0 | 95.8  | 215.1 | <b>13 381.4</b> |
| <b>Art galleries</b>          |         |         |         |         |         |       |       |       |                 |
| Very important                | 1 044.6 | 729.8   | 420.7   | 201.7   | 237.8   | 86.5  | 25.2  | 76.5  | <b>2 823.0</b>  |
| Important                     | 2 242.9 | 1 732.6 | 1 230.4 | 571.8   | 653.4   | 153.4 | 50.8  | 105.5 | <b>6 740.7</b>  |
| Not important                 | 1 066.2 | 729.8   | 699.1   | 274.5   | 355.6   | 82.4  | 16.7  | 30.0  | <b>3 254.3</b>  |
| Don't know                    | 208.1   | 178.1   | 79.7    | 46.1    | *28.8   | 16.6  | *3.1  | *3.0  | <b>563.5</b>    |
| Persons                       | 4 561.8 | 3 370.3 | 2 429.9 | 1 094.1 | 1 275.5 | 339.0 | 95.8  | 215.1 | <b>13 381.4</b> |
| <b>Libraries</b>              |         |         |         |         |         |       |       |       |                 |
| Very important                | 3 274.4 | 2 343.8 | 1 861.0 | 720.4   | 926.5   | 229.8 | 69.5  | 163.7 | <b>9 589.2</b>  |
| Important                     | 1 092.6 | 868.7   | 474.7   | 291.2   | 292.1   | 88.3  | 21.2  | 49.1  | <b>3 178.0</b>  |
| Not important                 | 107.5   | 110.9   | 73.9    | 62.8    | 53.2    | *12.2 | *3.7  | **1.2 | <b>425.4</b>    |
| Don't know                    | *87.3   | *46.8   | *20.3   | *19.7   | **3.7   | *8.6  | **1.3 | **1.0 | <b>188.9</b>    |
| Persons                       | 4 561.8 | 3 370.3 | 2 429.9 | 1 094.1 | 1 275.5 | 339.0 | 95.8  | 215.1 | <b>13 381.4</b> |
| PROPORTION                    |         |         |         |         |         |       |       |       |                 |
|                               | %       | %       | %       | %       | %       | %     | %     | %     | %               |
| <b>Museums</b>                |         |         |         |         |         |       |       |       |                 |
| Very important                | 29.0    | 31.9    | 32.3    | 27.9    | 25.8    | 41.6  | 50.6  | 41.9  | <b>30.6</b>     |
| Important                     | 47.9    | 43.1    | 45.6    | 47.0    | 49.9    | 38.8  | 40.6  | 44.4  | <b>46.0</b>     |
| Not important                 | 18.8    | 21.4    | 19.7    | 22.0    | 22.6    | 16.7  | *7.5  | 12.9  | <b>20.0</b>     |
| Don't know                    | 4.3     | 3.6     | *2.3    | *3.1    | *1.7    | *2.9  | *1.3  | **0.8 | <b>3.3</b>      |
| Persons                       | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0 | 100.0 | 100.0 | <b>100.0</b>    |
| <b>Performing arts venues</b> |         |         |         |         |         |       |       |       |                 |
| Very important                | 27.0    | 26.9    | 22.8    | 22.2    | 22.4    | 31.4  | 34.4  | 34.3  | <b>25.6</b>     |
| Important                     | 50.2    | 51.0    | 51.9    | 47.5    | 51.2    | 46.4  | 52.4  | 51.7  | <b>50.5</b>     |
| Not important                 | 17.8    | 16.8    | 21.7    | 25.4    | 20.9    | 18.1  | 10.2  | 12.3  | <b>19.1</b>     |
| Don't know                    | 4.9     | 5.3     | 3.6     | 4.9     | 5.5     | 4.0   | *3.0  | *1.7  | <b>4.8</b>      |
| Persons                       | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0 | 100.0 | 100.0 | <b>100.0</b>    |
| <b>Art galleries</b>          |         |         |         |         |         |       |       |       |                 |
| Very important                | 22.9    | 21.7    | 17.3    | 18.4    | 18.6    | 25.5  | 26.4  | 35.6  | <b>21.1</b>     |
| Important                     | 49.2    | 51.4    | 50.6    | 52.3    | 51.2    | 45.2  | 53.0  | 49.0  | <b>50.4</b>     |
| Not important                 | 23.4    | 21.7    | 28.8    | 25.1    | 27.9    | 24.3  | 17.4  | 14.0  | <b>24.3</b>     |
| Don't know                    | 4.6     | 5.3     | 3.3     | 4.2     | *2.3    | 4.9   | *3.2  | *1.4  | <b>4.2</b>      |
| Persons                       | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0 | 100.0 | 100.0 | <b>100.0</b>    |
| <b>Libraries</b>              |         |         |         |         |         |       |       |       |                 |
| Very important                | 71.8    | 69.5    | 76.6    | 65.8    | 72.6    | 67.8  | 72.6  | 76.1  | <b>71.7</b>     |
| Important                     | 24.0    | 25.8    | 19.5    | 26.6    | 22.9    | 26.1  | 22.1  | 22.8  | <b>23.7</b>     |
| Not important                 | 2.4     | 3.3     | 3.0     | 5.7     | 4.2     | *3.6  | *3.9  | **0.6 | <b>3.2</b>      |
| Don't know                    | *1.9    | *1.4    | *0.8    | *1.8    | **0.3   | *2.5  | **1.4 | **0.5 | <b>1.4</b>      |
| Persons                       | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0 | 100.0 | 100.0 | <b>100.0</b>    |

(a) Refers to a person's view about the importance of cultural venues in their community.



### A1.5 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, Persons—Age group

AGE GROUP (YEARS).....

|                   | 18-24   | 25-34   | 35-44   | 45-54   | 55-64   | 65 and over | Persons         |
|-------------------|---------|---------|---------|---------|---------|-------------|-----------------|
| NUMBER            |         |         |         |         |         |             |                 |
|                   | '000    | '000    | '000    | '000    | '000    | '000        | '000            |
| Live theatre      | 898.6   | 1 574.8 | 1 591.7 | 1 462.0 | 983.2   | 1 149.1     | <b>7 659.3</b>  |
| Libraries         | 1 663.4 | 2 575.3 | 2 608.6 | 2 181.3 | 1 368.2 | 1 739.1     | <b>12 136.0</b> |
| Art galleries     | 1 075.4 | 1 639.6 | 1 820.4 | 1 533.7 | 998.3   | 1 316.7     | <b>8 384.1</b>  |
| Orchestras        | 831.9   | 1 351.0 | 1 521.7 | 1 422.5 | 983.7   | 1 148.1     | <b>7 258.8</b>  |
| None of the above | *66.5   | 121.4   | 84.0    | *63.0   | *71.4   | 101.9       | <b>508.2</b>    |
| Don't know        | *51.4   | 78.8    | 88.9    | 107.2   | 85.8    | 125.9       | <b>537.9</b>    |
| Persons           | 1 822.2 | 2 805.1 | 2 811.3 | 2 376.1 | 1 556.8 | 2 009.9     | <b>13 381.4</b> |
| PROPORTION        |         |         |         |         |         |             |                 |
|                   | %       | %       | %       | %       | %       | %           | %               |
| Live theatre      | 49.3    | 56.1    | 56.6    | 61.5    | 63.2    | 57.2        | <b>57.2</b>     |
| Libraries         | 91.3    | 91.8    | 92.8    | 91.8    | 87.9    | 86.5        | <b>90.7</b>     |
| Art galleries     | 59.0    | 58.5    | 64.8    | 64.5    | 64.1    | 65.5        | <b>62.7</b>     |
| Orchestras        | 45.7    | 48.2    | 54.1    | 59.9    | 63.2    | 57.1        | <b>54.2</b>     |
| None of the above | *3.6    | 4.3     | 3.0     | *2.7    | *4.6    | 5.1         | <b>3.8</b>      |
| Don't know        | *2.8    | 2.8     | 3.2     | 4.5     | 5.5     | 6.3         | <b>4.0</b>      |
| Persons           | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0       | <b>100.0</b>    |

### A1.6 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, Persons—Sex

|                   | Males.....     |              | Females.....   |              | Persons.....    |              |
|-------------------|----------------|--------------|----------------|--------------|-----------------|--------------|
|                   | '000           | %            | '000           | %            | '000            | %            |
| Live theatre      | 3 563.8        | 54.0         | 4 095.6        | 60.4         | 7 659.3         | 57.2         |
| Libraries         | 5 968.0        | 90.4         | 6 168.0        | 91.0         | 12 136.0        | 90.7         |
| Art galleries     | 4 054.6        | 61.4         | 4 329.5        | 63.9         | 8 384.1         | 62.7         |
| Orchestras        | 3 538.4        | 53.6         | 3 720.3        | 54.9         | 7 258.8         | 54.2         |
| None of the above | 282.5          | 4.3          | 225.7          | 3.3          | 508.2           | 3.8          |
| Don't know        | 236.2          | 3.6          | 301.7          | 4.5          | 537.9           | 4.0          |
| <b>Persons</b>    | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |

### A1.7 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, Persons—Educational level

|                                    | Live theatre   | Libraries       | Art galleries  | Orchestras     | None of<br>the above | Don't know   | Persons         |
|------------------------------------|----------------|-----------------|----------------|----------------|----------------------|--------------|-----------------|
|                                    | '000           | '000            | '000           | '000           | '000                 | '000         | '000            |
| NUMBER                             |                |                 |                |                |                      |              |                 |
| Still attending school             | **14.1         | *37.1           | **3.8          | **14.1         | **—                  | **—          | *37.1           |
| High school certificate or less    | 3 628.9        | 6 049.7         | 4 057.8        | 3 413.0        | 340.4                | 403.7        | 6 896.9         |
| Trade certificate                  | 798.8          | 1 430.5         | 848.3          | 698.8          | *66.1                | *44.0        | 1 547.9         |
| Certificate                        | 1 299.2        | 2 003.6         | 1 371.7        | 1 181.9        | *64.4                | *59.2        | 2 156.0         |
| Associate or undergraduate diploma | 640.4          | 969.9           | 739.0          | 644.7          | **13.3               | **13.8       | 1 037.1         |
| Bachelor degree or higher          | 1 250.6        | 1 588.3         | 1 347.0        | 1 278.0        | *24.0                | **17.2       | 1 649.6         |
| Other                              | *27.4          | *56.9           | **16.4         | *28.2          | **—                  | **—          | *56.9           |
| <b>Persons</b>                     | <b>7 659.3</b> | <b>12 136.0</b> | <b>8 384.1</b> | <b>7 258.8</b> | <b>508.2</b>         | <b>537.9</b> | <b>13 381.4</b> |
| PROPORTION                         |                |                 |                |                |                      |              |                 |
|                                    | %              | %               | %              | %              | %                    | %            | %               |
| Still attending school             | **38.0         | *100.0          | **10.4         | **38.0         | **—                  | **—          | *100.0          |
| High school certificate or less    | 52.6           | 87.7            | 58.8           | 49.5           | 4.9                  | 5.9          | 100.0           |
| Trade certificate                  | 51.6           | 92.4            | 54.8           | 45.1           | *4.3                 | *2.8         | 100.0           |
| Certificate                        | 60.3           | 92.9            | 63.6           | 54.8           | *3.0                 | *2.7         | 100.0           |
| Associate or undergraduate diploma | 61.7           | 93.5            | 71.3           | 62.2           | **1.3                | **1.3        | 100.0           |
| Bachelor degree or higher          | 75.8           | 96.3            | 81.7           | 77.5           | *1.5                 | **1.0        | 100.0           |
| Other                              | *48.3          | *100.0          | **28.8         | *49.7          | **—                  | **—          | *100.0          |
| <b>Persons</b>                     | <b>57.2</b>    | <b>90.7</b>     | <b>62.7</b>    | <b>54.2</b>    | <b>3.8</b>           | <b>4.0</b>   | <b>100.0</b>    |

**A1.8 SUPPORT FOR GOVERNMENT FUNDING OF THE ARTS, State and Territory**

|                   | NSW     | Vic.    | Qld     | SA      | WA      | Tas.  | NT    | ACT   | Aust.           |
|-------------------|---------|---------|---------|---------|---------|-------|-------|-------|-----------------|
| NUMBER            |         |         |         |         |         |       |       |       |                 |
|                   | '000    | '000    | '000    | '000    | '000    | '000  | '000  | '000  | '000            |
| Live theatre      | 2 623.7 | 1 960.6 | 1 315.4 | 622.2   | 721.3   | 208.9 | 55.4  | 151.9 | <b>7 659.3</b>  |
| Libraries         | 4 063.4 | 3 033.1 | 2 266.0 | 964.4   | 1 204.3 | 315.2 | 85.8  | 203.7 | <b>12 136.0</b> |
| Art galleries     | 2 873.0 | 2 132.4 | 1 403.1 | 701.7   | 852.9   | 197.2 | 53.8  | 169.9 | <b>8 384.1</b>  |
| Orchestras        | 2 394.6 | 1 848.8 | 1 343.2 | 567.2   | 693.8   | 207.3 | 53.3  | 150.6 | <b>7 258.8</b>  |
| None of the above | 171.6   | 131.9   | 70.9    | 71.2    | 44.1    | *10.0 | *4.7  | *4.0  | <b>508.2</b>    |
| Don't know        | 257.5   | 147.9   | *54.7   | 41.7    | *17.0   | *10.0 | *4.1  | *5.0  | <b>537.9</b>    |
| Persons           | 4 561.8 | 3 370.3 | 2 429.9 | 1 094.1 | 1 275.5 | 339.0 | 95.8  | 215.1 | <b>13 381.4</b> |
| PROPORTION        |         |         |         |         |         |       |       |       |                 |
|                   | %       | %       | %       | %       | %       | %     | %     | %     | %               |
| Live theatre      | 57.5    | 58.2    | 54.1    | 56.9    | 56.6    | 61.6  | 57.8  | 70.6  | <b>57.2</b>     |
| Libraries         | 89.1    | 90.0    | 93.3    | 88.1    | 94.4    | 93.0  | 89.6  | 94.7  | <b>90.7</b>     |
| Art galleries     | 63.0    | 63.3    | 57.7    | 64.1    | 66.9    | 58.2  | 56.2  | 79.0  | <b>62.7</b>     |
| Orchestras        | 52.5    | 54.9    | 55.3    | 51.8    | 54.4    | 61.2  | 55.6  | 70.0  | <b>54.2</b>     |
| None of the above | 3.8     | 3.9     | 2.9     | 6.5     | 3.5     | *2.9  | *4.9  | *1.9  | <b>3.8</b>      |
| Don't know        | 5.6     | 4.4     | *2.2    | 3.8     | *1.3    | *3.0  | *4.2  | *2.3  | <b>4.0</b>      |
| Persons           | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0 | 100.0 | 100.0 | <b>100.0</b>    |

**A1.9 WHETHER SUFFICIENTLY INFORMED(a), Persons—Sex**

|                                | Males.....     |              | Females.....   |              | Persons.....    |              |
|--------------------------------|----------------|--------------|----------------|--------------|-----------------|--------------|
|                                | '000           | %            | '000           | %            | '000            | %            |
| <b>Informed about the arts</b> |                |              |                |              |                 |              |
| Yes                            | 3 743.3        | 56.7         | 3 907.1        | 57.6         | 7 650.4         | 57.2         |
| No                             | 1 387.5        | 21.0         | 1 892.4        | 27.9         | 3 279.9         | 24.5         |
| No interest                    | 1 471.5        | 22.3         | 979.5          | 14.4         | 2 451.0         | 18.3         |
| <b>Persons</b>                 | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |
| <b>Informed about sport</b>    |                |              |                |              |                 |              |
| Yes                            | 5 530.9        | 83.8         | 4 905.0        | 72.4         | 10 435.8        | 78.0         |
| No                             | 563.5          | 8.5          | 356.3          | 5.3          | 919.8           | 6.9          |
| No interest                    | 508.0          | 7.7          | 1 517.7        | 22.4         | 2 025.8         | 15.1         |
| <b>Persons</b>                 | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |

(a) Refers to whether persons thought they were sufficiently informed about the arts and sport.

**A1.10 WHETHER SUFFICIENTLY INFORMED(a), Persons—Age group**

|                                | Yes.....        |             | No.....        |             | No interest..... |             | Persons.....    |              |
|--------------------------------|-----------------|-------------|----------------|-------------|------------------|-------------|-----------------|--------------|
|                                | '000            | %           | '000           | %           | '000             | %           | '000            | %            |
| <b>Informed about the arts</b> |                 |             |                |             |                  |             |                 |              |
| 18–24                          | 1 040.5         | 57.1        | 495.8          | 27.2        | 285.8            | 15.7        | 1 822.2         | 100.0        |
| 25–34                          | 1 598.8         | 57.0        | 794.2          | 28.3        | 412.2            | 14.7        | 2 805.1         | 100.0        |
| 35–44                          | 1 552.5         | 55.2        | 768.2          | 27.3        | 490.6            | 17.5        | 2 811.3         | 100.0        |
| 45–54                          | 1 428.4         | 60.1        | 542.9          | 22.8        | 404.9            | 17.0        | 2 376.1         | 100.0        |
| 55–64                          | 958.5           | 61.6        | 268.2          | 17.2        | 330.1            | 21.2        | 1 556.8         | 100.0        |
| 65 and over                    | 1 071.8         | 53.3        | 410.7          | 20.4        | 527.4            | 26.2        | 2 009.9         | 100.0        |
| <b>Persons</b>                 | <b>7 650.4</b>  | <b>57.2</b> | <b>3 279.9</b> | <b>24.5</b> | <b>2 451.0</b>   | <b>18.3</b> | <b>13 381.4</b> | <b>100.0</b> |
| <b>Informed about sport</b>    |                 |             |                |             |                  |             |                 |              |
| 18–24                          | 1 378.6         | 75.7        | 181.5          | 10.0        | 262.1            | 14.4        | 1 822.2         | 100.0        |
| 25–34                          | 2 179.1         | 77.7        | 257.4          | 9.2         | 368.6            | 13.1        | 2 805.1         | 100.0        |
| 35–44                          | 2 217.4         | 78.9        | 188.0          | 6.7         | 406.0            | 14.4        | 2 811.3         | 100.0        |
| 45–54                          | 1 879.9         | 79.1        | 144.8          | 6.1         | 351.4            | 14.8        | 2 376.1         | 100.0        |
| 55–64                          | 1 267.2         | 81.4        | *67.8          | *4.4        | 221.8            | 14.2        | 1 556.8         | 100.0        |
| 65 and over                    | 1 513.6         | 75.3        | 80.3           | 4.0         | 415.9            | 20.7        | 2 009.9         | 100.0        |
| <b>Persons</b>                 | <b>10 435.8</b> | <b>78.0</b> | <b>919.8</b>   | <b>6.9</b>  | <b>2 025.8</b>   | <b>15.1</b> | <b>13 381.4</b> | <b>100.0</b> |

(a) Refers to whether persons thought they were sufficiently informed about the arts and sport.

**A1.11** WHETHER SUFFICIENTLY INFORMED(a), Persons—Educational level

|                                | <i>Still attending school</i> | <i>High school certificate or less</i> | <i>Trade certificate</i> | <i>Certificate</i> | <i>Associate or undergraduate diploma</i> | <i>Bachelor degree or higher</i> | <i>Other</i> | <b>Persons</b>  |
|--------------------------------|-------------------------------|--|--------------------------|--------------------|---|----------------------------------|--------------|-----------------|
| NUMBER                         |                               |  |                          |                    |   |                                  |              |                 |
|                                | '000                          | '000                                   | '000                     | '000               | '000                                      | '000                             | '000         | '000            |
| <b>Informed about the arts</b> |                               |  |                          |                    |   |                                  |              |                 |
| Yes                            | *34.6                         | 3 901.8                                | 783.0                    | 1 237.0            | 572.8                                     | 1 095.8                          | *25.4        | <b>7 650.4</b>  |
| No                             | **2.4                         | 1 475.3                                | 321.6                    | 591.2              | 368.5                                     | 499.8                            | *21.1        | <b>3 279.9</b>  |
| No interest                    | **—                           | 1 519.8                                | 443.3                    | 327.9              | 95.8                                      | *54.0                            | **10.3       | <b>2 451.0</b>  |
| Persons                        | *37.1                         | 6 896.9                                | 1 547.9                  | 2 156.0            | 1 037.1                                   | 1 649.6                          | *56.9        | <b>13 381.4</b> |
| <b>Informed about sport</b>    |                               |  |                          |                    |   |                                  |              |                 |
| Yes                            | *37.1                         | 5 368.9                                | 1 282.3                  | 1 629.6            | 788.7                                     | 1 278.8                          | *50.4        | <b>10 435.8</b> |
| No                             | **—                           | 429.4                                  | 157.2                    | 162.2              | 82.8                                      | 87.9                             | **0.4        | <b>919.8</b>    |
| No interest                    | **—                           | 1 098.5                                | 108.4                    | 364.3              | 165.6                                     | 282.9                            | **6.1        | <b>2 025.8</b>  |
| Persons                        | *37.1                         | 6 896.9                                | 1 547.9                  | 2 156.0            | 1 037.1                                   | 1 649.6                          | *56.9        | <b>13 381.4</b> |
| PROPORTION                     |                               |  |                          |                    |   |                                  |              |                 |
|                                | %                             | %                                      | %                        | %                  | %   | %                                | %            | %               |
| <b>Informed about the arts</b> |                               |  |                          |                    |   |                                  |              |                 |
| Yes                            | *93.4                         | 56.6                                   | 50.6                     | 57.4               | 55.2                                      | 66.4                             | *44.7        | <b>57.2</b>     |
| No                             | **6.6                         | 21.4                                   | 20.8                     | 27.4               | 35.5                                      | 30.3                             | *37.2        | <b>24.5</b>     |
| No interest                    | **—                           | 22.0                                   | 28.6                     | 15.2               | 9.2                                       | *3.3                             | **18.1       | <b>18.3</b>     |
| Persons                        | *100.0                        | 100.0                                  | 100.0                    | 100.0              | 100.0                                     | 100.0                            | *100.0       | <b>100.0</b>    |
| <b>Informed about sport</b>    |                               |  |                          |                    |   |                                  |              |                 |
| Yes                            | *100.0                        | 77.8                                   | 82.8                     | 75.6               | 76.1                                      | 77.5                             | *88.7        | <b>78.0</b>     |
| No                             | **—                           | 6.2                                    | 10.2                     | 7.5                | 8.0                                       | 5.3                              | **0.6        | <b>6.9</b>      |
| No interest                    | **—                           | 15.9                                   | 7.0                      | 16.9               | 16.0                                      | 17.1                             | **10.7       | <b>15.1</b>     |
| Persons                        | *100.0                        | 100.0                                  | 100.0                    | 100.0              | 100.0                                     | 100.0                            | *100.0       | <b>100.0</b>    |

(a) Refers to whether persons thought they were sufficiently informed about the arts and sport.

## A1.12 INFORMATION SOURCES, Persons—Sex

| Main sources of information | Males.....     |              | Females.....   |              | Persons.....    |              |
|-----------------------------|----------------|--------------|----------------|--------------|-----------------|--------------|
|                             | '000           | %            | '000           | %            | '000            | %            |
| <b>The arts</b>             |                |              |                |              |                 |              |
| Newspaper articles          | 3 379.8        | 51.2         | 3 490.5        | 51.5         | 6 870.3         | 51.3         |
| Magazines                   | 2 037.0        | 30.9         | 2 985.0        | 44.0         | 5 022.0         | 37.5         |
| Books                       | 1 093.3        | 16.6         | 1 688.1        | 24.9         | 2 781.4         | 20.8         |
| Television                  | 3 914.5        | 59.3         | 4 456.9        | 65.7         | 8 371.4         | 62.6         |
| Internet                    | 322.9          | 4.9          | 207.9          | 3.1          | 530.8           | 4.0          |
| Radio                       | 2 218.6        | 33.6         | 2 434.6        | 35.9         | 4 653.2         | 34.8         |
| Other                       | 241.9          | 3.7          | 300.3          | 4.4          | 542.1           | 4.1          |
| Don't know                  | 386.1          | 5.8          | 257.7          | 3.8          | 643.8           | 4.8          |
| No interest                 | 658.4          | 10.0         | 406.2          | 6.0          | 1 064.6         | 8.0          |
| <b>Persons</b>              | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |
| <b>Sport</b>                |                |              |                |              |                 |              |
| Newspaper articles          | 3 833.2        | 58.1         | 2 697.8        | 39.8         | 6 531.0         | 48.8         |
| Magazines                   | 1 142.5        | 17.3         | 721.7          | 10.6         | 1 864.2         | 13.9         |
| Books                       | 426.6          | 6.5          | 233.8          | 3.4          | 660.3           | 4.9          |
| Television                  | 5 672.1        | 85.9         | 5 088.6        | 75.1         | 10 760.7        | 80.4         |
| Internet                    | 174.0          | 2.6          | 104.7          | 1.5          | 278.7           | 2.1          |
| Radio                       | 2 915.3        | 44.2         | 2 090.8        | 30.8         | 5 006.1         | 37.4         |
| Other                       | 140.0          | 2.1          | 148.2          | 2.2          | 288.2           | 2.2          |
| Don't know                  | **8.6          | **0.1        | *41.4          | *0.6         | *50.0           | *0.4         |
| No interest                 | 409.0          | 6.2          | 1 251.0        | 18.5         | 1 660.0         | 12.4         |
| <b>Persons</b>              | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |

**A1.13 INFORMATION SOURCES, Persons—Age group**

AGE GROUP (YEARS).....

| Main sources of information | 18-24   | 25-34   | 35-44   | 45-54   | 55-64   | 65 and over | Persons         |
|-----------------------------|---------|---------|---------|---------|---------|-------------|-----------------|
|                             | NUMBER  |         |         |         |         |             |                 |
|                             | '000    | '000    | '000    | '000    | '000    | '000        | '000            |
| <b>The arts</b>             |         |         |         |         |         |             |                 |
| Newspaper articles          | 750.1   | 1 439.1 | 1 527.1 | 1 406.8 | 785.8   | 961.4       | <b>6 870.3</b>  |
| Magazines                   | 706.4   | 1 129.9 | 1 212.9 | 1 006.9 | 458.5   | 507.4       | <b>5 022.0</b>  |
| Books                       | 336.8   | 598.1   | 676.0   | 533.7   | 290.8   | 346.1       | <b>2 781.4</b>  |
| Television                  | 1 118.4 | 1 767.3 | 1 730.5 | 1 540.1 | 952.3   | 1 262.8     | <b>8 371.4</b>  |
| Internet                    | 104.9   | 144.2   | 163.0   | 85.3    | *32.9   | **0.5       | <b>530.8</b>    |
| Radio                       | 642.7   | 987.0   | 1 060.7 | 862.4   | 498.9   | 601.5       | <b>4 653.2</b>  |
| Other                       | 75.0    | 179.7   | 124.6   | 79.9    | *35.5   | *47.4       | <b>542.1</b>    |
| Don't know                  | *53.2   | 101.1   | 133.0   | 92.9    | 96.6    | 166.9       | <b>643.8</b>    |
| No interest                 | 166.5   | 195.2   | 181.3   | 152.0   | 146.8   | 222.7       | <b>1 064.6</b>  |
| Persons                     | 1 822.2 | 2 805.1 | 2 811.3 | 2 376.1 | 1 556.8 | 2 009.9     | <b>13 381.4</b> |
| <b>Sport</b>                |         |         |         |         |         |             |                 |
| Newspaper articles          | 822.1   | 1 520.4 | 1 373.7 | 1 322.8 | 692.6   | 799.4       | <b>6 531.0</b>  |
| Magazines                   | 466.2   | 623.7   | 432.7   | 250.0   | *51.6   | *40.2       | <b>1 864.2</b>  |
| Books                       | 213.2   | 136.3   | 169.6   | 92.8    | *24.8   | *23.7       | <b>660.3</b>    |
| Television                  | 1 523.6 | 2 276.2 | 2 226.5 | 1 952.1 | 1 221.0 | 1 561.3     | <b>10 760.7</b> |
| Internet                    | *53.7   | 80.2    | 78.2    | *49.0   | **16.2  | **1.4       | <b>278.7</b>    |
| Radio                       | 683.1   | 1 198.3 | 1 060.1 | 982.9   | 488.4   | 593.3       | <b>5 006.1</b>  |
| Other                       | **14.7  | 78.4    | 112.1   | *59.9   | **10.5  | **12.7      | <b>288.2</b>    |
| Don't know                  | **—     | **2.7   | *20.2   | *19.4   | *2.0    | **5.8       | <b>*50.0</b>    |
| No interest                 | 185.0   | 327.0   | 340.6   | 263.3   | 207.9   | 336.2       | <b>1 660.0</b>  |
| Persons                     | 1 822.2 | 2 805.1 | 2 811.3 | 2 376.1 | 1 556.8 | 2 009.9     | <b>13 381.4</b> |
| <b>PROPORTION</b>           |         |         |         |         |         |             |                 |
|                             | %       | %       | %       | %       | %       | %           | %               |
| <b>The arts</b>             |         |         |         |         |         |             |                 |
| Newspaper articles          | 41.2    | 51.3    | 54.3    | 59.2    | 50.5    | 47.8        | <b>51.3</b>     |
| Magazines                   | 38.8    | 40.3    | 43.1    | 42.4    | 29.5    | 25.2        | <b>37.5</b>     |
| Books                       | 18.5    | 21.3    | 24.0    | 22.5    | 18.7    | 17.2        | <b>20.8</b>     |
| Television                  | 61.4    | 63.0    | 61.6    | 64.8    | 61.2    | 62.8        | <b>62.6</b>     |
| Internet                    | 5.8     | 5.1     | 5.8     | 3.6     | *2.1    | **—         | <b>4.0</b>      |
| Radio                       | 35.3    | 35.2    | 37.7    | 36.3    | 32.0    | 29.9        | <b>34.8</b>     |
| Other                       | 4.1     | 6.4     | 4.4     | 3.4     | *2.3    | *2.4        | <b>4.1</b>      |
| Don't know                  | *2.9    | 3.6     | 4.7     | 3.9     | 6.2     | 8.3         | <b>4.8</b>      |
| No interest                 | 9.1     | 7.0     | 6.4     | 6.4     | 9.4     | 11.1        | <b>8.0</b>      |
| Persons                     | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0       | <b>100.0</b>    |
| <b>Sport</b>                |         |         |         |         |         |             |                 |
| Newspaper articles          | 45.1    | 54.2    | 48.9    | 55.7    | 44.5    | 39.8        | <b>48.8</b>     |
| Magazines                   | 25.6    | 22.2    | 15.4    | 10.5    | *3.3    | *2.0        | <b>13.9</b>     |
| Books                       | 11.7    | 4.9     | 6.0     | 3.9     | *1.6    | *1.2        | <b>4.9</b>      |
| Television                  | 83.6    | 81.1    | 79.2    | 82.2    | 78.4    | 77.7        | <b>80.4</b>     |
| Internet                    | *2.9    | 2.9     | 2.8     | *2.1    | **1.0   | **0.1       | <b>2.1</b>      |
| Radio                       | 37.5    | 42.7    | 37.7    | 41.4    | 31.4    | 29.5        | <b>37.4</b>     |
| Other                       | **0.8   | 2.8     | 4.0     | *2.5    | **0.7   | **0.6       | <b>2.2</b>      |
| Don't know                  | **—     | **0.1   | *0.7    | *0.8    | **0.1   | **0.3       | <b>*0.4</b>     |
| No interest                 | 10.2    | 11.7    | 12.1    | 11.1    | 13.4    | 16.7        | <b>12.4</b>     |
| Persons                     | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0       | <b>100.0</b>    |

### A1.14 INFORMATION SOURCES, Whether Person Sufficiently Informed About the Arts & Sport

| Main sources of information | Yes.....        |              | No.....        |              | No interest..... |              | Persons.....    |              |
|-----------------------------|-----------------|--------------|----------------|--------------|------------------|--------------|-----------------|--------------|
|                             | '000            | %            | '000           | %            | '000             | %            | '000            | %            |
| <b>The arts</b>             |                 |              |                |              |                  |              |                 |              |
| Newspaper articles          | 4 757.2         | 62.2         | 1 761.3        | 53.7         | 351.9            | 14.4         | 6 870.3         | 51.3         |
| Magazines                   | 3 296.1         | 43.1         | 1 522.8        | 46.4         | 203.0            | 8.3          | 5 022.0         | 37.5         |
| Books                       | 1 894.0         | 24.8         | 814.1          | 24.8         | 73.3             | 3.0          | 2 781.4         | 20.8         |
| Television                  | 5 609.2         | 73.3         | 2 255.9        | 68.8         | 506.4            | 20.7         | 8 371.4         | 62.6         |
| Internet                    | 362.6           | 4.7          | 159.6          | 4.9          | **8.7            | **0.4        | 530.8           | 4.0          |
| Radio                       | 3 289.0         | 43.0         | 1 182.3        | 36.0         | 181.8            | 7.4          | 4 653.2         | 34.8         |
| Other                       | 379.2           | 5.0          | 144.4          | 4.4          | *18.5            | *0.8         | 542.1           | 4.1          |
| Don't know                  | *31.6           | *0.4         | *24.8          | *0.8         | 95.3             | 3.9          | 643.8           | 4.8          |
| No interest                 | **—             | **—          | **—            | **—          | 1 064.6          | 43.4         | 1 064.6         | 8.0          |
| <b>Persons</b>              | <b>7 650.4</b>  | <b>100.0</b> | <b>3 279.9</b> | <b>100.0</b> | <b>2 451.0</b>   | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |
| <b>Sport</b>                |                 |              |                |              |                  |              |                 |              |
| Newspaper articles          | 6 017.9         | 57.7         | 446.1          | 48.5         | *67.0            | *3.3         | 6 531.0         | 48.8         |
| Magazines                   | 1 665.8         | 16.0         | 184.5          | 20.1         | **13.9           | **0.7        | 1 864.2         | 13.9         |
| Books                       | 577.6           | 5.5          | 79.6           | 8.7          | **3.2            | **0.2        | 660.3           | 4.9          |
| Television                  | 9 647.2         | 92.4         | 817.3          | 88.9         | 296.2            | 14.6         | 10 760.7        | 80.4         |
| Internet                    | 252.3           | 2.4          | *26.4          | *2.9         | **—              | **—          | 278.7           | 2.1          |
| Radio                       | 4 697.1         | 45.0         | 274.7          | 29.9         | *34.3            | *1.7         | 5 006.1         | 37.4         |
| Other                       | 233.1           | 2.2          | *43.8          | *4.8         | **11.3           | **0.6        | 288.2           | 2.2          |
| Don't know                  | **—             | **—          | **11.0         | **1.2        | *35.3            | *1.7         | *50.0           | *0.4         |
| No interest                 | **—             | **—          | **—            | **—          | 1 660.0          | 81.9         | 1 660.0         | 12.4         |
| <b>Persons</b>              | <b>10 435.8</b> | <b>100.0</b> | <b>919.8</b>   | <b>100.0</b> | <b>2 025.8</b>   | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |



## A1.15 INFORMATION SOURCES, Persons—Birthplace

| Main sources of information | Australia..... |              | United Kingdom,<br>Ireland and<br>New Zealand..... |              | Other.....     |              | All countries..... |              |
|-----------------------------|----------------|--------------|--|--------------|----------------|--------------|--------------------|--------------|
|                             | '000           | %            | '000   | %            | '000           | %            | '000               | %            |
| <b>The arts</b>             |                |              |  |              |                |              |                    |              |
| Newspaper articles          | 5 163.6        | 53.3         | 755.8  | 51.4         | 950.9          | 42.7         | 6 870.3            | 51.3         |
| Magazines                   | 3 366.1        | 34.8         | 626.9  | 42.6         | 1 029.0        | 46.2         | 5 022.0            | 37.5         |
| Books                       | 1 742.5        | 18.0         | 416.1  | 28.3         | 622.8          | 28.0         | 2 781.4            | 20.8         |
| Television                  | 6 027.9        | 62.2         | 973.4  | 66.2         | 1 370.1        | 61.5         | 8 371.4            | 62.6         |
| Internet                    | 328.2          | 3.4          | *69.4  | *4.7         | 133.2          | 6.0          | 530.8              | 4.0          |
| Radio                       | 3 436.4        | 35.5         | 630.0  | 42.9         | 586.8          | 26.3         | 4 653.2            | 34.8         |
| Other                       | 403.2          | 4.2          | *65.2  | *4.4         | 73.8           | 3.3          | 542.1              | 4.1          |
| Don't know                  | 348.4          | 3.6          | *27.5  | *1.9         | 268.0          | 12.0         | 643.8              | 4.8          |
| No interest                 | 832.8          | 8.6          | 88.1   | 6.0          | 143.7          | 6.5          | 1 064.6            | 8.0          |
| <b>Persons</b>              | <b>9 684.5</b> | <b>100.0</b> | <b>1 470.0</b>                                     | <b>100.0</b> | <b>2 227.0</b> | <b>100.0</b> | <b>13 381.4</b>    | <b>100.0</b> |
| <b>Sport</b>                |                |              |  |              |                |              |                    |              |
| Newspaper articles          | 5 013.5        | 51.8         | 642.7  | 43.7         | 874.8          | 39.3         | 6 531.0            | 48.8         |
| Magazines                   | 1 556.1        | 16.1         | 198.5  | 13.5         | 109.6          | 4.9          | 1 864.2            | 13.9         |
| Books                       | 552.7          | 5.7          | *40.3  | *2.7         | *67.4          | *3.0         | 660.3              | 4.9          |
| Television                  | 7 994.5        | 82.5         | 1 114.3  | 75.8         | 1 651.9        | 74.2         | 10 760.7           | 80.4         |
| Internet                    | 212.1          | 2.2          | *42.6  | *2.9         | *24.0          | *1.1         | 278.7              | 2.1          |
| Radio                       | 3 934.8        | 40.6         | 541.1  | 36.8         | 530.1          | 23.8         | 5 006.1            | 37.4         |
| Other                       | 244.4          | 2.5          | *19.1  | *1.3         | *24.7          | *1.1         | 288.2              | 2.2          |
| Don't know                  | *25.2          | *0.3         | **—  | **—          | *24.8          | *1.1         | *50.0              | *0.4         |
| No interest                 | 998.6          | 10.3         | 259.3  | 17.6         | 402.1          | 18.1         | 1 660.0            | 12.4         |
| <b>Persons</b>              | <b>9 684.5</b> | <b>100.0</b> | <b>1 470.0</b>                                     | <b>100.0</b> | <b>2 227.0</b> | <b>100.0</b> | <b>13 381.4</b>    | <b>100.0</b> |

**A1.16 TELEVISION PROGRAMS USUALLY WATCHED, Persons—Age group**

|                 | AGE GROUP (YEARS)..... |         |         |         |         |             | <b>Persons</b>  |
|-----------------|------------------------|---------|---------|---------|---------|-------------|-----------------|
|                 | 18-24                  | 25-34   | 35-44   | 45-54   | 55-64   | 65 and over |                 |
|                 | NUMBER                 |         |         |         |         |             |                 |
|                 | '000                   | '000    | '000    | '000    | '000    | '000        | '000            |
| News            | 1 298.0                | 2 375.3 | 2 437.9 | 2 162.0 | 1 456.7 | 1 944.4     | <b>11 674.3</b> |
| Current affairs | 542.8                  | 1 619.6 | 1 945.9 | 1 894.0 | 1 225.7 | 1 661.8     | <b>8 889.9</b>  |
| Sport           | 948.6                  | 1 447.4 | 1 438.6 | 1 404.0 | 931.0   | 1 220.2     | <b>7 390.0</b>  |
| The arts        | 400.6                  | 726.3   | 657.1   | 651.8   | 349.9   | 564.4       | <b>3 350.2</b>  |
| None            | 160.4                  | 150.8   | 120.9   | 72.3    | **11.9  | *30.7       | <b>547.1</b>    |
| Don't know      | **—                    | **6.3   | **6.0   | **0.4   | **2.0   | **8.9       | <b>*23.6</b>    |
| Persons         | 1 822.2                | 2 805.1 | 2 811.3 | 2 376.1 | 1 556.8 | 2 009.9     | <b>13 381.4</b> |
|                 | PROPORTION             |         |         |         |         |             |                 |
|                 | %                      | %       | %       | %       | %       | %           | %               |
| News            | 71.2                   | 84.7    | 86.7    | 91.0    | 93.6    | 96.7        | <b>87.2</b>     |
| Current affairs | 29.8                   | 57.7    | 69.2    | 79.7    | 78.7    | 82.7        | <b>66.4</b>     |
| Sport           | 52.1                   | 51.6    | 51.2    | 59.1    | 59.8    | 60.7        | <b>55.2</b>     |
| The arts        | 22.0                   | 25.9    | 23.4    | 27.4    | 22.5    | 28.1        | <b>25.0</b>     |
| None            | 8.8                    | 5.4     | 4.3     | 3.0     | **0.8   | *1.5        | <b>4.1</b>      |
| Don't know      | **—                    | **0.2   | **0.2   | **—     | **0.1   | **0.4       | <b>*0.2</b>     |
| Persons         | 100.0                  | 100.0   | 100.0   | 100.0   | 100.0   | 100.0       | <b>100.0</b>    |

**A1.17 TELEVISION PROGRAMS USUALLY WATCHED, Persons—Sex**

|                 | <i>Males.....</i> |              | <i>Females.....</i> |              | <i>Persons.....</i> |              |
|-----------------|-------------------|--------------|---------------------|--------------|---------------------|--------------|
|                 | '000              | %            | '000                | %            | '000                | %            |
| News            | 5 760.0           | 87.2         | 5 914.4             | 87.2         | 11 674.3            | 87.2         |
| Current affairs | 4 201.9           | 63.6         | 4 688.0             | 69.2         | 8 889.9             | 66.4         |
| Sport           | 4 601.5           | 69.7         | 2 788.5             | 41.1         | 7 390.0             | 55.2         |
| The arts        | 1 347.8           | 20.4         | 2 002.3             | 29.5         | 3 350.2             | 25.0         |
| None            | 221.1             | 3.3          | 326.0               | 4.8          | 547.1               | 4.1          |
| Don't know      | **3.9             | **0.1        | *19.7               | *0.3         | *23.6               | *0.2         |
| <b>Persons</b>  | <b>6 602.4</b>    | <b>100.0</b> | <b>6 779.0</b>      | <b>100.0</b> | <b>13 381.4</b>     | <b>100.0</b> |

**A1.18 TELEVISION PROGRAMS PERSONS WANTED TO SEE MORE OFTEN, Age Group**

|   | AGE GROUP (YEARS)..... |                |                |                |                |                | <b>Persons</b>  |
|---|------------------------|----------------|----------------|----------------|----------------|----------------|-----------------|
|   | 18-24                  | 25-34          | 35-44          | 45-54          | 55-64          | 65 and over    |                 |
|   | '000                   | '000           | '000           | '000           | '000           | '000           |                 |
|   | NUMBER                 |                |                |                |                |                |                 |
| News                                      | 171.8                  | 267.2          | 290.3          | 286.8          | 141.0          | 255.8          | <b>1 412.9</b>  |
| Current affairs                           | 191.7                  | 367.5          | 609.0          | 598.1          | 399.0          | 527.2          | <b>2 692.6</b>  |
| Sport                                     | 591.9                  | 604.5          | 422.3          | 451.2          | 254.6          | 276.7          | <b>2 601.3</b>  |
| The arts                                  | 350.5                  | 461.1          | 351.6          | 267.9          | 217.8          | 294.7          | <b>1 943.4</b>  |
| None                                      | 537.8                  | 1 164.5        | 1 274.8        | 978.2          | 601.4          | 845.9          | <b>5 402.5</b>  |
| Don't know                                | *22.8                  | *42.0          | *25.6          | *35.5          | *39.6          | *46.5          | <b>211.8</b>    |
| Don't watch television programs in survey | 160.4                  | 157.2          | 126.9          | 72.7           | **13.9         | *39.6          | <b>570.6</b>    |
| <b>Persons</b>                            | <b>1 822.2</b>         | <b>2 805.1</b> | <b>2 811.3</b> | <b>2 376.1</b> | <b>1 556.8</b> | <b>2 009.9</b> | <b>13 381.4</b> |
|   | PROPORTION             |                |                |                |                |                |                 |
|   | %                      | %              | %              | %              | %              | %              | %               |
| News                                      | 9.4                    | 9.5            | 10.3           | 12.1           | 9.1            | 12.7           | <b>10.6</b>     |
| Current affairs                           | 10.5                   | 13.1           | 21.7           | 25.2           | 25.6           | 26.2           | <b>20.1</b>     |
| Sport                                     | 32.5                   | 21.6           | 15.0           | 19.0           | 16.4           | 13.8           | <b>19.4</b>     |
| The arts                                  | 19.2                   | 16.4           | 12.5           | 11.3           | 14.0           | 14.7           | <b>14.5</b>     |
| None                                      | 29.5                   | 41.5           | 45.3           | 41.2           | 38.6           | 42.1           | <b>40.4</b>     |
| Don't know                                | *1.3                   | *1.5           | *0.9           | *1.5           | *2.5           | *2.3           | <b>1.6</b>      |
| Don't watch television programs in survey | 8.8                    | 5.6            | 4.5            | 3.1            | **0.9          | *2.0           | <b>4.3</b>      |
| <b>Persons</b>                            | <b>100.0</b>           | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>    |

**A1.19 TELEVISION PROGRAMS PERSONS WANTED TO SEE MORE OFTEN, Sex**

|   | Males.....     |              | Females.....   |              | Persons.....    |              |
|---|----------------|--------------|----------------|--------------|-----------------|--------------|
|   | '000           | %            | '000           | %            | '000            | %            |
| News                                      | 781.1          | 11.8         | 631.7          | 9.3          | 1 412.9         | 10.6         |
| Current affairs                           | 1 189.0        | 18.0         | 1 503.6        | 22.2         | 2 692.6         | 20.1         |
| Sport                                     | 2 066.6        | 31.3         | 534.7          | 7.9          | 2 601.3         | 19.4         |
| The arts                                  | 693.7          | 10.5         | 1 249.8        | 18.4         | 1 943.4         | 14.5         |
| None                                      | 2 412.1        | 36.5         | 2 990.4        | 44.1         | 5 402.5         | 40.4         |
| Don't know                                | 93.3           | 1.4          | 118.6          | 1.7          | 211.8           | 1.6          |
| Don't watch television programs in survey | 224.9          | 3.4          | 345.7          | 5.1          | 570.6           | 4.3          |
| <b>Persons</b>                            | <b>6 602.4</b> | <b>100.0</b> | <b>6 779.0</b> | <b>100.0</b> | <b>13 381.4</b> | <b>100.0</b> |

## A1.20 TELEVISION PROGRAMS(a), Attendance by Person at Venue/Activity(b)

|                                 | <i>Television programs<br/>persons do not want<br/>to see more often.....</i> |             | <i>Television programs<br/>persons want<br/>to see more often.....</i> |             | <i>Persons.....</i> |              |
|---------------------------------|---|-------------|--|-------------|---------------------|--------------|
|                                 | '000  | %           | '000   | %           | '000                | %            |
| <b>News</b>                     |   |             |  |             |                     |              |
| Attended the performing arts    | 6 268.5   | 91.0        | 621.5  | 9.0         | 6 890.0             | 100.0        |
| Attended a cultural venue       | 6 403.9   | 90.2        | 692.1  | 9.8         | 7 096.0             | 100.0        |
| Attended a sporting event       | 4 487.7   | 91.1        | 439.1  | 8.9         | 4 926.8             | 100.0        |
| Did not attend any of the above | 2 644.0   | 86.2        | 425.1  | 13.8        | 3 069.1             | 100.0        |
| <b>Persons</b>                  | <b>11 968.5</b>   | <b>89.4</b> | <b>1 412.9</b>   | <b>10.6</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>Current affairs</b>          |   |             |  |             |                     |              |
| Attended the performing arts    | 5 550.5   | 80.6        | 1 339.5  | 19.4        | 6 890.0             | 100.0        |
| Attended a cultural venue       | 5 731.1   | 80.8        | 1 364.8  | 19.2        | 7 096.0             | 100.0        |
| Attended a sporting event       | 4 111.7   | 83.5        | 815.2  | 16.5        | 4 926.8             | 100.0        |
| Did not attend any of the above | 2 433.7   | 79.3        | 635.4  | 20.7        | 3 069.1             | 100.0        |
| <b>Persons</b>                  | <b>10 688.8</b>   | <b>79.9</b> | <b>2 692.6</b>   | <b>20.1</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>Sport</b>                    |   |             |  |             |                     |              |
| Attended the performing arts    | 5 591.9   | 81.2        | 1 298.1  | 18.8        | 6 890.0             | 100.0        |
| Attended a cultural venue       | 5 929.8   | 83.6        | 1 166.2  | 16.4        | 7 096.0             | 100.0        |
| Attended a sporting event       | 3 376.2   | 68.5        | 1 550.6  | 31.5        | 4 926.8             | 100.0        |
| Did not attend any of the above | 2 618.5   | 85.3        | 450.6  | 14.7        | 3 069.1             | 100.0        |
| <b>Persons</b>                  | <b>10 780.2</b>   | <b>80.6</b> | <b>2 601.3</b>   | <b>19.4</b> | <b>13 381.4</b>     | <b>100.0</b> |
| <b>The arts</b>                 |   |             |  |             |                     |              |
| Attended the performing arts    | 5 487.3   | 79.6        | 1 402.7  | 20.4        | 6 890.0             | 100.0        |
| Attended a cultural venue       | 5 584.0   | 78.7        | 1 512.0  | 21.3        | 7 096.0             | 100.0        |
| Attended a sporting event       | 4 274.2   | 86.8        | 652.6  | 13.2        | 4 926.8             | 100.0        |
| Did not attend any of the above | 2 866.4   | 93.4        | 202.7  | 6.6         | 3 069.1             | 100.0        |
| <b>Persons</b>                  | <b>11 438.0</b>   | <b>85.5</b> | <b>1 943.4</b>   | <b>14.5</b> | <b>13 381.4</b>     | <b>100.0</b> |

(a) Refers to programs persons want to see more often on television.

(b) Attendance in last 12 months.

### A1.21 TIME TAKEN TO TRAVEL TO CLOSEST CULTURAL VENUES, Person's Place of Residence

|                              | <i>Metropolitan.....</i> |              | <i>Other urban.....</i> |              | <i>Rural.....</i> |              | <i>Australia.....</i> |              |
|------------------------------|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-----------------------|--------------|
|                              | '000                     | %            | '000                    | %            | '000              | %            | '000                  | %            |
| <b>Cinema</b>                |                          |              |                         |              |                   |              |                       |              |
| Less than 15 min             | 5 376.2                  | 62.3         | 2 056.6                 | 62.2         | 425.5             | 29.4         | 7 858.3               | 58.7         |
| 15–29 min                    | 2 483.3                  | 28.8         | 679.0                   | 20.5         | 642.0             | 44.4         | 3 804.3               | 28.4         |
| 30–59 min                    | 370.0                    | 4.3          | 179.7                   | 5.4          | 252.8             | 17.5         | 802.5                 | 6.0          |
| 60 min or more               | *40.2                    | *0.5         | 310.7                   | 9.4          | *69.1             | *4.8         | 420.0                 | 3.1          |
| Don't know                   | 356.9                    | 4.1          | 82.8                    | 2.5          | *56.6             | *3.9         | 496.3                 | 3.7          |
| <b>Persons</b>               | <b>8 626.6</b>           | <b>100.0</b> | <b>3 308.7</b>          | <b>100.0</b> | <b>1 446.1</b>    | <b>100.0</b> | <b>13 381.4</b>       | <b>100.0</b> |
| <b>Performing arts venue</b> |                          |              |                         |              |                   |              |                       |              |
| Less than 15 min             | 2 137.5                  | 24.8         | 1 380.6                 | 41.7         | 316.1             | 21.9         | 3 834.1               | 28.7         |
| 15–29 min                    | 3 080.1                  | 35.7         | 776.7                   | 23.5         | 504.9             | 34.9         | 4 361.8               | 32.6         |
| 30–59 min                    | 1 833.3                  | 21.3         | 303.9                   | 9.2          | 196.5             | 13.6         | 2 333.7               | 17.4         |
| 60 min or more               | 300.3                    | 3.5          | 463.2                   | 14.0         | 291.4             | 20.2         | 1 054.9               | 7.9          |
| Don't know                   | 1 275.4                  | 14.8         | 384.3                   | 11.6         | 137.3             | 9.5          | 1 796.9               | 13.4         |
| <b>Persons</b>               | <b>8 626.6</b>           | <b>100.0</b> | <b>3 308.7</b>          | <b>100.0</b> | <b>1 446.1</b>    | <b>100.0</b> | <b>13 381.4</b>       | <b>100.0</b> |
| <b>Art gallery</b>           |                          |              |                         |              |                   |              |                       |              |
| Less than 15 min             | 1 641.1                  | 19.0         | 1 481.2                 | 44.8         | 363.7             | 25.1         | 3 486.0               | 26.1         |
| 15–29 min                    | 2 727.6                  | 31.6         | 764.5                   | 23.1         | 516.5             | 35.7         | 4 008.7               | 30.0         |
| 30–59 min                    | 2 362.0                  | 27.4         | 180.9                   | 5.5          | 181.1             | 12.5         | 2 724.1               | 20.4         |
| 60 min or more               | 475.9                    | 5.5          | 515.2                   | 15.6         | 256.9             | 17.8         | 1 248.1               | 9.3          |
| Don't know                   | 1 419.9                  | 16.5         | 366.8                   | 11.1         | 127.9             | 8.8          | 1 914.5               | 14.3         |
| <b>Persons</b>               | <b>8 626.6</b>           | <b>100.0</b> | <b>3 308.7</b>          | <b>100.0</b> | <b>1 446.1</b>    | <b>100.0</b> | <b>13 381.4</b>       | <b>100.0</b> |

APPENDIX **2** EXTRACT FROM QUESTIONNAIRE .....

|   |  |   |  |
|---|--|---|--|
| <p><b>SECTION JA: ATTITUDES TOWARD THE ARTS</b></p>   |  | <p>JA.3 <i>Interviewer: Show GREEN Card 30</i></p>  |  |
| <p>JA.1 <i>Interviewer: Show WHITE Card 29</i></p> <p>THE FOLLOWING QUESTIONS ASK ABOUT YOUR TELEVISION VIEWING PREFERENCES.</p> <p>WHICH, IF ANY, OF THESE TYPES OF TELEVISION PROGRAMS DO YOU USUALLY WATCH ?</p> <p>1. News ..... a <input type="checkbox"/> 1</p> <p>2. Current affairs ..... b <input type="checkbox"/> 2</p> <p>3. Sport ..... c <input type="checkbox"/> 3</p> <p>4. The arts ..... d <input type="checkbox"/> 4</p> <p>None → JA.3..... e <input type="checkbox"/> 5</p> <p>Don't know → JA.3..... f <input type="checkbox"/> 9</p> |  | <p>I WOULD NOW LIKE TO ASK WHAT YOU UNDERSTAND BY THE TERM 'THE ARTS'.</p> <p>WHICH OF THESE WOULD YOU INCLUDE IN THE ARTS ?</p> <p>1. Plays, ballet, opera..... a <input type="checkbox"/> 1</p> <p>2. Architecture, design ..... b <input type="checkbox"/> 2</p> <p>3. Painting, drawing, sculpture ..... c <input type="checkbox"/> 3</p> <p>4. Photography ..... d <input type="checkbox"/> 4</p> <p>5. Literature, books, poetry ..... e <input type="checkbox"/> 5</p> <p>6. Sport ..... f <input type="checkbox"/> 6</p> <p>7. Music (concerts, orchestra, singing) ..... g <input type="checkbox"/> 7</p> <p>8. Craft, pottery, weaving..... h <input type="checkbox"/> 8</p> <p>None of the above ..... i <input type="checkbox"/> 9</p> <p>Don't know → JA.6 ..... j <input type="checkbox"/> 99</p> |  |
| <p>JA.2 <i>Interviewer: Show WHITE Card 29</i></p> <p>WHICH, IF ANY, OF THESE TYPES OF TELEVISION PROGRAMS WOULD YOU LIKE TO SEE MORE OFTEN ON TELEVISION?</p> <p>1. News ..... a <input type="checkbox"/> 1</p> <p>2. Current affairs ..... b <input type="checkbox"/> 2</p> <p>3. Sport ..... c <input type="checkbox"/> 3</p> <p>4. The arts ..... d <input type="checkbox"/> 4</p> <p>None ..... e <input type="checkbox"/> 5</p> <p>Don't know ..... f <input type="checkbox"/> 9</p>  |  | <p>JA.4 <i>Interviewer: Show BLUE Card 31</i></p> <p>WHAT ARE YOUR MAIN SOURCES OF INFORMATION ABOUT THE ARTS?</p> <p>1. Newspaper articles ..... a <input type="checkbox"/> 1</p> <p>2. Magazines ..... b <input type="checkbox"/> 2</p> <p>3. Books ..... c <input type="checkbox"/> 3</p> <p>4. Television ..... d <input type="checkbox"/> 4</p> <p>5. Internet ..... e <input type="checkbox"/> 5</p> <p>6. Radio ..... f <input type="checkbox"/> 6</p> <p>7. Other (<i>Specify</i>) ..... g <input type="checkbox"/> 7</p> <p>.....</p> <p>Don't know ..... h <input type="checkbox"/> 8</p> <p>No interest → JA.6..... i <input type="checkbox"/> 9</p>   |  |
|   |  | <p>JA.5 DO YOU THINK THAT YOU ARE SUFFICIENTLY INFORMED ABOUT 'THE ARTS'?</p> <p>Yes ..... <input type="checkbox"/> 1</p> <p>No ..... <input type="checkbox"/> 2</p> <p>No interest ..... <input type="checkbox"/> 3</p>  |  |

|   |  |   |  |
|---|--|---|--|
| <p>JA.6 <i>Interviewer: Show BLUE Card 31</i></p> <p>WHAT ARE YOUR MAIN SOURCES OF INFORMATION ABOUT SPORT?</p> <p>1. Newspaper articles ..... <i>a</i> <input type="checkbox"/> 1</p> <p>2. Magazines ..... <i>b</i> <input type="checkbox"/> 2</p> <p>3. Books ..... <i>c</i> <input type="checkbox"/> 3</p> <p>4. Television ..... <i>d</i> <input type="checkbox"/> 4</p> <p>5. Internet ..... <i>e</i> <input type="checkbox"/> 5</p> <p>6. Radio ..... <i>f</i> <input type="checkbox"/> 6</p> <p>7. Other (<i>Specify</i>) ..... <i>g</i> <input type="checkbox"/> 7</p> <p>.....</p> <p>Don't know ..... <i>h</i> <input type="checkbox"/> 8</p> <p>No interest → <i>JA.8</i> ..... <i>i</i> <input type="checkbox"/> 9</p> |  | <p>JA.9 HOW LONG WOULD IT TAKE YOU TO GET TO YOUR CLOSEST PERFORMING ARTS VENUE?</p> <p>Less than 15 minutes..... <input type="checkbox"/> 1</p> <p>15 to less than 30 minutes..... <input type="checkbox"/> 2</p> <p>30 to less than 1 hour..... <input type="checkbox"/> 3</p> <p>1 hour or more ..... <input type="checkbox"/> 4</p> <p>Don't know /don't know where it is/ not applicable..... <input type="checkbox"/> 9</p>   |  |
| <p>JA.7 DO YOU THINK THAT YOU ARE SUFFICIENTLY INFORMED ABOUT SPORT?</p> <p>Yes ..... <input type="checkbox"/> 1</p> <p>No ..... <input type="checkbox"/> 2</p> <p>No interest ..... <input type="checkbox"/> 3</p>   |  | <p>JA.10 HOW LONG WOULD IT TAKE YOU TO GET TO YOUR CLOSEST ART GALLERY?</p> <p>Less than 15 minutes..... <input type="checkbox"/> 1</p> <p>15 to less than 30 minutes..... <input type="checkbox"/> 2</p> <p>30 to less than 1 hour..... <input type="checkbox"/> 3</p> <p>1 hour or more ..... <input type="checkbox"/> 4</p> <p>Don't know /don't know where it is/ not applicable..... <input type="checkbox"/> 9</p>  |  |
| <p>JA.8 HOW LONG WOULD IT TAKE YOU TO GET TO YOUR CLOSEST CINEMA?</p> <p>Less than 15 minutes..... <input type="checkbox"/> 1</p> <p>15 to less than 30 minutes..... <input type="checkbox"/> 2</p> <p>30 to less than 1 hour..... <input type="checkbox"/> 3</p> <p>1 hour or more ..... <input type="checkbox"/> 4</p> <p>Don't know /don't know where it is/ not applicable..... <input type="checkbox"/> 9</p>  |  | <p>JA.11 <i>Interviewer: Show PINK Card 32</i></p> <p>IN THE LAST 12 MONTHS, HAVE YOU ATTENDED ANY OF THESE ?</p> <p>Yes ..... <input type="checkbox"/> 1</p> <p>No → <i>JA.13</i> ..... <input type="checkbox"/> 2</p>   |  |
|   |  | <p>JA.12 WHICH ONES DID YOU ATTEND ?</p> <p>1. Musical theatre..... <i>a</i> <input type="checkbox"/> 1</p> <p>2. Dance performances..... <i>b</i> <input type="checkbox"/> 2</p> <p>3. Popular music concerts..... <i>c</i> <input type="checkbox"/> 3</p> <p>4. Classical music concerts..... <i>d</i> <input type="checkbox"/> 4</p> <p>5. Theatre (other than musical)..... <i>e</i> <input type="checkbox"/> 5</p> <p>6. Art galleries ..... <i>f</i> <input type="checkbox"/> 6</p> <p>7. Museums ..... <i>g</i> <input type="checkbox"/> 7</p> <p>8. Libraries ..... <i>h</i> <input type="checkbox"/> 8</p> <p>9. Sporting events ..... <i>i</i> <input type="checkbox"/> 9</p> |  |

|   |   |  |  |
|---|---|--|--|
| <p>JA.13 <i>Interviewer: Show YELLOW Card 33</i></p> <p>HOW IMPORTANT IS IT TO HAVE THE FOLLOWING IN YOUR COMMUNITY?</p> <p>MUSEUMS</p> <p>1. Very important .....</p> <p>2. Important .....</p> <p>3. Not important .....</p> <p>Don't know/haven't thought about it</p> <p>PERFORMING ARTS VENUES</p> <p>1. Very important .....</p> <p>2. Important .....</p> <p>3. Not important .....</p> <p>Don't know/haven't thought about it</p> <p>ART GALLERIES</p> <p>1. Very important .....</p> <p>2. Important .....</p> <p>3. Not important .....</p> <p>Don't know/haven't thought about it</p> <p>LIBRARIES</p> <p>1. Very important .....</p> <p>2. Important .....</p> <p>3. Not important .....</p> <p>Don't know/haven't thought about it</p> | <p><input type="checkbox"/> 1</p> <p><input type="checkbox"/> 2</p> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 1</p> <p><input type="checkbox"/> 2</p> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 1</p> <p><input type="checkbox"/> 2</p> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 1</p> <p><input type="checkbox"/> 2</p> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 9</p> |  |  |
| <p>JA.14 DO YOU THINK THE FOLLOWING SHOULD RECEIVE SOME GOVERNMENT FUNDING?</p> <p>LIVE THEATRE .....</p> <p>LIBRARIES .....</p> <p>ART GALLERIES .....</p> <p>ORCHESTRAS .....</p> <p>None of the above .....</p> <p>Don't know .....</p>  | <p><i>a</i> <input type="checkbox"/> 1</p> <p><i>b</i> <input type="checkbox"/> 2</p> <p><i>c</i> <input type="checkbox"/> 3</p> <p><i>d</i> <input type="checkbox"/> 4</p> <p><i>e</i> <input type="checkbox"/> 8</p> <p><i>f</i> <input type="checkbox"/> 9</p>   |  |  |
| <p>JA.15 → <i>Section K</i></p>   |   |  |  |



## TECHNICAL NOTES .....

### SAMPLING VARIABILITY

Since the estimates in this publication are based on information obtained from occupants of a sample of dwellings, they are subject to sampling variability, that is, they may differ from those that would have been produced if all dwellings had been included in the survey. One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of dwellings was included. There are about two chances in three (67%) that a sample estimate will vary by less than one SE from the number that would have been obtained if all dwellings had been included, and about 19 chances in 20 (95%) that the difference will be less than two SEs.

Another measure of the likely difference is the relative standard error (RSE), which is obtained by expressing the SE as a percentage of the estimate. The RSE is a useful measure in that it provides an immediate indication of the percentage of errors likely to have occurred due to sampling.

An example of the calculation and the use of SEs in relation to estimates of persons is as follows:

From table A1.1 an estimated 1,042,200 persons (57.2% of all persons aged between 18 and 24 years) thought photography should be included in the arts. Referring to the table of SEs, T1, an estimate of 1,042,200 has a SE of approximately 50,400 people. There are about two chances in three that the number that would have been produced if all dwellings had been included in the survey was between 991,800 and 1,092,600, i.e. 1,042,200 plus or minus 50,400. There are about 19 chances in 20 that the number lies between 941,400 and 1,143,000, i.e. 1,042,200 plus or minus 100,800.

Proportions and percentages formed from the ratio of two estimates are also subject to sampling errors. The size of the error depends on the accuracy of both the numerator and the denominator. A formula to approximate the RSE of a proportion is given below:

$$RSE(x/y) = \sqrt{[RSE(x)]^2 - [RSE(y)]^2}$$

From table A1.1, of the 1,822,200 persons aged between 18 and 24 years, 1,042,200 persons (57.2%) thought photography should be included in the arts. The SE of 1,822,200 for persons aged between 18 and 24 years is about 65,000 so the RSE is  $65,000/1,822,200 \times 100 = 3.6\%$ . The RSE of 1,042,200 is approximately  $50,400/1,042,200 \times 100 = 4.8\%$ . Applying the above formula, the RSE of the proportion is 3.2%. This then gives a SE of the proportion (57.2%) of  $3.2/100 \times 57.2 = 1.8\%$ . Therefore, there are about two chances in three that the proportion of persons who attended a sporting event was between 55.4% and 59% and approximately 19 chances in 20 that the proportion was in the range 53.6% to 60.8%.

SAMPLING VARIABILITY *continued*

Particular care should be taken when comparing figures. It is not correct to assume that an apparent difference between figures is actually significant. An approximate SE of the difference between two estimates (x-y) may be calculated by the following formula:

$$SE(x-y) = \sqrt{[SE(x)]^2 + [SE(y)]^2}$$

While this formula will only be exact for differences between separate and uncorrelated characteristics of sub-populations it is expected to provide a good approximation for all differences likely to be of interest in this publication.

As the SEs in table T1 show, the size of the SE increases with the size of the estimate. However, the smaller the estimate the higher is the RSE. Thus, large estimates will be relatively more reliable than smaller estimates. Very small estimates are subject to such high SEs (relative to the size of the estimate) as to detract seriously from their value for most reasonable uses. In the tables in this publication, only estimates with RSEs of 25% or less and percentages based on such estimates are considered sufficiently reliable for most purposes. However, estimates and percentages with larger RSEs have been included and are preceded by an asterisk (e.g. \*2.8) to indicate that they should be treated with caution and viewed as being merely indicative of the magnitude involved.

**T1** STANDARD ERRORS OF ESTIMATES OF PERSONS

| Size of estimate<br>'000 persons                | NSW    | Vic.   | Qld    | SA     | WA     | Tas.  | NT    | ACT   | Aust.  |
|---|--------|--------|--------|--------|--------|-------|-------|-------|--------|
| <b>ORGANISED SPORT AND PHYSICAL ACTIVITIES</b>  |        |        |        |        |        |       |       |       |        |
|   | no.    | no.    | no.    | no.    | no.    | no.   | no.   | no.   | no.    |
| 2.5   | —      | —      | —      | —      | —      | 1 400 | 1 100 | 1 200 | —      |
| 5   | —      | —      | —      | —      | —      | 2 000 | 1 600 | 1 700 | —      |
| 10  | 8 600  | 8 200  | 6 800  | 5 000  | 5 700  | 2 800 | 2 300 | 2 400 | 6 600  |
| 20  | 11 700 | 11 000 | 9 600  | 6 800  | 7 400  | 3 400 | 3 000 | 3 300 | 9 400  |
| 50  | 17 400 | 16 200 | 14 000 | 9 900  | 11 000 | 4 700 | 4 700 | 4 400 | 14 500 |
| 100   | 23 300 | 21 600 | 18 400 | 12 900 | 14 400 | 5 700 | 6 400 | 5 800 | 19 700 |
| 200   | 30 500 | 28 600 | 24 500 | 16 500 | 18 800 | 6 600 | 8 800 | 7 200 | 26 500 |
| 500   | 43 400 | 39 700 | 34 400 | 23 100 | 26 200 | 8 100 | —     | —     | 38 500 |
| 800   | 51 600 | 47 400 | 40 700 | 27 000 | 31 000 | —     | —     | —     | 46 100 |
| 1 000   | 55 600 | 51 200 | 43 800 | 29 000 | 33 400 | —     | —     | —     | 50 400 |
| 1 500   | 64 600 | 59 300 | 51 100 | 33 400 | 38 700 | —     | —     | —     | 57 100 |
| 2 000   | 70 400 | 64 600 | 55 600 | 36 200 | 42 400 | —     | —     | —     | 65 000 |
| 5 000   | 95 000 | 86 600 | 75 400 | —      | —      | —     | —     | —     | 92 000 |
| <b>CHILDREN'S SPORT AND PHYSICAL ACTIVITIES</b> |        |        |        |        |        |       |       |       |        |
|   | %      | %      | %      | %      | %      | %     | %     | %     | %      |
| 2.5   | —      | —      | —      | —      | —      | 56.6  | 45.2  | 47.9  | —      |
| 5   | —      | —      | —      | —      | —      | 40.0  | 32.0  | 33.9  | —      |
| 10  | 86.0   | 82.0   | 68.0   | 50.0   | 57.0   | 28.0  | 23.0  | 24.0  | 66.0   |
| 20  | 58.5   | 55.0   | 48.0   | 34.0   | 37.0   | 17.0  | 15.0  | 16.5  | 47.0   |
| 50  | 34.8   | 32.4   | 28.0   | 19.8   | 22.0   | 9.4   | 9.4   | 8.8   | 29.0   |
| 100   | 23.3   | 21.6   | 18.4   | 12.9   | 14.4   | 5.7   | 6.4   | 5.8   | 19.7   |
| 200   | 15.3   | 14.3   | 12.3   | 8.3    | 9.4    | 3.3   | 4.4   | 3.6   | 13.3   |
| 500   | 8.7    | 7.9    | 6.9    | 4.6    | 5.2    | 1.6   | —     | —     | 7.7    |
| 800   | 6.5    | 5.9    | 5.1    | 3.4    | 3.9    | —     | —     | —     | 5.8    |
| 1 000   | 5.6    | 5.1    | 4.4    | 2.9    | 3.3    | —     | —     | —     | 5.0    |
| 1 500   | 4.3    | 4.0    | 3.4    | 2.2    | 2.6    | —     | —     | —     | 3.8    |
| 2 000   | 3.5    | 3.2    | 2.8    | 1.8    | 2.1    | —     | —     | —     | 3.3    |
| 5 000   | 1.9    | 1.7    | 1.5    | —      | —      | —     | —     | —     | 1.8    |

## GLOSSARY .....

|                                  |  |
|----------------------------------|--|
| <b>Art gallery</b>               | Included are National, State, regional, local and private galleries primarily engaged in the collection, acquisition, research into, conservation, communication and exhibition of visual art/craft objects, for the purposes of study, education, and enjoyment by the general public and/or specialists. |
| <b>Arts on television</b>        | Included programs on such activities as the opera, orchestras, painters, dancers, as well as television programs incorporating book, play and film reviews, and interviews with a variety of artists.  |
| <b>Bachelor degree or higher</b> | A bachelor degree (including honours), a graduate or post-graduate diploma, masters degree or a doctorate.   |
| <b>Birthplace</b>                | Classified according to the <i>Australian Standard Classification of Countries for Social Statistics (ASCCSS)</i> (Cat. no. 1269.0).   |
| <b>Certificate or diploma</b>    | Completion of an approved certificate or diploma in secretarial or business studies, administration, teaching etc.   |
| <b>Cinema</b>                    | Included are drive-ins and public screenings of films at other locations (e.g. at a community hall) in addition to cinema screenings.  |
| <b>Community</b>                 | An area generally regarded as within half an hour's travel time of the respondent's place of residence.  |
| <b>Libraries</b>                 | Includes National and State libraries as well as public libraries and local or council libraries.  |
| <b>Live theatre</b>              | Consists of live performances, by actors or puppets, of plays where the entire, or a major part of the performance, does not use song and music.   |
| <b>Metropolitan</b>              | Refers to the capital city statistical divisions.  |
| <b>Museums</b>                   | A building or place for the keeping, display and study of objects of scientific, technical or historic value.  |
| <b>Orchestras</b>                | Any group of performers on various musical instruments chosen in accordance with the requirements of the music to be played, who play in front of a live audience.   |
| <b>Other urban</b>               | Centres with populations of 500 persons or more, excluding capital cities.   |
| <b>Performing arts venue</b>     | A building where live performances take place. This could range from an opera house or theatre to the local town hall/community centre.  |
| <b>Rural</b>                     | Localities with populations of less than 500 persons and remaining rural areas.  |

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| Melbourne        | 03 9615 7755    | 03 9615 7798  |
| Brisbane         | 07 3222 6351    | 07 3222 6283  |
| Perth            | 08 9360 5140    | 08 9360 5955  |
| Adelaide         | 08 8237 7400    | 08 8237 7566  |
| Hobart           | 03 6222 5800    | 03 6222 5995  |
| Darwin           | 08 8943 2111    | 08 8981 1218  |

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