



# Audience Atlas Victoria

Appendix 2: Supplementary  
demographic data tables

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CREATIVE VICTORIA

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# Demographics by Culture Segment

## How to read these tables

Data should be read down columns. For example, 23% of Affirmation are aged 25-34

Instances where a segment significantly differs from the culture market overall have been highlighted blue or red to indicate decreases and increases respectively. For example, Perspective is significantly less likely to be aged 16-44, but significantly more likely to be aged 65+

### Victorian culture market – age breakdown

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
16-24	7%	5%	7%	9%	4%	9%	10%	5%	9%
25-34	22%	19%	27%	23%	13%	26%	25%	13%	18%
35-44	17%	17%	16%	16%	11%	19%	20%	12%	20%
45-54	21%	19%	21%	20%	24%	20%	21%	23%	24%
55-64	15%	22%	12%	16%	17%	14%	15%	19%	13%
65+	18%	18%	16%	17%	31%	12%	9%	28%	15%
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

**Statistical significance explained:** Throughout this appendix, there will be references to significant differences. Statistical significance is the likelihood that a relationship between two or more variables is caused by something other than chance. This is determined by calculating the comparative error between two data points. If the difference is larger than the comparative error, the difference is significant. In this document, there are instances where the data point might be the same for two or more segments, but only one of these is a significant change. For example; those aged 16-24 represent 5% of both Perspective and Essence, but only Perspective is significantly different than average. This is because the comparative error is 2.2%, and the difference is 2.37% for Perspective, but 1.57% for Essence.

Cover image: Installation image of Timo Nasser, Epistrophy 2016-17 on display in NGV Triennial at NGV International 2017. Photo courtesy of the NGV.

### Victorian culture market – age breakdown

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
16-24	7%	5%	7%	9%	4%	9%	10%	5%	9%
25-34	22%	19%	27%	23%	13%	26%	25%	13%	18%
35-44	17%	17%	16%	16%	11%	19%	20%	12%	20%
45-54	21%	19%	21%	20%	24%	20%	21%	23%	24%
55-64	15%	22%	12%	16%	17%	14%	15%	19%	13%
65+	18%	18%	16%	17%	31%	12%	9%	28%	15%
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

Culture market average
  Where % is significantly higher than average
  Where % is significantly lower than average

### Victorian culture market – gender identity

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Male	48%	31%	47%	41%	43%	51%	52%	56%	63%
Female	52%	68%	53%	59%	57%	49%	48%	44%	37%
Non-binary	<1%	1%	-	-	-	<1%	<1%	-	-
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

### Victorian culture market – children (under 16s) in the household

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Yes	23%	21%	26%	24%	19%	21%	25%	16%	25%
Base 'prefer not to say' removed	[3908]	[384]	[849]	[522]	[420]	[515]	[437]	[374]	[407]

## Victorian culture market – region breakdown

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Melbourne – Inner	25%	26%	26%	29%	20%	34%	22%	19%	15%
Melbourne – North East	9%	10%	10%	9%	7%	9%	10%	5%	6%
Melbourne – North West	6%	5%	8%	6%	4%	5%	6%	6%	7%
Melbourne – Outer East	9%	9%	8%	12%	10%	8%	9%	12%	10%
Melbourne – South East	11%	11%	11%	9%	14%	9%	12%	7%	15%
Melbourne – West	11%	8%	11%	11%	10%	11%	11%	10%	13%
Mornington Peninsula	6%	5%	5%	7%	5%	5%	6%	6%	10%
Elsewhere in Victoria	23%	26%	19%	17%	30%	20%	23%	35%	24%
Base	[4058]	[391]	[881]	[547]	[432]	[536]	[467]	[384]	[422]

The above regions are categorised using Statistical Area Level 4 geographical coding. The [ABS Mapping Tool](#) can be used to find out more and explore the boundaries of these areas.



### Victorian culture market – highest educational attainment

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Year 8 or below	1%	<1%	1%	1%	1%	<1%	1%	2%	3%
Year 9–11 or equivalent	14%	9%	13%	9%	19%	10%	14%	22%	20%
Year 12 or equivalent	20%	18%	19%	19%	18%	20%	23%	16%	27%
Certificate level qualification	15%	16%	13%	14%	17%	16%	16%	16%	13%
Diploma or technical qualification	24%	24%	27%	26%	22%	24%	23%	24%	21%
University degree	15%	16%	16%	17%	13%	16%	15%	11%	11%
Post graduate degree or diploma	11%	17%	11%	14%	10%	14%	7%	9%	5%
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

## Individual annual income

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
\$156,000+	8%	7%	9%	7%	6%	11%	8%	5%	8%
\$104,000-\$155,999	12%	14%	11%	13%	8%	14%	18%	8%	14%
\$91,000-\$103,999	8%	9%	8%	11%	6%	6%	7%	6%	10%
\$78,000-\$90,999	9%	9%	10%	8%	8%	11%	8%	5%	6%
\$65,000-\$77,999	9%	6%	11%	13%	10%	10%	6%	9%	7%
\$52,000-\$64,999	11%	12%	11%	9%	11%	12%	12%	11%	11%
\$41,600-\$51,999	9%	7%	9%	9%	11%	9%	9%	9%	10%
\$33,800-\$41,599	7%	10%	6%	7%	9%	5%	6%	9%	8%
\$26,000-\$33,799	7%	9%	7%	8%	5%	6%	5%	9%	7%
\$20,800-\$25,999	5%	5%	5%	3%	9%	3%	5%	10%	5%
\$15,600-\$20,799	5%	5%	5%	3%	8%	3%	5%	6%	5%
\$7,800-\$15,999	3%	4%	2%	2%	4%	4%	4%	4%	3%
\$1-\$7,799	2%	1%	2%	3%	2%	2%	3%	4%	2%
Nil or negative	4%	2%	4%	4%	3%	5%	4%	3%	4%
Base	[3253]	[357]	[719]	[430]	[360]	[435]	[323]	[336]	[294]

## Employment status

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Full-time paid employment	43%	40%	44%	44%	33%	54%	49%	33%	44%
Retired	20%	20%	17%	16%	34%	14%	11%	34%	17%
Part-time paid employment	15%	20%	17%	16%	13%	12%	15%	11%	15%
Home duties	7%	4%	9%	5%	8%	4%	9%	8%	9%
Self employed / running own business	6%	8%	7%	7%	4%	5%	5%	6%	5%
Not employed	5%	4%	4%	4%	7%	5%	5%	7%	4%
Full-time student	4%	4%	3%	6%	3%	6%	5%	<1%	5%
Base 'don't know / prefer not to say' removed	[4003]	[423]	[856]	[557]	[458]	[523]	[419]	[396]	[371]



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