



# Audience Atlas Victoria

Appendix 4: National comparison

October 2019

CREATIVE VICTORIA

▶ morris  
▶ hargreaves  
▶ mcintyre

# National comparison

9 in 10 Australians in the culture market 3

\$99.62 spent on culture in four-weeks 4

Nearly 3 in 10 Australians are Expression 5

The purpose of this appendix is to provide a **national reference point** to the results of **Audience Atlas Victoria 2019** on three key areas:

1. **Market size**
2. **Spend**
3. **Culture Segment profile**

These comparisons help to **contextualise** the **Victorian results** within Australia as a whole.

Comparisons are made to the Audience Atlas Victoria 2019 results throughout.

Cover image: Snuff Puppets *Everybody* at SummerSalt Festival 2015. Image by Theresa Harrison

# 9 in 10 Australians in the culture market

The **national market** for arts, culture and heritage in Australia is **large**, with **9 in 10** having attended at least one cultural event or place within the last three years. The **definition** for arts and culture is **inclusive**. It's defined in its broadest sense, as anything from **attending an opera** or art exhibition to **seeing a blockbuster film** or attending a music festival.

## The market for culture is large

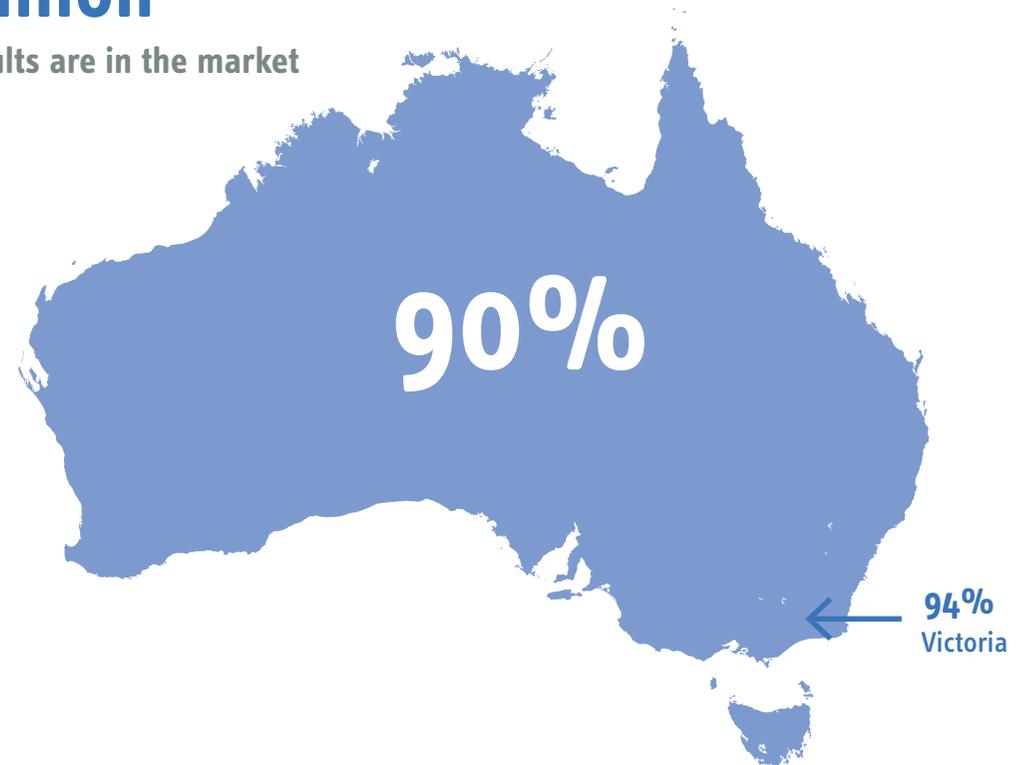
Nationally, the appetite for arts and culture in Australia is large, with 90% of adults (aged 16 and over) in the market. This equates to 15.1 million adults. Victoria has the largest proportion of the population in the market, followed by New South Wales at 92%.

### Contextualising Victoria's results

Proportionally, the Victoria culture market is broadly comparable to the national market at 94%.

**15.1 million**

Australian adults are in the market for culture



# \$99.62 spent on culture in four-weeks

The national market spent **\$99.62** on arts and culture, on average, in a **four-week** period.

Over half of Australians **don't intend to change their spending habits** in the foreseeable future, but 1 in 5 are open to spending more.

## \$99.62 on average spent in the last four-weeks

When asked about spend on arts and culture in the last four-weeks, the Australian culture market reported to have spent an average of \$99.62. The market spent the most on admission and tickets at \$44.30, and the least on souvenirs and programs at \$7.52.

### Contextualising Victoria's results

Compared to the Victorian population, the national culture market has a higher level of spend – however comparisons must consider a variety of factors affecting consumer behaviour that may be different State to State.

Average spend on arts and culture (past 4 weeks)

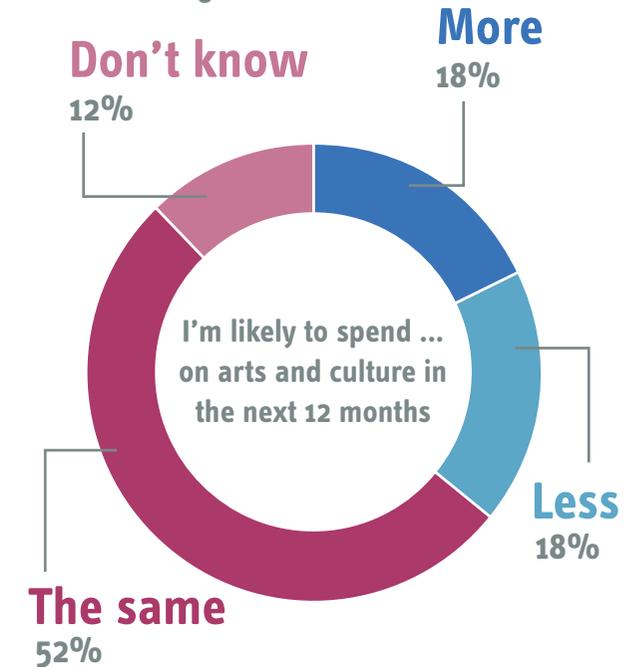
	Average spend	
	Australia	Victoria*
	\$44.30	\$35.10
	\$26.10	\$15.10
	\$21.70	\$14.40
	\$7.52	\$3.14

\*Data sourced from Audience Atlas Victoria 2019

## 1 in 5 plan to spend more in the next 12 months

The market was asked about their intention to spend money on arts and culture in the next 12 months. An equal proportion (18%) plan to either spend more or less, but the majority of people don't plan on changing their spending habits - with 52% likely to spend the same amount in the foreseeable future.

Australia average



[Base 903]

### Contextualising Victoria's results

Those in the Victoria culture market were as likely to keep their spending habits the same in the future (49% vs 52%), and significantly less likely to spend less (13% vs 18%).

# Nearly 3 in 10 Australians are Expression

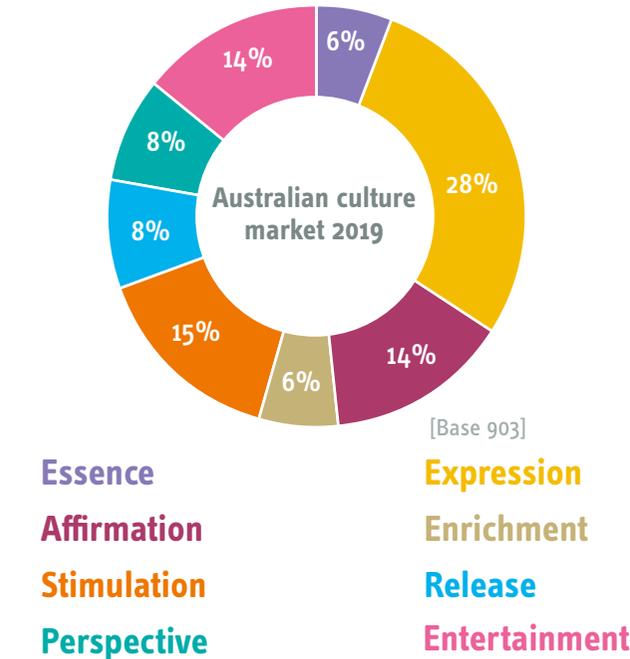
The national Culture Segment profile reveals that the single largest segment is **Expression**, representing 28% of the total national market. The **overall pattern is broadly comparable to Victoria**, with the exceptions of **significant drops in Essence and Enrichment**.

## 3 in 10 are Expression

Expression represents the largest proportion of the national market, with 28% or 4.2 million adults in this segment. Stimulation and Affirmation, two of the more culturally active segments, represent another 3 in 10, followed by Entertainment – one of the least culturally active segments, at 14%.

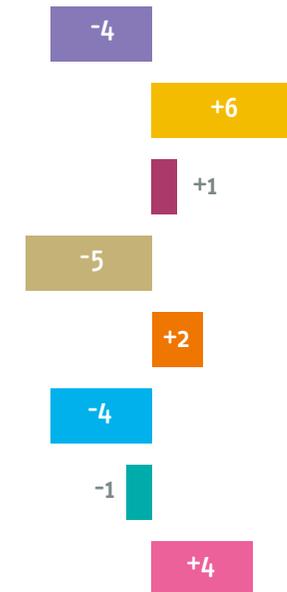
## Differences from the Victorian market

The pattern of the overall segment profile broadly matches that of the Victorian culture market, with some exceptions. There is a significantly lower proportion of the culturally confident Essence at 6%, compared to 10% in Victoria. Additionally,



culturally conservative Enrichment and Release are significantly less represented in the national market than in Victoria, down by five and four percentage points respectively.

% difference compared to the Victorian culture market





**CREATIVE VICTORIA**

▶ **morris**  
▶ **hargreaves**  
▶ **mcintyre**