



Audience Atlas Victoria

Appendix 2:
Supplementary demographic
data tables

April 2014

**ARTS
VICTORIA**



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Age breakdown of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
16	1%	0%	1%	2%	-	0%	1%	1%	0%
17 to 19	3%	3%	4%	3%	1%	3%	4%	1%	5%
20 to 24	7%	6%	7%	7%	2%	8%	12%	6%	7%
25 to 29	9%	9%	10%	11%	5%	10%	9%	6%	9%
30 to 34	13%	13%	14%	12%	6%	16%	16%	7%	13%
35 to 39	8%	8%	8%	8%	5%	9%	8%	8%	9%
40 to 44	9%	12%	8%	9%	8%	8%	9%	7%	10%
45 to 49	9%	9%	7%	8%	8%	10%	13%	9%	11%
50 to 54	11%	9%	10%	14%	10%	12%	8%	14%	8%
55 to 59	8%	8%	7%	7%	13%	7%	7%	8%	7%
60 to 64	9%	12%	9%	9%	12%	8%	6%	11%	7%
65 to 69	7%	6%	8%	5%	12%	5%	2%	11%	7%
70 to 74	5%	4%	5%	4%	10%	3%	2%	10%	3%
75 to 79	2%	1%	3%	1%	8%	1%	0%	2%	2%
80 to 84	1%	0%	0%	0%	1%	0%	1%	0%	1%
85+	0%	-	0%	0%	-	-	-	-	-

Gender of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
Male	48%	37%	49%	44%	40%	52%	52%	57%	64%
Female	52%	63%	51%	56%	60%	48%	48%	43%	36%

Relationship status of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
Single	32%	32%	32%	32%	27%	34%	33%	28%	35%
Living with partner	14%	19%	14%	11%	11%	17%	15%	14%	13%
Married	52%	48%	51%	55%	59%	47%	48%	57%	51%
Prefer not to say	2%	2%	2%	2%	3%	2%	4%	2%	1%

Family status (defined as having children under 16 living at home) of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
Family	26%	27%	28%	29%	18%	26%	26%	22%	28%
Non-family	73%	72%	71%	70%	81%	73%	72%	76%	72%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	0%

Education of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
No formal schooling	0%	-	-	-	0%	0%	0%	0%	-
Year 8 or below	1%	0%	1%	0%	2%	-	0%	1%	2%
Year 9 or equivalent	2%	1%	1%	2%	1%	2%	3%	4%	3%
Year 10 or equivalent	7%	6%	7%	7%	8%	5%	7%	11%	9%
Year 11 or equivalent	5%	5%	4%	3%	6%	4%	6%	7%	8%
Year 12 or equivalent	16%	12%	15%	16%	15%	17%	21%	17%	25%
Certificate level	10%	8%	9%	9%	10%	9%	7%	15%	11%
Diploma or technical qualification	20%	24%	22%	18%	21%	19%	17%	16%	17%
University degree	24%	26%	25%	28%	23%	25%	23%	20%	18%
Post graduate degree or diploma	14%	18%	15%	16%	13%	18%	11%	8%	6%
Prefer not to say	1%	1%	1%	1%	1%	1%	3%	1%	1%

Individual income of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
\$2,000 or more per week (\$104,000 or more per year)	8%	11%	7%	9%	5%	11%	8%	7%	6%
\$1,500 – \$1,999 per week (\$78,000 – \$103,999 per year)	10%	9%	10%	12%	7%	9%	10%	7%	9%
\$1,250 – \$1,499 per week (\$65,000 – \$77,999 per year)	8%	8%	8%	7%	4%	9%	8%	10%	6%
\$1,000 – \$1,249 per week (\$52,000 – \$64,999 per year)	9%	7%	9%	10%	7%	10%	8%	9%	9%
\$800 – \$999 per week (\$41,600 – \$51,999 per year)	7%	5%	8%	7%	6%	8%	6%	6%	9%
\$600 – \$799 per week (\$31,200 – \$41,599 per year)	10%	12%	12%	9%	9%	9%	10%	9%	8%
\$400 – \$599 per week (\$20,800 – \$31,199 per year)	12%	11%	12%	12%	14%	12%	14%	13%	9%
\$300 – \$399 per week (\$15,600 – \$20,799 per year)	13%	12%	14%	9%	20%	10%	12%	13%	15%
\$200 – \$299 per week (\$10,400 – \$15,599 per year)	9%	11%	8%	7%	13%	8%	7%	11%	7%
\$1 – \$199 per week (\$1 – \$10,399 per year)	8%	6%	7%	10%	9%	8%	9%	5%	11%
Nil income	6%	7%	4%	8%	6%	5%	9%	8%	8%
Negative income	1%	1%	1%	0%	0%	0%	0%	0%	2%

Employment status of the culture market in Victoria by Culture Segment

	Total base: 3841	Essence base: 490	Expression base: 807	Affirmation base: 585	Enrichment base: 340	Stimulation base: 600	Release base: 356	Perspective base: 363	Entertainment base: 300
Full-time paid employment	33%	31%	33%	38%	19%	40%	36%	27%	35%
Part-time paid employment	19%	19%	21%	18%	17%	18%	17%	18%	15%
Self employed	6%	9%	6%	4%	7%	6%	6%	6%	3%
Unemployed / looking for work	5%	5%	4%	4%	5%	6%	5%	6%	5%
Retired	19%	16%	19%	17%	35%	14%	10%	30%	18%
Home duties	10%	10%	8%	10%	13%	8%	12%	8%	12%
High School Student	2%	1%	2%	3%	-	2%	1%	1%	3%
Tertiary Student	5%	6%	5%	4%	2%	5%	8%	4%	7%
Don't know	0%	0%	0%	0%	0%	0%	2%	0%	1%
Prefer not to say	2%	2%	2%	2%	1%	1%	3%	1%	1%

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