

# **ARTS IN DAILY LIFE**

Victorian Participation in the Arts

December 2014

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# Executive Summary

This report is the Victorian component of a national survey undertaken for the Australia Council for the Arts in collaboration with Arts Victoria and a number of other state arts departments across Australia. The survey repeated and enhanced an earlier study in 2009-10 published as *More than Bums on Seats: Australian Participation in the Arts*.

In October-November 2013 around 1,000 Victorians were interviewed regarding their involvement in and attitudes to the arts in their daily lives. Respondents to the survey were relatively equally spread across the state:

309	(33%)	Metropolitan
354	(37%)	Outer metropolitan
281	(30%)	Regional Victoria
944		Total Victoria

The report paints a picture of arts participation and engagement across the state, and reveals high levels of participation and positive attitudes toward the arts in Victoria which generally matched the national average.

## *Engaging with the arts*

Overall Victorian involvement in the arts is high with 95% of Victorians, aged 15 years and over, attending an arts event, reading literature or creatively participating in the arts at least once during 2013.

Nearly three quarters 72% of all Victorians attended live performance and/or art galleries at least once during the year; listening to live music of all genres (57%); attending theatre and dance performances (40%); and visiting art museums and galleries (38%) to view paintings, sculpture, photography, crafts and digital or video art.

Most Victorians (87%) appreciate literature, reading novels, creative non-fiction, short stories and poetry. Almost one-quarter of Victorians read poetry in the past year, an increase of 5 percentage points over the past four years.

Nearly half the Victorian population are actively engaged in the arts as creators in at least one artform. There was a significant increase in creative participation between 2009 and 2013 in Victoria, the participation rate increasing almost 10 percentage points from 39% to 48%,

Visual arts and crafts has the highest creative participation rate of 29%, up more than 50% (10 percentage points) since 2009. Most popular activities were crafts, photography, painting and drawing and street art, all of which recorded increases of 3 percentage points over the past four years.

Literature and music also engaged significant numbers of active creators, with creative participation rates of 17% and 19% respectively. Most popular activities for music were playing an instrument followed by singing. In literature, equal numbers of Victorians (7%-8%) were writing fiction, creative non-fiction or poetry.

## *Contributing to the arts*

Victorians are active supporters of the arts. At least one in four Victorians made a direct personal contribution to the arts in terms of time and/or money. Of these arts supporters, half work as volunteer in the arts; 43% donate money; one-quarter are subscriber-members of arts organisations, and the same number report having contributed to crowdfunding for an arts activity.

### *Attitudes to the arts*

In general Victorians' attitudes to the arts are highly positive, and closely match the national average. The highest level of agreement (96%) was found regarding the ability to enjoy both the arts and sport.

Other positive attitudes attracting high levels of agreement, ranging between 84% and 92%, included:

- the importance of Indigenous arts in Australia's culture – up 3 percentage points since 2009
- the importance of the contribution of arts to Australian society
- the importance of including the arts in education
- taking pride in international achievements of Australian artists
- the arts making for a richer and more meaningful life
- appreciation of innovation and diversity in the arts

Opinions and attitudes to the arts attracting somewhat lower levels support and agreement, from 65% to 79%, were:

- support for public funding of the arts – down 6 percentage points since 2009
- availability of opportunities for personal involvement in the arts
- artists' freedom of expression
- the need for understanding to fully appreciate the arts.

Despite the perceived importance of Indigenous arts for Australian culture, only 44% of Victorians felt that Indigenous arts were currently well represented

More negative views of the arts received lower levels of agreement from respondents, and agreement with these attitudes has generally declined significantly:

- 38% believe that the arts are too expensive – down 3 percentage points
- less than 30% think that the arts attract people who are somewhat elitist or pretentious – down 6 percentage points
- only 14% feel that 'the arts are not for people like me' – down 7 percentage points.

The arts were identified as positively impacting on child development; the capacity for self-expression; and the ability to think creatively and develop new ideas.

### *Children's access to the arts*

Mirroring results across Australia, the survey revealed that Victorian families were able to provide only limited opportunities to experience the arts during childhood. More than one-third of respondents reported that their parent had never taken them to arts venues or events.

### *Arts and the Internet*

Two-thirds of Victorians have some online engagement with the arts, approximately double the number who used the Internet for this purpose in 2009.

Most common activities for online engagement with the arts were:

- downloading music (48%)
- researching an artist or an arts event (34%)
- accessing an e-book (32%)
- looking at visual art or craft, including digital and video art (31%)
- watching a performance (31%)
- visiting the website of an artist or arts organisation (27%).

### *Engagement and access to the arts across Victoria*

The survey provides valuable data on differences between perceptions and experiences of the arts in Victoria according to location. All findings have been analysed by residence of respondents using three broad categories:

- 1) Metropolitan comprising inner Melbourne and the middle ring of established suburbs;
- 2) Outer metropolitan comprising the newer suburbs and growth areas of Melbourne; and
- 3) Regional Victoria covering all towns and localities beyond the Melbourne metropolitan region.

The Victorian component of the national survey also provided the opportunity to ask Victorians additional questions regarding the availability and quality of arts facilities and experiences in their area.

In general, across Victoria it was found that:

- Metropolitan residents were most likely to engage with and have positive attitudes to the arts.
- Outer metropolitan residents were least likely to attend or participate in the arts, but rated availability and access to arts facilities and experiences higher than in regional Victoria.
- Regional Victorians were more likely to be creatively engaged with the arts, but were less likely to rate access and availability highly.

In terms of availability, the majority of Victorians (63%) felt that their arts and entertainment options were adequate or more than adequate.

There were significant regional differences in perceived adequacy of availability. While only 23% of metropolitan residents felt there were not enough entertainment options, over 40% of outer metropolitan and regional Victoria residents found options inadequate.

There were similar findings with regard to the appeal of arts and entertainment offerings. 62% of all Victorians rated them as appealing. Again there was a bias towards metropolitan residents of whom only 21% rated their arts and entertainment options as not appealing, while close to 40% of outer metropolitan and regional Victoria residents found their options unappealing.

Most Victorians rated access to specific events and facilities as easy:

- 69% found visiting art galleries easy;
- 64% found attending performing arts events easy; and
- 62% found visiting museums easy.

More metropolitan residents found it easy to attend arts events or visit facilities, while arts/cultural facilities were least accessible to regional Victorians.

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The survey provides a rich source of data for further in-depth analysis of Victorians' engagement in the arts.

# Background and Research Objectives

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

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

The core findings reported in 'More Than Bums On Seats: Australian Participation in the Arts' were based on national data. Arts Victoria was keen to explore how the findings for Victoria compared to the national results. In 2010, Arts Victoria approached Instinct and Reason to reproduce the tables from the Australia Council for the Arts report specifically for Victorian residents, and produce a separate report.

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

The key objectives were to:

- report the key findings on attitudes, perceived benefits, participation and attendance behaviour of Victorian residents in relation to the arts
- highlight significant differences between attitudes and behaviours of Victorian residents and the broader Australian population in 2013
- explore the differences in attitudes and behaviours of those in metropolitan and regional Victoria
- highlight changes reported by the survey 2009-2013 among residents in Victoria (in comparison to the national trend)

# Methodology

There was a review of the 2009 survey questionnaire in the context of the results generated last time, the changing environment, especially the considerable changes due to 'the digital world' we now operate in, and the needs of arts authorities/the arts community at this time. The review tried to protect trend data where possible by asking the same questions in the same way and the same order as in 2009, whilst also trying to have meaningful, contemporary content. Some qualitative research was carried out followed by extensive and intensive questionnaire development, cognitive testing and piloting.

The core national survey was then administered to 3,004 Australians aged 15 years and older using Computer Aided Telephone Interviewing (CATI). Including the booster sample in Victoria, a total of 944 Victorian residents were interviewed.

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

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

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

An equal number of interviews was carried out in each Federal Electorate to ensure a representative spread to combine with a representative selection. The sample size then ensured reliability of this representation spread and selection. The final data set was also weighted to ABS Census data to ensure that the results are nationally representative and representative by State. The weighting specification included location, age and gender.

The key terms used in this report are:

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

Treatment of the data:

- percentages provided in the report are all rounded to the whole percentage;
- Mean Scores are calculated from semantic scales, e.g. where five is very interested, and one is not interested at all. Don't know/unsure responses are removed for the calculation;
- the report highlights significant differences at the 95 percent confidence level, including differences across years (2009 compared to 2013); differences between regions and total Victorian figures; and differences comparing Victorian to the national figures are indicated with a red box.



# Findings

## Victoria's engagement with the arts

Total participation remains high, and the proportion of Victorian residents creatively participating in the arts has increased from 39% in 2009 to 48% in 2013, in line with the national trend.

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

	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
<b>Creatively OR receptively participated in at least one art form</b>	<b>93</b>	<b>95</b>	<b>94</b>	<b>95</b>
Receptively participated in at least one art form	92	<b>94</b>	91	<b>94</b>
Creatively participated in at least one art form	41	<b>48</b>	39	<b>48</b>
<b>Have neither creatively nor receptively participated in an art form</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>5</b>
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences between national and Victorian results in 2013.			
Source:	QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.			

There are no significant differences by location within the State.

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

	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
<b>Creatively OR receptively participated in at least one art form</b>	<b>95</b>	<b>96</b>	<b>93</b>	<b>95</b>
Receptively participated in at least one art form	94	96	92	94
Creatively participated in at least one art form	48	49	43	52
<b>Have neither creatively nor receptively participated in an art form</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>5</b>
Note:	There are no statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.			

With regard to participation and attendance, the picture in Victoria mirrors the national picture with high levels of engagement with the arts.

**Table 3: Levels of creative participation and attendance (excluding reading) – National vs Victoria**

	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
<b>Creatively participated in OR attended at least one art form</b>	<b>80</b>	<b>81</b>	<b>80</b>	<b>80</b>
Attended at least one art form	72	71	71	72
Creatively participated in at least one art form	41	<b>48</b>	39	<b>48</b>
<b>Have neither creatively participated in nor attended an art form</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>20</b>
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences between national and Victorian results in 2013.			
Source:	QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.			

Whilst overall levels of attendance are high, the figure is significantly lower than the norm in Outer Metro areas.

**Table 4: Levels of creative participation and attendance (excluding reading) – Victorian regions**

	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
<b>Creatively participated in OR attended at least one art form</b>	<b>80</b>	<b>83</b>	<b>77</b>	<b>80</b>
Attended at least one art form	72	75	<b>66</b>	74
Creatively participated in at least one art form	48	49	43	52
<b>Have neither creatively participated in nor attended an art form</b>	<b>20</b>	<b>17</b>	<b>23</b>	<b>20</b>
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.			

By broad category of artistic interests, the picture in Victoria is similar to the national picture. This means lower levels of creative participation but more than half participating in some way in Visual Arts & Crafts, Literature and Music; and almost half participating in Theatre & Dance.

**Table 5: Engagement with the arts by main artforms – National vs Victoria**

	Creative participation only		Creative & receptive participation		Receptive participation only		Did not participate	
	National %	Victoria %	National %	Victoria %	National %	Victoria %	National %	Victoria %
Visual Arts & Craft	16	15	14	16	23	22	47	47
Theatre & Dance	3	3	5	6	33	34	59	57
Literature	0	0	16	17	71	70	13	13
Music	7	6	13	13	44	44	37	37

Note: There are no statistically significant differences comparing national to Victoria at 95% confidence.  
Base: Total national weighted sample, n=3004; Total Victorian weighted sample, n=944.  
Source: QB1. I am going to read out a list of art forms. Please tell me which of the following have you personally participated in or attended in the last 12 months.

The sub-geographical analysis highlights some significant differences. There is a lower level of participation in Visual Arts & Crafts in Outer Metro areas (55% not participating). There is a higher level of participation in Theatre & Dance in Metro areas (49% participating compared with 43% for Victoria as a whole).

**Table 6: Engagement with the arts by main artform – Victorian regions**

	Creative participation only				Creative & receptive participation				Receptive participation only				Did not participate			
	T %	M %	OM %	R %	T %	M %	OM %	R %	T %	M %	OM %	R %	T %	M %	OM %	R %
n=	944	309	354	281	944	309	354	281	944	309	354	281	944	309	354	281
Visual Arts & Craft	15	11	16	17	16	21	10	19	22	26	19	23	47	43	55	40
Theatre & Dance	3	3	3	2	6	7	5	5	34	39	30	35	57	51	62	58
Literature	0	0	0	0	17	20	16	15	70	70	69	70	13	10	15	15
Music	6	5	6	7	13	17	11	12	44	44	42	46	37	34	42	35

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

## Personal contribution to the arts

The proportion donating money or time to the arts in the past 12 months is one in four in Victoria (27%), exactly in line with the national picture.

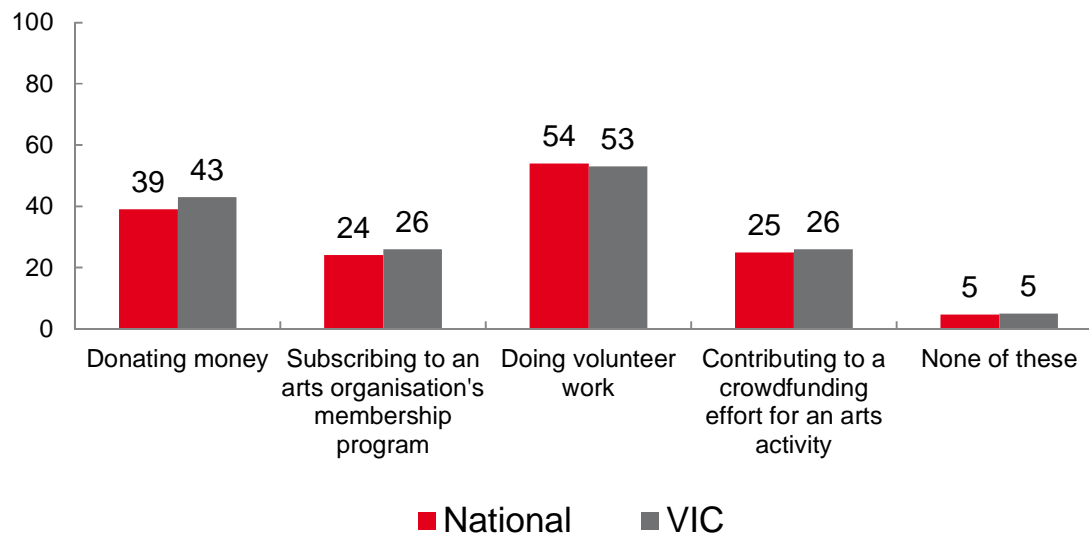
**Table 7: Contribution to the arts – National vs Victoria**

Donated time/ money	National	Victoria
Yes	27%	27%
No	73%	73%

Base: National weighted sample, n=3004. Victorian weighted sample, n=944.  
Source: QB9.1. In the past 12 months, have you donated your time and/or money to the arts?

Among this one in four (money/time) donors, the balance is also in line with the national picture – 53% volunteering their time, 43% donating their money, 26% subscribing to an arts organisation membership program, and 26% contributing to a crowdfunding effort.

**Figure 1: Types of contribution to the arts – National vs Victoria**



Base: Those who have donated time/money: National, n=806; Victoria, n=251.  
Source: QB9.2. And was that by... [multiple response]

The proportion donating time or money varies significantly from 21% in Outer Metro areas to 33% in Metro areas. Also, specifically, subscribing to an arts membership organisation is more prevalent in Metro areas (37% of donors) and less prevalent in Regional areas (13%). There may be fewer physical opportunities in Regional areas – or the nature of community engagement may be different here also – but there are opportunities for online engagement.

**Table 8: Contribution to the arts – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =		944	309	354	281
Donated time/ money	Yes	27	<b>33</b>	<b>21</b>	27
	No	73	<b>67</b>	<b>79</b>	73
<i>n</i> =		253	103	75	75
Donation type (among those who donated time/ money above)	Donating money	43	45	51	32
	Subscribing to an arts organisation's membership program	26	<b>37</b>	23	<b>13</b>
	Doing volunteer work	53	50	52	61
	Contributing to a crowdfunding effort for an arts activity	26	29	22	25
	None of these	5	7	0	6
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	QB9.1. In the past 12 months, have you donated your time and/or money to the arts? QB9.2. And was that by... [multiple response]				

## Victorian attitudes to the arts

As with the national picture, there are many positive attitudes to the arts in Victoria, and improvements recorded since 2009 for the contribution of Indigenous arts, the arts making for a richer and more meaningful life, and it being exciting to see new styles and types of art. The proportion of Victorians agreeing that “the arts should receive public funding” has fallen – in line with the national trend – from 85% in 2009 to 79% in 2013, but this still has the support of four in five residents.

**Table 9: Attitudes to the arts – National vs Victoria**

Attitudes to the Arts Strongly agree + agree	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
People can enjoy both the arts and sport	96	96	95	96
Indigenous arts are an important part of Australia's culture	89	<b>92</b>	89	<b>92</b>
Artists make an important contribution to Australian society	-	90	-	89
The arts should be an important part of the education of every Australian	90	89	91	89
I feel proud when Australian artists, do well overseas	-	88	-	88
The arts make for a more richer and meaningful life	80	<b>85</b>	80	<b>85</b>
It is exciting to see new styles and types of art	81	<b>84</b>	80	<b>84</b>
The arts should receive public funding	85	<b>79</b>	85	<b>79</b>
There are plenty of opportunities for me to get involved in the arts	70	72	73	<b>77</b>
Artists should have total freedom of expression	-	69	-	69
The arts in Australia reflect the diversity of cultures present in Australia	-	64	-	65
The arts require understanding to appreciate them fully	53	<b>58</b>	54	58
Indigenous arts are well represented in Australia	-	46	-	44
The arts are too expensive	39	<b>36</b>	41	38
The arts tend to attract people who are somewhat elitist or pretentious	34	<b>30</b>	35	<b>29</b>
The arts are not really for people like me	20	<b>13</b>	21	<b>14</b>
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.			
	Red boxes indicate statistically significant differences comparing national to Victorian results for 2013.			
Source:	QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly agree?			

The proportion of Victorians believing that “The arts tend to attract people who are somewhat elitist or pretentious” has fallen from 35% in 2009 to 29% in 2013. And the proportion believing “The arts are not really for people like me” has fallen from 21% to just 14%.

There are some significant variations by location within the State, but the patterns are much the same. Note that the proportion agreeing with the proposition that “The arts should receive public funding” is 89% among Metro residents.

**Table 10: Attitudes to the arts – Victorian regions**

Attitudes to the Arts Strongly agree + agree	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
	n= 944	309	354	281
People can enjoy both the arts and sport	96	96	94	97
Indigenous arts are an important part of Australia’s culture	92	93	91	93
Artists make an important contribution to Australian society	89	<b>93</b>	<b>85</b>	89
The arts should be an important part of the education of every Australian	89	89	88	89
I feel proud when Australian artists, do well overseas	88	89	88	88
The arts make for a more richer and meaningful life	85	<b>91</b>	<b>80</b>	84
It is exciting to see new styles and types of art	84	87	82	83
The arts should receive public funding	79	<b>89</b>	<b>74</b>	75
There are plenty of opportunities for me to get involved in the arts	77	<b>82</b>	<b>71</b>	77
Artists should have total freedom of expression	69	72	72	<b>62</b>
The arts in Australia reflect the diversity of cultures present in Australia	65	66	61	70
The arts require understanding to appreciate them fully	58	<b>50</b>	61	62
Indigenous arts are well represented in Australia	44	48	40	45
The arts are too expensive	38	39	39	33
The arts tend to attract people who are somewhat elitist or pretentious	29	27	26	34
The arts are not really for people like me	14	<b>9</b>	15	17
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QE1. I will read out a number of statements about the arts. For each one could you tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly agree?			

## Impact of the arts

In line with the national picture, a majority of Victorians identify five different ways in which the arts have had a big and positive impact – child development (63%), our ability to express ourselves (58%), our ability to think creatively and develop new ideas (59%), helping us deal with stress, anxiety or depression (55%), and our sense of wellbeing and happiness (51%).

**Table 11: Impact of the arts – National vs Victoria**

Impact of the Arts Big impact +Very big impact	National %	Victoria %
	<i>n=</i> 3004	944
Child development	66	63
Our ability to express ourselves	61	58
Our ability to think creatively and develop new ideas	59	59
Helping us deal with stress, anxiety or depression	56	55
Our sense of wellbeing and happiness	52	51
Community pride and identity	45	45
Shaping and expressing Australian identity	45	44
Bringing visitors to our community	43	44
Raising awareness about difficult issues facing our society	41	41
Our empathy for others	36	34
Our connections with family and friends	33	30
The economy	22	24
Note:	There are no significant differences comparing national to Victorian results at 95% confidence.	
Source:	QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).	



Views are positive across locations within the State in relation to all of these factors.

There are some significant differences by location which are very interesting. The proportion believing that the arts has a big impact on “Community pride and identity” ranges from 55% among Metro residents to just 38% among those living in Outer Metro areas, suggesting an issue with city-centric arts. Outer Metro residents are also less likely to perceive a big impact on “Bringing visitors to our community”.

**Table 12: Impact of the arts – Victorian regions**

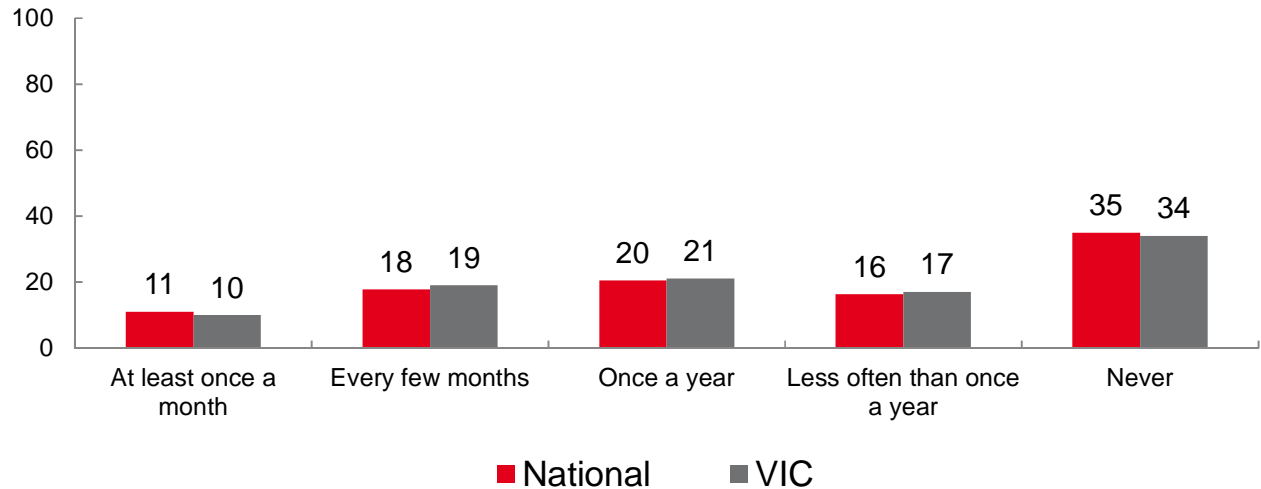
Impact of the Arts Big impact + Very big impact	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
	n= 944	309	354	281
Child development	63	65	60	64
Our ability to express ourselves	58	63	56	56
Our ability to think creatively and develop new ideas	59	65	56	56
Helping us deal with stress, anxiety or depression	55	54	54	57
Our sense of wellbeing and happiness	51	56	49	49
Community pride and identity	45	<b>55</b>	<b>38</b>	43
Shaping and expressing Australian identity	44	50	41	42
Bringing visitors to our community	44	50	<b>36</b>	50
Raising awareness about difficult issues facing our society	41	46	39	40
Our empathy for others	34	<b>42</b>	30	31
Our connections with family and friends	30	32	29	28
The economy	24	27	23	21
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QE3. I'm going to read out a list of possible areas, for each of them, please tell me how much impact you think the arts have overall on this area: no impact at all (1), not much impact (2), some impact (3), a big impact (4), or a very big impact (5).			

Metro residents are significantly more likely to perceive a big impact in terms of “Our empathy for others”.

## Access to the arts during childhood

Once again, the results in Victoria mirror those across Australia. This means that one in three Victorians (34%) say their parents never took them to any arts or cultural events or activities when they were a child, and fewer than one in three (31%) had this kind of exposure at least every few months.

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



Base: National weighted sample, n=3004; VIC weighted sample, n=944.

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

In line with the pattern of current arts participation, those living in Metro areas were more likely to have been taken to the arts as a child (74% were, compared with 62% for Outer Metro and 64% Regional).

**Table 13: Attendance at arts or cultural events as a child – Victorian regions**

	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
n=	944	309	354	281
At least once a month	10	12	8	11
Every few months	19	22	18	16
Once a year	21	23	20	20
Less often than once a year	17	17	17	17
Never	34	26	38	36

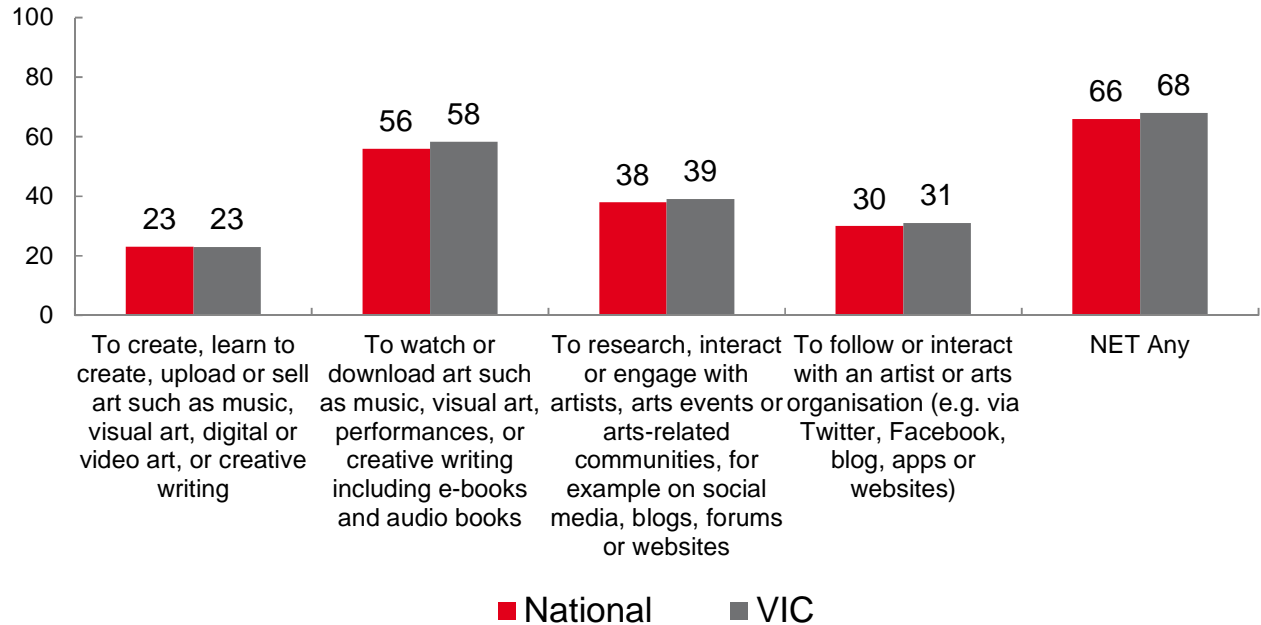
Note: Red figures indicate statistically significant differences comparing each region to total at 95% confidence.  
Source: QB8. When you were growing up, how often did your parents take you to the arts or cultural events or activities such as art galleries, the theatre, dance, or music performances?

# Arts and the Internet

## Broad types of Internet access to the arts

In line with the national picture, two in three Victorians have engaged with the arts online in the past 12 months (68% in Victoria, 66% national). This is most likely to be watching or downloading art such as music, visual art, performances, or creative writing (58% Victoria, 56% Australia) but for one in four it is creating and uploading, or learning to create (23% Victoria, 23% Australia).

**Figure 3: Accessing the arts online – National vs Victoria**



Base: National weighted sample, n=3004; VIC weighted sample, n=944.

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

Once again, it is residents in Metro areas who are most likely to engage with the arts.

**Table 14: Accessing the arts online – Victorian regions**

	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	23	28	20	22
To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	58	<b>65</b>	54	56
To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	39	<b>46</b>	35	37
To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	31	<b>37</b>	29	27
Note:	Figures in red indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD2. I'm going to read out ways you could have participated in or accessed the arts online using your computer or mobile device in the past 12 months. Just answer yes or no as I read each out.			

## Detailed levels of specific activities

At the most intensive end of the arts engagement spectrum, Victoria has 9% uploading or selling their work, 9% co-creating, and 8% learning to create. Again this is in line with the national norm.

**Table 15: Main activities of Online Creative Participators – National vs Victoria**

To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	National %	Victoria %
	<i>n</i> = 3004	944
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	8	9
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	8	9
Learned to create music, graphics or stories online	8	8
Note:	There are no statistically significant differences comparing national to Victoria at 95% confidence.	
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.	

In Metro areas, the incidence levels are higher – 14% for uploading their work, 14% for co-creating, and 11% learning to create.

**Table 16: Main activities of Online Creative Participators – Victorian regions**

To create, learn to create, upload or sell art such as music, visual art, digital or video art, or creative writing	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
	<i>n</i> = 944	309	354	281
Uploaded or sold your own work of visual art, craft, digital or video art, music, or creative writing	9	14	6	7
Worked with others collaboratively to create art such as visual art, craft, digital or video art, music, or creative writing	9	14	7	7
Learned to create music, graphics or stories online	8	11	6	7
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

Arts participation online is at the same level as for the nation as a whole when Victorians are asked about downloading music (48% Victoria, 45% Australia), accessing an e-book (32% and 31% respectively), looking at visual art or craft (31%, 30%), and watching a recording or live stream of a performance (28%, 27%). Victorians are more likely than the national norm to read creative writing (21% Victoria, 18% Australia).

**Table 17: Main activities of Receptive Online Participators – National vs Victoria**

To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	National %	Victoria %
	<i>n</i> = 3004	944
Downloaded music	45	48
Accessed an e-book	31	32
Looked at visual art or craft, including digital or video art	30	31
Watched a recording or live stream of a performance, excluding music	27	28
Read creative writing	18	<b>21</b>
Downloaded an audio book	12	13
Note:	Red figures indicate statistically significant differences comparing national to Victoria at 95% confidence.	
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.	

Those in Metro areas are significantly more like to access e-books (42% say they have, compared with 32% of all Victorians) and to read creative writing (27%, compared with 21%).

**Table 18: Main activities of Receptive Online Participators – Victorian regions**

To watch or download art such as music, visual art, performances, or creative writing including e-books and audio books	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
	<i>n</i> = 944	309	354	281
Downloaded music	48	52	46	47
Accessed an e-book	32	<b>42</b>	<b>26</b>	30
Looked at visual art or craft, including digital or video art	31	36	29	29
Watched a recording or live stream of a performance, excluding music	28	33	27	23
Read creative writing	21	<b>27</b>	17	19
Downloaded an audio book	13	15	13	10
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

Victoria follows the national pattern for researching the arts online (34% Victoria, 33% Australia), sharing or commenting on social media (17% in both cases), investigating ways of being involved with the arts online (16% in both cases), and being actively involved in an arts online community or forum (8%).

**Table 19: Main activities of Online Arts Engagers – National vs Victoria**

To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	National %	Victoria %
	<i>n=</i> 3004	944
Researched or found out more about an artist or arts event	33	34
Shared or commented on art or an arts organisation using social media	17	17
Investigated ways of being involved with the arts, eg lessons or clubs	16	16
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	8
Note:	There are no statistically significant differences comparing national to Victoria at 95% confidence.	
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.	

Those in Metro areas are significantly more likely to research the arts online (40% say they have, compared with 34% of all Victorians) and to share or comment on social media (22%, compared with 17%).

**Table 20: Main activities of Online Arts Engagers – Victorian regions**

To research, interact or engage with artists, arts events or arts-related communities, for example on social media, blogs, forums or websites	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
	<i>n=</i> 944	309	354	281
Researched or found out more about an artist or arts event	34	<b>40</b>	30	31
Shared or commented on art or an arts organisation using social media	17	<b>22</b>	14	14
Investigated ways of being involved with the arts, eg lessons or clubs	16	21	13	16
Been actively involved in an online community or forum, blog or podcast about the arts, an artist, or arts organisation	8	9	8	7
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			

Around one in four Victorians have visited the website of an artist or arts organisation (27%), visited the Facebook page of an artist or arts organisation (23%) or read a blog or email newsletter by an artist or arts organisation (22%). In each case, the figures are in line with the national picture. Only 7% have followed an artist or arts organisation on Twitter. One in ten (10%) say they have followed an artist or arts organisation on a social networking platform other than Facebook or Twitter.

**Table 21: Main activities of Social Media Engagers – National vs Victoria**

To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	National %	Victoria %
<i>n</i> =	3004	944
Visited the website of an artist or arts organisation	26	27
Visited the Facebook page of an artist or arts organisation	23	23
Read a blog or email newsletter by an artist or arts organisation	21	22
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	9	10
Followed an artist or arts organisation on Twitter	7	7
Note:	There are no statistically significant differences comparing national to Victoria at 95% confidence.	
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.	

Those living in Metro areas are more likely to have visited the website of an artist or arts organisation (33% have, compared with 27% of all Victorians) and to have read a blog or email newsletter by an artist or arts organisation (27% Metro, 22% all of Victoria).

**Table 22: Main activities of Social Media Engagers – Victorian regions**

To follow or interact with an artist or arts organisation (e.g. via Twitter, Facebook, blog, apps or websites)	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
Visited the website of an artist or arts organisation	27	<b>33</b>	24	23
Visited the Facebook page of an artist or arts organisation	23	28	21	20
Read a blog or email newsletter by an artist or arts organisation	22	<b>27</b>	20	18
Followed an artist or arts organisation on a social networking platform other than Facebook or Twitter	10	12	8	8
Followed an artist or arts organisation on Twitter	7	9	6	6
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QD3. Please answer yes or no if you have done the following online via your computer or mobile device in the last 12 months.			



# Artform analysis

## Visual Arts and Craft

### Creative participation in Visual Arts and Craft

The proportion of Victorian residents creatively participating in arts and craft over the past 12 months is in line with the national patterns and trends. More than one in ten have participated in craft like ceramics, jewellery making, sewing or woodcraft (14%), photography (13%), or painting/drawing/street art (11%). The general trend is up.

**Table 23: Creative participation in Visual Arts and Craft – National vs Victoria**

VISUAL ARTS & CRAFT	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
Craft like ceramics, jewellery making, sewing or woodcraft	9	<b>14</b>	11	14
Photography as an artistic endeavour	9	<b>12</b>	10	13
Painting, drawing or street art	8	<b>12</b>	8	<b>11</b>
Digital or Video art	4	<b>6</b>	5	6
Sculpture or installation art	2	<b>4</b>	2	<b>4</b>
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences between national and Victorian results in 2013.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

Against the typical picture of Metro residents being more likely to attend or participate, it is those in Regional areas who are most likely to have creatively participated in craft like jewellery making, sewing or woodcraft in the past 12 months (20% have, compared with 13% in Metro areas and 11% in Outer Metro).

**Table 24: Creative participation in Visual Arts and Craft –Victorian regions**

VISUAL ARTS & CRAFT	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
Craft like ceramics, jewellery making, sewing or woodcraft	14	13	<b>11</b>	<b>20</b>
Photography as an artistic endeavour	13	15	12	12
Painting, drawing or street art	11	12	8	14
Digital or Video art	6	7	5	6
Sculpture or installation art	4	4	2	5
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

## Receptive participation in Visual Arts and Craft

With regard to 'receptive participation', ie attending or viewing visual arts and crafts, Victoria is in line with the national norm. Around one in five (22%) participate in painting, drawing or street art. There have been increases in the numbers for sculpture or installation art (8% in 2009, 12% in 2013), photography (9% to 12%) and digital or video art (7% to 10%).

Compared to all Australians in 2013, Victorians are more likely to attended and/or viewed painting, drawing or street art and digital or video art.

**Table 25: Receptive participation in Visual Arts and Craft – National vs Victoria**

VISUAL ARTS & CRAFT	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	743	944
Painting, drawing or street art	21	19	20	22
Sculpture or installation art	9	11	8	12
Photography as an artistic endeavour	11	10	9	12
Craft like ceramics, jewellery making, sewing or woodcraft	11	9	12	10
Digital or Video art	7	7	7	10
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence.			
	Red boxes indicate statistically significant differences comparing national to Victorian results for 2013.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

Receptive participation in the visual arts and crafts arts is more prevalent in Metro areas.

**Table 26: Receptive participation in Visual Arts and Craft – Victorian regions**

VISUAL ARTS & CRAFT	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n=</i>	944	309	354	281
Painting, drawing or street art	22	31	15	23
Sculpture or installation art	12	18	7	11
Photography as an artistic endeavour	12	18	6	12
Craft like ceramics, jewellery making, sewing or woodcraft	10	13	5	12
Digital or Video art	10	15	7	8
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

## Theatre and Dance

### Creative participation in Theatre and Dance

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

**Table 27: Creative participation in Theatre and Dance – National vs Victoria**

THEATRE & DANCE	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
Traditional or contemporary theatre	2	2	3	2
Social dance like ballroom or street	1	1	3	2
Contemporary dance	1	1	1	1
Circus or physical theatre	1	1	1	1
Ballet or classical dance	1	1	1	1
Multicultural dance/theatre	0	1	2	1
Experimental theatre	0	1	1	1

Note: There are no statistically significant differences from 2009 to 2013 at 95% confidence.  
Red boxes indicate statistically significant differences comparing national to Victorian results for 2013.

Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?

And such creative participation is especially rare outside the Metro areas.

**Table 28: Creative participation in Theatre and Dance – Victorian regions**

THEATRE & DANCE	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
Traditional or contemporary theatre	2	3	1	2
Social dance like ballroom or street	2	2	1	1
Contemporary dance	1	1	0	1
Circus or physical theatre	1	2	0	0
Ballet or classical dance	1	1	0	1
Multicultural dance/theatre	1	2	0	1
Experimental theatre	1	2	0	0

Note: There are no statistically significant differences comparing each region to total at 95% confidence.

Source: QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?

## Receptive participation in Theatre and Dance

With regard to 'receptive participation', ie attending or viewing theatre and dance performances, Victoria is in line with the national norm. Around one in five (22%) attend traditional or contemporary theatre. The level of receptive participation is one in nine (11%) for circus or physical theatre and also ballet or classical dance (11% again).

**Table 29: Receptive participation in Theatre and Dance – National vs Victoria**

THEATRE & DANCE	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n</i> =	3006	3004	743	944
Traditional or contemporary theatre	19	20	24	22
Circus or physical theatre	10	12	10	11
Ballet or classical dance	10	11	9	11
Multicultural dance/theatre	7	8	6	8
Social dance like ballroom or street	5	4	6	4
Contemporary dance	5	6	4	7
Experimental theatre	3	4	4	5
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences comparing national to Victorian results for 2013.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

Receptive participation in the performing arts is more prevalent in Metro areas, notably traditional or contemporary theatre (29% Metro, 22% Victoria).

**Table 30: Receptive participation in Theatre and Dance – Victorian regions**

THEATRE & DANCE	Victorian			
	Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =	944	309	354	281
Traditional or contemporary theatre	22	29	17	20
Circus or physical theatre	11	12	11	10
Ballet or classical dance	11	14	11	8
Multicultural dance/theatre	8	8	7	8
Social dance like ballroom or street	4	3	4	5
Contemporary dance	7	9	4	7
Experimental theatre	5	7	4	4
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?			

## Music

### Creative participation in Music

One in seven Victorians (14%) play a musical instrument, one in eleven (9%) sing, and one in sixteen (6%) write songs or compose music. This is in line with the national norm.

**Table 31: Creative participation in Music – National vs Victoria**

MUSIC	National		Victoria		
	'09 %	'13 %	'09 %	'13 %	
	<i>n</i> =	3006	3004	743	944
Play a musical instrument	11	14	17	14	
Sing	5	9	7	9	
Write songs, mix/ compose music	4	5	5	6	
Note:	Red figures indicate statistically significant differences from 2009 to 2013 at 95% confidence. There are no statistically significant differences between national and Victorian results in 2013.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There are no significant differences by location within the State.

**Table 32: Creative participation in Music – Victorian regions**

MUSIC	Victoria				
	Total %	Metro %	Outer Metro %	Regional %	
	<i>n</i> =	944	309	354	281
Play a musical instrument	14	16	13	15	
Sing	9	11	7	8	
Write songs, mix/ compose music	6	8	6	5	
Note:	There are no statistically significant differences comparing each region to total at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

## Receptive participation in Music

With regard to 'receptive participation', ie listening, attending and viewing musical performance, Victoria is in line with the national norm. Two in five (41%) attended or listened to pop, rock, country, dance music, etc. One in four (24%) have attended musical theatre. One in eight (13%) classical music. And fewer than one in ten for opera (8%) or new classical, electronic or improvised music, or sound art (9%).

**Table 33: Receptive participation in Music – National vs Victoria**

MUSIC	National		Victoria		
	'09 %	'13 %	'09 %	'13 %	
	<i>n</i> =	3006	3004	743	944
Other live music e.g. pop rock, country, dance, etc	41	39	42	41	
Musical theatre, or cabaret	22	22	25	24	
Classical music	13	14	13	13	
Opera	8	8	8	8	
New classical, electronic or improvised music, or sound art	7	8	7	9	
Note:	There are no statistically significant differences from 2009 to 2013 at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

Receptive participation in the arts is more prevalent in Metro areas, notably musical theatre or cabaret (31% Metro, 24% Victoria) and classical music (22% and 13% respectively).

**Table 34: Receptive participation in Music – Victorian regions**

MUSIC	Victoria				
	Total %	Metro %	Outer Metro %	Regional %	
	<i>n</i> =	944	309	354	281
Other live music e.g. pop rock, country, dance, etc	41	43	36	45	
Musical theatre, or cabaret	24	31	19	21	
Classical music	13	22	8	9	
Opera	8	13	5	6	
New classical, electronic or improvised music, or sound art	9	13	7	7	
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

## Literature

### Creative participation in writing activities

Around 7-8% of Victorian residents have written a novel or short story (8%), written a biography, memoir, essay or history (8%) or written poetry (7%), in line with the national picture.

Compared to all Australians in 2013, Victorians are more likely to have written a play in last 12 months (1% nationally compared to 3% for Victorians).

**Table 35: Creative participation in writing activities – National vs Victoria**

LITERATURE	National		Victoria		
	'09 %	'13 %	'09 %	'13 %	
	<i>n</i> =	3006	3004	743	944
	Write a novel or short story	7	8	7	8
	Write a biography, memoir, essay or history	6	7	7	8
	Write poetry	5	6	5	7
	Write a play	2	1	3	3
Note:	There are no statistically significant differences from 2009 to 2013 at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

There is little variation by location within the State.

**Table 36: Creative participation in writing activities – Victorian regions**

LITERATURE	Victoria				
	Total %	Metro %	Outer Metro %	Regional %	
	<i>n</i> =	944	309	354	281
	Write a novel or short story	8	10	8	8
	Write a biography, memoir, essay or history	8	10	7	8
	Write poetry	7	8	6	7
	Write a play	3	4	1	4
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	QB2. What form or forms of [art form from B1] did you participate in over the last 12 months?				

## Reading

Seven in ten Victorian residents (71%) have read a novel. More than half (58%) have read creative non-fiction. Almost half (45%) have read a short story. And the proportion reading poetry has increased from 19% in 2009 to 24% in 2013. These levels of reading are in line with the national norm.

**Table 37: Reading – National vs Victoria**

LITERATURE	National		Victoria	
	'09 %	'13 %	'09 %	'13 %
<i>n=</i>	3006	3004	743	944
Read a novel	70	<b>73</b>	69	71
Read creative non-fiction (biography, memoir or history)	52	<b>56</b>	54	58
Read a short story	45	47	42	45
Read poetry	21	<b>26</b>	19	<b>24</b>
A graphic novel or comic book	-	19	-	19
A play	-	8	-	9

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

The incidence of reading is higher in Metro areas for novels (78% Metro, 71% all Victoria), creative non-fiction (67% and 58% respectively) and graphic novels or comic books (28% and 19%).

**Table 38: Reading – Victorian regions**

LITERATURE	Victoria			
	Total %	Metro %	Outer Metro %	Regional %
<i>n=</i>	944	309	354	281
Read a novel	71	<b>78</b>	66	70
Read creative non-fiction (biography, memoir or history)	58	<b>67</b>	53	53
Read a short story	45	48	43	45
Read poetry	24	29	22	21
A graphic novel or comic book	19	<b>28</b>	<b>15</b>	16
A play	9	<b>14</b>	6	7

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



# Access to and quality of arts facilities and experiences in Victoria

## Rating arts and entertainment options in terms of availability

When Victorian residents are asked about the availability of arts and entertainment options in their area, the breakdown is 4% too much, 59% about right, and 36% not enough, including 12% saying nowhere near enough. Those living in metro areas are especially likely to say 'about right' (71% do so) but more than two in five say not enough in Outer Metro areas (42%) and Regional areas (45%).

**Table 39: Availability of arts and entertainment options – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =		944	309	354	281
Rating of arts and entertainment options in terms of <b>availability</b>	<b>NET Too much</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>3</b>
	Far too much	2	3	1	2
	Slightly too much	2	3	3	1
	<b>About right</b>	<b>59</b>	<b>71</b>	<b>54</b>	<b>52</b>
	Not quite enough	24	16	28	30
	Nowhere near enough	12	7	14	14
	<b>NET Not enough</b>	<b>36</b>	<b>23</b>	<b>42</b>	<b>45</b>
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	Victoria Q1. How would you rate your arts and entertainment options in terms of availability? Would you say...				

## Rating arts and entertainment options in terms of appeal

When Victorian residents are asked to rate their arts and entertainment options in terms of appeal, the breakdown is 62% appealing and 33% not appealing with 5% 'don't know'. In Metro areas, not only are they more positive about availability, they are more positive about the appeal of what is available – 75% appealing, 21% not appealing.

Two in five say not appealing in Outer Metro areas (39%) and Regional areas (38%).

**Table 40: Appeal of arts and entertainment options – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
n=		944	309	354	281
Rating of arts and entertainment options in terms of <b>appeal</b>	<b>NET Appealing</b>	<b>62</b>	<b>75</b>	<b>54</b>	<b>58</b>
	Highly appealing	14	22	10	11
	Quite appealing	48	53	44	47
	Not that appealing	25	15	32	28
	Not at all appealing	8	6	8	11
	<b>NET Not appealing</b>	<b>33</b>	<b>21</b>	<b>39</b>	<b>38</b>
	Don't know	5	4	7	3
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	Victoria Q2. How would you rate your arts and entertainment options in terms of appeal? Would you say...				

## Ease of attending performing arts events

When Victorian residents are asked how easy or difficult it is to attend performing arts events, the breakdown is 64% easy and 34% difficult with 3% 'don't know'. In Metro areas, residents are more positive again – 77% easy, 21% difficult. More than half say 'difficult' in Outer Metro areas (60%) and Regional areas (53%).

**Table 41: Ease of attending arts events – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =		944	309	354	281
Ease/ difficulty in attending performing arts events	<b>NET Difficult</b>	<b>34</b>	<b>21</b>	<b>36</b>	<b>46</b>
	Very difficult	9	6	10	11
	Fairly difficult	25	15	26	35
	Fairly easy	44	52	44	34
	Very easy	20	25	16	19
	<b>NET Easy</b>	<b>64</b>	<b>77</b>	<b>60</b>	<b>53</b>
	Don't know	3	2	5	1
Note:		Red figures indicate statistically significant differences comparing each region to total at 95% confidence.			
Source:		Victoria Q3. How easy or difficult is it for you to attend performing arts events?			

## Ease of visiting art galleries

When Victorian residents are asked how easy or difficult it is to visit art galleries, the breakdown is 69% easy and 29% difficult with 2% 'don't know'. In Metro areas, residents are more positive once more – 85% easy, 12% difficult. The proportion saying 'difficult' is much higher in Outer Metro areas (33%) or Regional areas (43%).

**Table 42: Ease of visiting art galleries – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =		944	309	354	281
Ease/ difficulty in visiting art galleries	<b>NET Difficult</b>	<b>29</b>	<b>12</b>	<b>33</b>	<b>43</b>
	Very difficult	10	4	10	16
	Fairly difficult	19	8	23	27
	Fairly easy	44	45	48	38
	Very easy	25	40	15	20
	<b>NET Easy</b>	<b>69</b>	<b>85</b>	<b>63</b>	<b>57</b>
	Don't know	2	3	4	0
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	Victoria Q4. How easy or difficult is it for you to visit art galleries?				

## Ease of visiting museums

When Victorian residents are asked how easy or difficult it is to visit museums, the breakdown is 62% easy and 36% difficult with 2% 'don't know'. In Metro areas, residents remain more positive – 82% easy, 17% difficult. The proportion saying 'difficult' is much higher in Outer Metro areas (35%) and, especially, Regional areas (61%).

**Table 43: Ease of visiting museums – Victorian regions**

		Victoria			
		Total %	Metro %	Outer Metro %	Regional %
<i>n</i> =		944	309	354	281
Ease/ difficulty in visiting museums	<b>NET Difficult</b>	<b>36</b>	<b>17</b>	<b>35</b>	<b>61</b>
	Very difficult	12	4	11	22
	Fairly difficult	24	13	23	39
	Fairly easy	41	44	48	28
	Very easy	21	38	14	11
	<b>NET Easy</b>	<b>62</b>	<b>82</b>	<b>62</b>	<b>39</b>
	Don't know	2	1	4	0
Note:	Red figures indicate statistically significant differences comparing each region to total at 95% confidence.				
Source:	Victoria Q5. How easy or difficult is it for you to visit museums?				