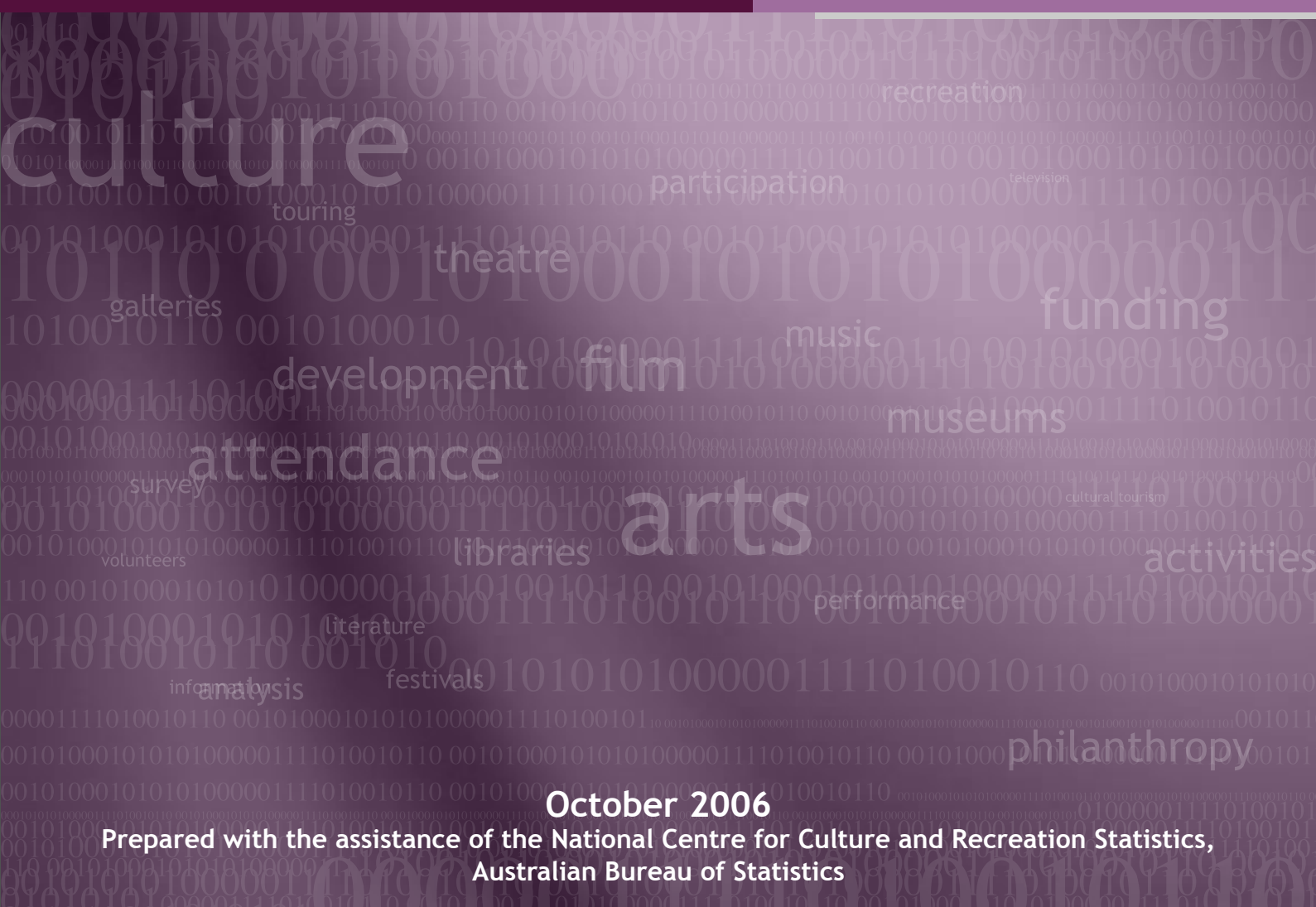
CULTURAL MINISTERS COUNCIL

Statistics Working Group

The Social and Demographic Characteristics of Cultural Attendees



October 2006

Prepared with the assistance of the National Centre for Culture and Recreation Statistics, Australian Bureau of Statistics

The Social and Demographic Characteristics of Cultural Attendees

October 2006

Prepared by the
National Centre for Culture and Recreation Statistics
Australian Bureau of Statistics

PREFACE

People choose to spend their leisure time in various ways. Some people's choices include visiting cultural venues, attending cultural events and participating in cultural activities. For example, people may choose to attend cinemas or the theatre, listen to music, read books, or visit a museum or library in person or on-line. Information about these choices, and also the choices of those who do not access arts and cultural heritage services, is important for policy makers and service providers. In addition to understanding the interests of consumers, it is important to research those who do not consume arts and cultural heritage services, and to understand why. For example, is distance a barrier for people in regional and remote areas? Are general admission fees or charges a barrier to access for some people, and is this a policy concern? The answers to these questions would inform policy and assist more effective targeting of services.

This report presents the results of analyses of people attending, and those not attending, selected cultural venues and events. The analyses aim to explore the key questions:

- Why do people attend, or not attend, cultural venues and events?
- What are the barriers and motivators? Do the barriers and motivators differ between different cultural venues and events?
- Why do some people attend cultural venues and events more frequently than others?

The extent to which we can answer these questions is limited to available data. For this study we have used the General Social Survey (2002) which collected data about attendance at selected cultural venues and events as well as a range of socio-economic topics. The survey did not directly collect information on the reasons why people choose to attend (motivators), or not to attend (barriers), the cultural venues and events. Instead the social and demographic characteristics related to attendance have been identified. When analysing these findings the report presents some possible explanations as to how these characteristics might be linked to barriers or motivators. Some of these explanations or hypotheses have been supported by previous research in this area. However, further research about barriers and motivators would be needed to substantiate the hypotheses generated by this report.

Cultural Ministers Council Statistics Working Group
October 2006

(c) 2006 Commonwealth of Australia, in conjunction with the Governments of New South Wales, Victoria, Queensland, Western Australia, South Australia, Tasmania, the Northern Territory and the Australian Capital Territory.

ISBN 0642 753687
THE SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF CULTURAL ATTENDEES

Published by the Cultural Ministers Council Statistics Working Group

CONTENTS

Page

SECTIONS

1 INTRODUCTION 1

2 METHOD 6

Data source: General Social Survey 6

Preliminary analysis of the characteristics of cultural attendees. 7

Multiple regression analysis of the characteristics of cultural attendees. 8

The explanatory variables and the base case 9

Interpretation 10

Analysis of the characteristics of frequent attendees. 10

3 RESULTS 12

Attendance statistics for selected cultural venues and events 12

Results of multiple regression analyses

Characteristics common to attendees at all of the cultural venues and events 14

Characteristics of attendees which differ between venues and events . . . 15

Art galleries 16

Museums 19

Zoos and aquariums 22

Botanic gardens. 24

Libraries 26

Classical music concerts. 28

Popular music concerts 30

Other performing arts 32

Cinema 34

4 CONCLUSION. 37

ADDITIONAL INFORMATION

Appendix 1 - Policy context 40

Appendix 2 - Existing research 42

Appendix 3 - Odds ratio results for attendance at selected cultural venues and events 45

Appendix 4 - Odds ratio results for frequent attendance at selected cultural venues and events. 47

References 49

SECTION 1 INTRODUCTION

Government cultural policy across Australia seeks equitable access to, and participation in, arts and cultural activities. Cultural policy recognises that involvement in arts and culture can impact on health and wellbeing, social inclusion and social cohesion. Some examples of government policies in this area are provided in Appendix 1. Knowledge of the barriers and motivators related to attendance at cultural venues and events would inform policy and assist more effective targeting of services.

There has been previous research into the characteristics of cultural attendees and reasons for attendance or barriers to attendance, both within Australia and overseas. Appendix 2 gives a short summary of findings from selected existing research.

Some of the themes which can be drawn from these studies are that :

- Attendance levels differ according to demographic characteristics such as age and sex as well as socio-economic variables.
- People with higher levels of educational attainment and higher incomes are more likely to attend cultural venues and events.
- Libraries may differ from other cultural venues and events in the type of person attending, for example people who are not employed are more likely to go to the library.
- Reasons provided for not attending included a lack of time, cost, problems with health or transport, safety concerns and the absence of someone to attend with.

The analyses in this report use data from the General Social Survey (GSS) 2002 which collected data about attendance at selected cultural venues and events as well as a range of socio-economic topics.

Details on the questions and associated prompt cards used in the 2002 GSS are available in General Social Survey: Data Reference Package, 2002 (cat. no. 4159.0.55.001) available on the ABS website at http://www.abs.gov.au/ausstats/abs@.nsf/7884593a92027766ca2568b5007b8617/7c8e7c0d10c212f3ca256e22007bfe1d!OpenDocument

One approach to analysing the barriers and motivators for attendance at cultural venues and events would be to ask people directly about their reasons for attending or not. Another method uses demographic and socio-economic data to examine the factors associated with attendance or non-attendance. The difference between these approaches may be explained with the following example: Cost may be stated as a reason why a person does not attend classical music concerts (i.e. it is a barrier to attendance because it is too expensive), while the correlating factor may be income (i.e. that people on low incomes are less likely to attend cultural venues and events).

Thus it may be hypothesised that, if there is a correlation between low incomes and non-attendance, then cost might be a barrier. However, such hypotheses are put forward cautiously in this report, and they do require further testing. A correlation between two variables does not imply causality. In this example, there could be some other factor that explains the correlation between low income and low attendance at classical music concerts (e.g. it could be more common for low income families to choose to attend a sport event rather than a classical music concert and this is an expressed preference rather than a cost issue). If classical music concerts were 'free' would more low income families attend? Such questions can be raised by this paper, but cannot be fully answered here.

The analyses in this report seek to understand the relationship between cultural attendance and a range of social and demographic characteristics. People's reasons for attendance were not collected on the GSS 2002, and so only demographic and socio-economic characteristics are available. Based on previous research some characteristics are expected to be negatively correlated with attendance (that is, they result in lower probabilities of attendance) and hence these factors may be associated with 'barriers'. Other characteristics are expected to be positively correlated with attendance and these factors may be associated with 'motivators'. The factors included in the analysis are discussed below.

Age and sex were included in the analysis to aid understanding of the attendance patterns of people of different ages and sexes, which are known to vary markedly. It is likely that different attendance patterns by age or sex may reflect differences in preference, however other explanations may also apply. For example, a profound age stratification in audiences may itself generate a barrier. That is, older people may feel out of place or excluded from events usually attended by young people, like popular music venues, and younger people may feel excluded from events usually attended by older people, like classical music concerts or opera.

State and territory of usual residence was also included as this could be related to attendance, due to availability of venues for example. However, it should be noted that while the survey provides data on the state or territory of residence, it is not known where the attendance may have occurred. In some cases people may have attended events or venues in other parts of Australia, which is not their usual residence.

Some of the existing research suggested that marital status may be correlated with attendance. Also family and household type are likely to be related to attendance as families with dependent children may have different interests and availability than people living in group households for example. Both of these factors were included.

The barriers cited by respondents in the selected existing research included a lack of time or preference to spend leisure time in other ways, physical or health problems, poor transport, the costs involved, absence of companionship, and concerns over safety. A number of variables have been used in this analysis to provide insights relevant to these barriers, as explained below.

Problems with transport were reported as a barrier to attendance in the UK survey of museums and galleries conducted in 2001 (Ruiz J 2004). It seems reasonable to expect that difficulty with transport would be a barrier to attendance. The more difficult it is to get somewhere the more likely a person may decide not to go. Perceived difficulty with transport was collected on the GSS and measures the respondent's perception on whether or not they were able to get to the places they need to go to, and whether this was easy or not.

Health issues were also identified as barriers in the international studies. The GSS collected self assessed health status which required the respondent to state whether, in general, they feel that their health is excellent, very good, good, fair or poor. People who feel that their health is poor may be less likely to go out and therefore may attend less cultural venues and events than people who feel that their health is very good or excellent. This is a barrier that would affect attendance at all of the venues and events, however it may be more of a barrier to the more active venues and events, for example zoos and aquariums, art galleries and museums where visitors walk around, compared to say cinema where, once you get there, you sit down. Poorer feelings of health may also involve issues of access, e.g. wheelchair access, which could provide further barriers.

Absence of companionship was a barrier reported in the New York City profile of participation, including attendance, in arts and culture (Miringoff, M, Opdycke, S and Miringoff, M 2002). A person may feel uncomfortable attending cultural venues and events on their own, particularly for the first time when they are unsure what to expect. It may also be preferable to attend with someone else so as to have someone to share the experience with. The frequency of contact with family and friends was collected on the 2002 GSS. For this analysis two groups were formed from this data, people who had at least weekly contact and people who had less than weekly contact.

Respondents to the GSS were asked whether they could ask someone who does not live with them for help. Some examples provided include looking after pets or watering the garden while away from home, minding a child for a brief period, and borrowing equipment. This data item was included in this analysis as it is possible that people who cannot ask for help from others may also lack someone to ask to accompany them on outings. Also, it may be preferable for a parent or parents to go to an event without their children and if they cannot ask someone to mind their children this could be a barrier to their attendance.

People may be concerned about their safety when going out to a cultural event or venue, particularly at night, and this was cited by some respondents in the profile of participation in arts and culture in New York City (Miringoff, M, Opdycke, S and Miringoff, M 2002). While there was no data item on the GSS 2002 to investigate this directly, feelings of safety at home after dark was included. It is possible that if people feel unsafe at home after dark then they may also feel unsafe going out after dark, to an evening theatre performance for example. Alternatively, if people feel unsafe at home after dark, this could prompt them to go out to a popular event in the company of others - which is potentially a lot safer. There are potentially a number of

plausible explanations for correlations with this variable, which would require further research.

A lack of time was a commonly reported barrier in the international studies. For this reason, the number of hours worked in all jobs in a week was included. While this does not relate exactly to the amount of free time one has, as many people have other commitments apart from work, it was still thought to be useful. It may be expected that people working less hours have more free time and so might attend more cultural venues and events. In this case, working long hours would be a barrier to attendance. On the other hand, it is possible that those people working more hours have a higher income and so have more disposable income to spend and for this reason they may attend more cultural venues and events.

Remoteness may be a barrier, as people living in remote areas may not have access to cultural venues and events in their area and would have further to travel and hence increased costs to attend. In this situation it is likely that fewer people would attend. People in remote areas may not be as aware of the cultural events happening as they are further away from major cities. Alternatively, there may be less other activities to do in some remote areas and if a cultural event or venue is available people in remote areas may be more likely to attend. It is important to note that there is no information available from the GSS data on where people attended each cultural event or venue. So it is unknown whether people are going to these within their own area or travelling to other areas. This would be valuable data for informing policy and has been addressed in the most recent collection of ABS data (not yet released).

Country of birth (main English speaking classification) identifies whether the respondent was born in Australia, and if not whether they were born in a non-main English speaking country. A correlation between this item and attendance could be explained in several ways. It could be related to English language proficiency amongst persons from non-main English speaking countries, or there could be other cultural factors related to attendance. Other explanations may also exist but further research would be needed to understand this correlation. A poor proficiency in spoken English is more likely to be a barrier to those cultural venues and events more dependent on language for understanding, for example popular music concerts, theatre performances and cinema. English language is less likely to be a barrier for cultural venues and events where language is less critical, for example musicals and operas, classical music concerts and botanic gardens. Main-English speaking countries other than Australia include people born in the United Kingdom, New Zealand, Canada, Ireland, South Africa, and the United States of America.

It has long been thought that cultural venues and events tend to be attended by people in higher social classes, i.e. those with higher incomes, higher educational attainment, etc. A number of variables thought to indicate relative advantage were included in this analysis to test this theory. The variables included are the highest level of educational attainment, ability to raise $2,000 within a week, access to a computer at home and the Socio-Economic Index For Areas (SEIFA) Index of relative socio-economic disadvantage.

The SEIFA Index of relative socio-economic disadvantage is a summary measure derived from the Census of Population and Housing using attributes such as low income, low educational attainment, high unemployment, jobs in relatively unskilled occupations and variables that reflect disadvantage rather than measure specific aspects of disadvantage (e.g. Indigenous and separated/divorced). High scores on this SEIFA index occur when the area has few families of low income and few people with little training and in unskilled occupations. Low scores on the index occur when the area has many low income families and people with little training and in unskilled occupations. It is important to understand that a high score here reflects lack of disadvantage rather than high advantage, a subtly different concept. The index score also reflects the relative disadvantage for an area, not for each individual. More information about the socio-economic indexes for areas is available from *Information Paper: Census of Population and Housing -- Socio-Economic Indexes for Areas, Australia, 2001* (cat. no. 2039.0).

One might expect that people who are employed are likely to attend more cultural venues and events because they have higher income. This would impact particularly on those venues and events charging higher admission or other charges, such as popular music concerts, theatre and dance performances, and musicals and operas. Alternatively, people not working or working part-time may be more likely to attend because they have more free time, or because they are able to access the venue or event more easily during business hours. Another explanation could be that employed people have more social networks which is an enabling factor, making them more likely to be aware of what cultural activities are on and be more organised to attend with others. Once again, it must be emphasised that a correlation between variables does not provide us with the reasons why people attend or not and this does require further research.

Indigenous status was not included in this analysis because data for the Indigenous population from the GSS is not reliable as the survey was not designed to provide estimates for the Indigenous population. However, a separate report *Aboriginal and Torres Strait Islander Australians: Involvement in Arts and Culture* (cat. no. 4721.0) has been produced which draws together information from ABS surveys. The aspects of Indigenous Australians' cultural involvement covered in this separate report are: attendance at Indigenous cultural events; consumption of arts products or cultural heritage services, e.g. attendance at cinemas, visits to libraries; creative participation defined as being an artist, musician, writer or other creative artist, whether in a professional or hobby capacity; and involvement in the arts or cultural heritage through employment in main job. This report is available from the ABS website www.abs.gov.au.

SECTION 2 METHOD

DATA SOURCE: GENERAL SOCIAL SURVEY

The General Social Survey (GSS) was conducted for the first time in 2002 and collected information about personal and household characteristics for people aged 18 years and over resident in private dwellings throughout non-sparsely settled areas of Australia. The survey aimed to collect data on a range of socio-economic topics from each selected individual to enable analysis of the interrelationship between the topics.

One topic included on the 2002 GSS collected data about attendance at cultural venues and events in the last 12 months. The selected cultural venues and events respondents were asked about are:

- Art galleries
- Museums
- Zoos or aquariums
- Botanic gardens
- Libraries
- Classical music concerts
- Popular music concerts
- Theatre performances
- Dance performances
- Musicals and operas
- Other performing arts
- Cinemas

Respondents were asked whether and how many times they had attended each of these. However, respondents were not asked to provide information about barriers to attendance at these events.

The data available from the GSS allows an analysis of the social and demographic characteristics which are related to attendance at the selected cultural venues and events.

Firstly a univariate analysis of the relationship between the explanatory variables and cultural attendance is discussed. The results from the univariate analysis are used to choose the explanatory variables to include in the multiple regression analysis using logistic regression. Then the results from the multiple regression analysis of the characteristics of cultural attendees are provided and discussed. This identifies the characteristics of people who were more likely to have attended each cultural venue or event in the past 12 months. Thirdly, the characteristics of frequent cultural attendees are explored by multiple regression analysis.

PRELIMINARY ANALYSIS OF THE CHARACTERISTICS OF CULTURAL ATTENDEES

A preliminary univariate analysis was completed in order to investigate whether or not any of the social and demographic variables were related to attendance at each of the selected cultural venues and events. The univariate analysis looks at the relationship between attendance and each of the social and demographic variables in turn. Two-way tables (e.g. table 1 below showing the percentage of the population in each self assessed health status which attended each cultural venue or event) were produced and provide an initial indication of whether or not there was a relationship between attendance and the variable being analysed.

1 UNIVARIATE ANALYSIS OF RELATIONSHIP BETWEEN ATTENDANCE AT CULTURAL VENUES AND EVENTS AND SELF ASSESSED HEALTH STATUS(a) – 2002

Self assessed health status	Excellent	Very good	Good	Fair	Poor
Cultural venues and events	*PROPORTION ATTENDING (%)*				
Art galleries	31.7	26.8	21.8	16.1	10.7
Museums	29.6	27.6	22.4	17.2	12.8
Zoological gardens and aquariums	46.5	45.2	36.8	26.0	18.7
Botanic gardens	48.0	45.2	39.0	30.2	22.0
Libraries	46.4	44.3	40.5	35.6	27.6
Classical music concerts	11.8	9.7	7.5	6.0	3.0
Popular music concerts	34.1	29.1	22.4	16.9	9.9
Theatre performances	24.0	19.8	14.6	11.4	5.6
Dance performances	14.6	11.7	9.0	6.5	5.3
Musicals and operas	23.4	20.5	16.1	12.2	9.0
Other performing arts	25.9	22.1	17.7	13.1	9.0
Cinemas	81.9	75.9	65.2	49.2	35.9
Attended at least one selected cultural venue or event in last 12 months	94.6	92.1	86.8	76.2	61.4

(a) Persons aged 18 years and over.

Source: Survey of Attendance at Selected Cultural Venues and Events, 2002, data available on request.

The characteristics analysed were:

- age group;
- sex;
- state or territory;
- registered marital status;
- family/household type;
- country of birth (main English speaking classification);
- proficiency in spoken English;
- perceived difficulty with transport;
- self assessed health status;
- disability status;
- remoteness;
- frequency of contact with family and friends;
- ability to ask for small favours;
- feelings of safety at home alone after dark;

- hours worked in all jobs;
- labour force status;
- highest level of educational attainment;
- access to computer at home;
- ability to raise $2,000 within a week; and
- socio-economic index for areas (SEIFA) Index of relative socio-economic disadvantage.

Some of the characteristics had a similar relationship to attendance across all of the cultural venues and events. For example, people in the least disadvantaged areas according to SEIFA were more likely to attend each of the venues and events than those people in the most disadvantaged areas. Some other characteristics had quite different relationships to attendance depending on the cultural event or venue. For example, attendance at cinemas and popular music concerts is highest for 18-24 year olds, whereas 25-34 year olds are the age group most likely to attend zoological parks and aquaria, botanic gardens and other performing arts. 35-44 year olds are most likely to attend other museums, libraries and dance performances, and 55-64 year olds are the most likely to attend art museums and musicals and opera.

MULTIPLE REGRESSION ANALYSIS OF THE CHARACTERISTICS OF CULTURAL ATTENDEES

The preliminary univariate analysis was useful in that it identified the characteristics which appear to be related to attendance at cultural venues and events. However, some of these relationships may be confounded by relationships between the various characteristics being explored. For example the relationship between attendance at cultural venues and events and State may actually be a reflection of the different age distribution or income distribution of the different States. Two-way tables do not show whether the differences are explainable by other characteristics which are different for different States.

For this reason the next phase of this analysis was to undertake a multiple regression analysis using logistic regression. This estimates the odds of an event occurring based on a set of explanatory variables. In the example above, it may turn out that a logistic model of attendance against age provides a fit to the data that is not further improved by adding State as a further explanatory variable. This would imply that observed differences between States in the tables were a product of the age composition of the States.

In this analysis the odds of adults attending each of the selected cultural venues and events at least once in the previous 12 months, given a range of demographic and socio-economic variables, was modelled.

Nine dependent variables were used, one for each of the selected cultural venues and events, apart from theatre performances, dance performances, musicals and operas, and other performing arts which were combined to form one group which was re-labelled as 'Other performing arts'. Each dependent variable is a binary variable indicating whether the respondent attended a particular event or venue or not.

As all of the variables included in the preliminary univariate analysis appeared to be related to attendance, they were all candidates to be included as explanatory variables in this multiple regression analysis. However, two of these were excluded due to their correlation with other explanatory variables. These were disability status, which

is related to self assessed health status, and proficiency in spoken English, which is related to country of birth (main English speaking classification).

The age group and sex variables were analysed to see whether or not they should be combined for the logistic regression. If the age effect varies with sex then they should be combined. The analysis showed that age group and sex should be combined for attendance at museums, zoos and aquariums, libraries, classical music concerts, popular music concerts, and cinema, but could be kept separate for attendance at art galleries, botanic gardens, and other performing arts combined. In order to retain the same variables in the models for each dependent variable it was decided to combine age group and sex to form one age-sex variable for each of the cultural venues and events.

THE EXPLANATORY VARIABLES AND THE BASE CASE

The logistic regression models express results relative to a base case. It should be noted that using a different base case does not change the fundamental conclusions, though it does change the value of the odds ratios (as these are calculated relative to the base case).

2 EXPLANATORY VARIABLES AND THE BASE CASE FOR EACH

EXPLANATORY VARIABLE	BASE CASE
Age group	35 to 44 years old
Sex	Male
State or territory of usual residence	NSW
Registered marital status	Married
Family/household type	In a family with dependent children
Country of birth (main English speaking classification)	Australia
Perceived difficulty with transport	No difficulties getting where needed
Self assessed health status	Good/fair
Remoteness	Living in a major city
Frequency of contact with family and friends	Weekly contact with family and friends
Ability to ask for small favours	Could ask for small favours
Feelings of safety at home alone after dark	Feels safe or very safe in their home alone after dark
Hours worked in all jobs	Works 35 hours or more a week
Labour force status	Employed
Highest level of educational attainment	Year 12 or equivalent
Access to a computer at home	Has access to a computer at home
Ability to raise $2,000 within a week	Could raise $2,000 for an emergency within a week
Socio-economic index for areas (SEIFA) Index of relative socio-economic disadvantage	Middle/third SEIFA quintile

INTERPRETATION

Each logistic regression model identifies some key associations between attendance at the selected cultural venue or event (the dependent variables) and a selection of demographic and social characteristics (the explanatory variables). The output includes a table showing the odds ratios, that is, the odds of attending compared to the base case. The odds ratio associated with a category of an explanatory variable describes the effect of being in that category, after taking into account the effects of all the other explanatory variables included in the model. For example, the table in Appendix 3 shows that a male aged 18-24 years old has an odds ratio for attendance at a museum of 0.51. This means that the odds of attendance for a male aged 18-24 years old is 0.51 times that of a respondent with the base case characteristics - in this model, a male aged 35-44, all other things being equal.

Care is required in the interpretation of odds ratios. It is not true, for example, that an odds ratio of 2 means that something is twice as likely as the reference category, it means that the odds of the event is twice the odds of the base case. It is also not possible to compare odds ratios for one explanatory variable to the odds ratio for another explanatory variable, odds ratios can only be compared across categories of a single explanatory variable.

The logistic regression process also outputs the standard errors of the odds ratios which can be used to determine whether an odds ratio is (statistically) significantly different from one. If a category has an odds ratio of significantly less than one, respondents in that category are less likely to attend than respondents in the base category, all other things being equal; whilst, if a category has an odds ratio significantly greater than one, respondents in that category are more likely to attend than respondents in the base category, all other things being equal. If a category's odds ratio is not significantly different from one, then respondents in that category are not significantly more or less likely to attend than respondents in the base category, all other things being equal. In the example above, males aged 18-24 years old had an odds ratio of 0.51 and taking the standard errors into account this was significantly less than 1. This means that males aged 18-24 years old were less likely to attend museums than males ages 35-44 years old.

ANALYSIS OF THE CHARACTERISTICS OF FREQUENT ATTENDEES

The previous analysis aimed to identify which of the characteristics analysed were related to attendance at each of the cultural venues and events. It was hoped that this would allow the identification of the types of people which could be targeted to increase the number of people attending cultural venues and events.

As well as collecting information about whether each respondent attended the selected venues and events or not, the General Social Survey 2002 collected frequency information, that is, how many times the respondent attended each of the selected venues and events in the last 12 months. This part of the investigation focuses on identifying the characteristics of people who attend cultural venues and events frequently as opposed to those who attend infrequently. As the previous analysis looked at the characteristics of attendees compared to non-attendees, non-attendees were excluded. It is of interest to explore the characteristics of frequent attendees, as opposed to infrequent attendees, at each of the venues and events, as this may identify what factors are related to lower frequency attendance.

Frequent attendees were defined by a frequency cut-off which was designed to assign around 10% of attendees at each venue or event as frequent attendees. For example, people who attended an art gallery at least 6 times in the last 12 months were set as frequent attendees. This cut-off resulted in 12% of attendees at art galleries to be assigned as frequent attendees. The cut-offs are presented in table 3.

3 FREQUENCY CUT-OFFS FOR FREQUENT ATTENDEES

Cultural venues and events	*Frequency cut-off(a)*	*Proportion of attendees(b) identified as frequent attendees (%)*
Art galleries	6	12
Museums	6	7
Zoological parks and aquariums	5	9
Botanic gardens	6	14
Libraries	26	18
Classical music concerts	6	15
Popular music concerts	6	11
Other performing arts	8	12
Cinemas	16	13

(a) People attending at least this many times in the last 12 months are identified as frequent attendees.
(b) Aged 18 years and over.

Source: Survey of Attendance at Selected Cultural Venues and Events, 2002, data available on request.

In this analysis the odds of adults frequently attending each of the selected cultural venues and events, given a range of demographic and socio-economic variables, is modelled. There were again 9 dependent variables, each one a binary variable indicating whether the respondent was a frequent attendee at a particular event or venue or an infrequent attendee.

The same explanatory variables were included in these models, however two of the characteristics, feelings of safety and the ability to ask for small favours, were not significant in any of the models and hence do not appear in the tables of results in Appendix 4. It is interesting that neither of these were significant in the models for frequent attendees even though they were significant for some of the overall attendee models. In particular, people who could not ask for small favours were less likely to attend six of the nine selected cultural venues and events than people who could ask for small favours.

SECTION 3 RESULTS

ATTENDANCE STATISTICS FOR SELECTED CULTURAL VENUES AND EVENTS

The following three tables are presented to provide some background on the 'attendance characteristics' of the cultural venues and events included in this analysis. The tables show the numbers of people who attended each venue or event, how often people visited them, and how many of the different venues and events people attended.

As shown in table 4, about 88% of the population aged 18 years or over attended at least one of the selected cultural venues and events in the last 12 months. The most popular cultural venue is the cinema with 69.9% of the population aged 18 years or over attending at least once in the previous 12 months. The next most popular are libraries (42.1%), botanic gardens (41.6%) and zoological parks and aquariums (40.0%). The event with lowest attendance is classical music concerts with 9.0% of the population aged 18 years or over attending in the previous 12 months.

4 NUMBER OF PEOPLE AND PROPORTION OF POPULATION ATTENDING SELECTED CULTURAL VENUES AND EVENTS(a)– 2002

Cultural venues and events	*Number ('000)*	Proportion (%)
Art galleries	3 606.6	24.9
Museums	3 623.2	25.0
Zoological parks and aquariums	5 808.3	40.0
Botanic gardens	6 034.2	41.6
Libraries	6 110.2	42.1
Classical music concerts	1 298.9	9.0
Popular music concerts	3 833.6	26.4
Theatre performances	2 607.1	18.0
Dance performances	1 581.0	10.9
Musicals and operas	2 705.8	18.7
Other performing arts	2 955.7	20.4
Cinemas.	10 137.7	69.9
Attended at least one selected cultural venue or event in last 12 months	**12 789.5**	**88.2**

(a) Persons aged 18 years and over.

Source: *Attendance at Selected Cultural Venues and Events, 2002* (cat. no. 4114.0).

Table 5 below shows the number of people attending each selected cultural event and venue once, twice, three times or more than three times in the last 12 months. The table also displays the proportion of the attending population attending once, twice, three times or more than three times.

The cultural venues which people attend more times during a year are libraries and cinemas. Of the people who attended libraries 74.0% attended more than three times in the last 12 months, and of the people who attended cinemas 66.1% attended more than three times in the last 12 months. People attended musicals and operas least frequently with just 9.2% of attendees attending more than three times in the last 12 months.

5 FREQUENCY OF ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a) – 2002

	Attended once		Attended twice		Attended 3 times		Attended more than 3 times	
Cultural venues and events	no. ('000)	%	no. ('000)	%	no. ('000)	%	no. ('000)	%
Art galleries	1 435.6	39.8	885.9	24.6	424.2	11.8	860.9	23.9
Museums	1 907.4	52.6	850.5	23.5	323.9	8.9	541.5	14.9
Zoological gardens and aquariums	2 742.3	47.2	1 483.3	25.5	714.6	12.3	868.1	14.9
Botanic gardens	2 235.5	37.0	1 519.6	25.2	762.2	12.6	1 516.8	25.1
Libraries	394.5	6.5	622.9	10.2	574.1	9.4	4 518.8	74.0
Classical music concerts	543.2	41.8	276.5	21.3	165.4	12.7	313.8	24.2
Popular music concerts	1 385.2	36.1	857.5	22.4	530.5	13.8	1 060.4	27.7
Theatre performances	1 246.8	47.8	692.1	26.5	247.3	9.5	420.9	16.1
Dance performances	781.2	49.4	319.2	20.2	159.5	10.1	321.1	20.3
Musicals and operas	1 467.3	54.2	708.7	26.2	280.9	10.4	248.9	9.2
Other performing arts	1 723.7	58.3	584.8	19.8	291.2	9.9	356.1	12.0
Cinemas	1 002.2	9.9	1 267.5	12.5	1 168.5	11.5	6 699.5	66.1

(a) Persons aged 18 years and over.

Source: *Attendance at Selected Cultural Venues and Events, 2002* (cat. no. 4114.0).

Table 6 displays data on the diversity of attendance at cultural venues and events. Rather than displaying the number of times people have attended each of the venues and events this table shows how many of the selected cultural venues and events people have attended. For example, if a person attended an art museum and a cinema then the number of selected venues and events attended would be two.

It was most common to have attended two of the selected cultural venues and events in the last 12 months, and 67% of attendees attended between one and five venues and events. Less than 1% of the population aged 18 years and over attended eleven or twelve of the selected venues and events in the last 12 months.

6 DIVERSITY OF ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)– 2002

Number of selected cultural venues and events attended in the last 12 months	*Number ('000)*	Proportion (%)
0	1 713.8	11.8
1	2 040.4	14.1
2	2 235.9	15.4
3	2 127.3	14.7
4	1 804.9	12.4
5	1 432.6	9.9
6	1 244.1	8.6
7	732.7	5.1
8	534.0	3.7
9	356.3	2.5
10	168.4	1.2
11 or 12	113.0	0.8

(a) Persons aged 18 years and over.

Source: Survey of Attendance at Selected Cultural Venues and Events, 2002, data available on request.

RESULTS OF MULTIPLE REGRESSION ANALYSES

As explained earlier, the 'odds ratios' are the key statistic produced from the logistic regression models which assist interpretation of the results. The odds ratios are presented in Appendix 3 (analysis of attendance) and Appendix 4 (analysis of frequent attendance). Only odds ratios significantly different to 1 are presented.

Characteristics common to attendees at all of the cultural venues and events

Some of the characteristics were related in the same way to attendance at each of the nine selected cultural venues and events. That is, having a certain characteristic made a person more likely to attend each of the selected venues and events at least once in the past 12 months. These characteristics were:

- Self assessed health status: People feeling in excellent or very good health were more likely to attend all of the venues and events than people feeling in good or fair health, and they were in turn more likely to attend than people feeling in poor health.
- Contact with family and friends: People with at least weekly contact with family and friends were more likely to attend each of the venues and events than people with less frequent contact.
- Access to a computer at home: People who did have access to a computer were more likely to attend than those who did not.

- Highest level of educational attainment: The more highly educated a person, the more likely they were to attend each of the venues and events.
- Ability to raise $2,000 within a week: People who could raise $2,000 were more likely to attend than those who could not, except in the case of attendance at libraries where this variable was not significant in the model.

The results for educational attainment and the ability to raise $2,000 within a week, along with access to a computer at home, appear to agree with previous research findings that relatively advantaged people are more likely to attend each of the cultural venues and events. However other variables which may be considered to be related to being 'better off' such as labour force status and SEIFA were not always related to attendance, thus presenting a more complex picture. For example, employed people were not more likely to attend art galleries or museums than unemployed people.

A person's self assessed health status was related to whether people attend these venues and events or not, with people feeling in better health more likely to go. The result agrees with existing research showing that health issues can be a barrier to attendance. Interestingly, this was a significant factor for all of the venues and events, including venues such as cinemas and classical music concerts which require less activity once at the venue. This may be a reflection of issues with access for people with poorer health.

People with less frequent contact with family and friends were less likely to be cultural attendees than those with more frequent contact. There are a number of possible reasons for this. It could be that they are not interested in going out and attending these venues, or perhaps they do not want to go on their own. This result reflects that this group of people may be socially isolated for whatever reason.

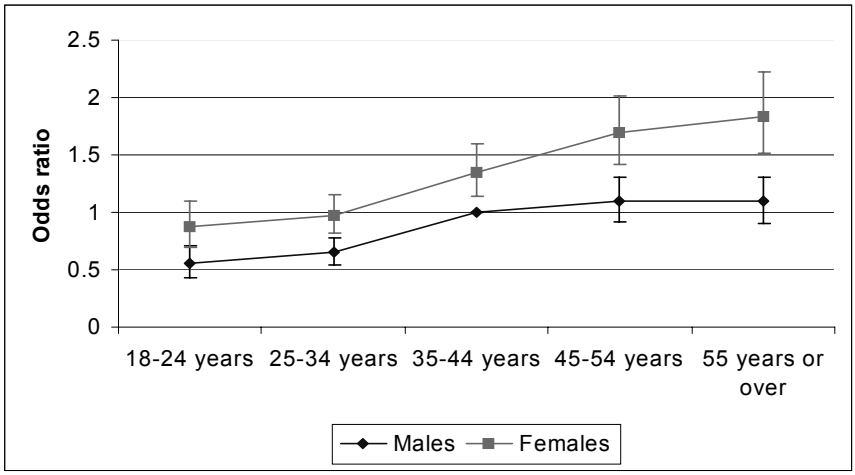
Characteristics of attendees which differ between venues and events

The rest of the results section explores the characteristics which did not have the same relationship to attendance at each of the cultural venues and events. The results are displayed separately for each cultural event or venue. First the relationship between attendance and age-sex is displayed. Two graphs are displayed for each cultural event or venue - the first shows the odds ratios for the relationship between attendance and age and sex, the second the odds ratios for the relationship between frequent attendance and age and sex. The base case for the combined age-sex variable used for this analysis was a male aged 35-44 years old. Thus the odds ratio for males aged 35-44 years old equals one. The graphs display the estimates of the odds ratios along with 95% confidence interval error bars. If the 95% confidence interval error bars do not overlap between different age groups and sexes then the likelihood of attendance is statistically significantly different for the groups under consideration. For example, to compare the attendance at art galleries of males and females aged 55 years or over consider graph 1.1 of the odds ratios of attendance at art galleries by age-sex below. From this graph it can be seen that the error bars on the odds ratio for females aged 55 years or over does not overlap with the error bars on the odds ratio for males aged 55 years or over. Thus females aged 55 years or over were significantly more likely to attend art galleries than males of the same age group.

Following the analysis of the relationship of attendance to age-sex, the characteristics which appear to be positively or negatively associated with attendance are listed, and then characteristics which appear to be positively or negatively associated with frequent attendance are listed.

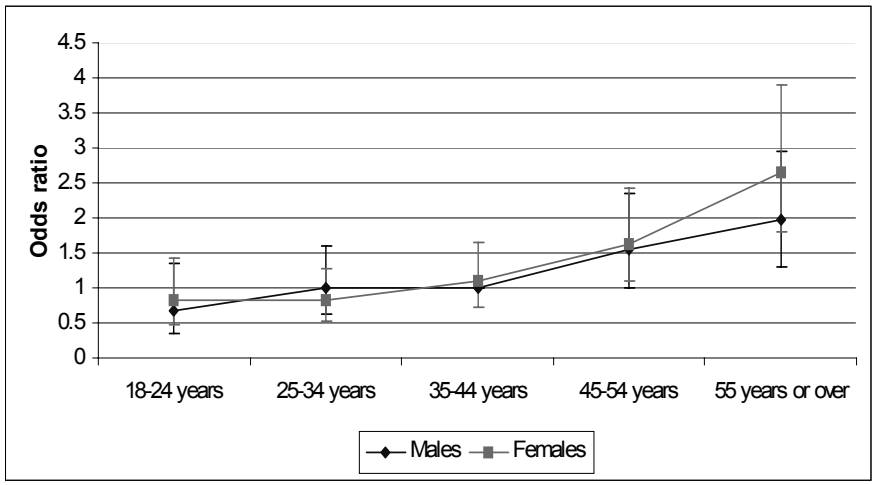
ART GALLERIES

GRAPH 1.1: ODDS RATIOS OF ATTENDANCE AT ART GALLERIES BY AGE-SEX



Females in every age group, except 18-24 year olds, were more likely than males to have attended an art gallery in the last 12 months. For both males and females, the likelihood of attendance increased with age. People aged 45 years or over were more likely to have been to an art gallery than those 18-34 years old.

GRAPH 1.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT ART GALLERIES BY AGE-SEX



The only significant age-sex difference when analysing frequency was that females aged 55 years or over were more likely to have attended an art gallery at least six times in the previous 12 months than females aged 18-44 years old. It is interesting to note that for each age group there is no significant difference between males and females in regard to frequency of attendance.

Other than age-sex, factors negatively related to attendance at art galleries were:

- People living in NSW were less likely to attend than people living in the ACT, NT, Tasmania and WA.
- Married people were less likely to attend than divorced or separated people, as well as people who have never married.
- Families with dependent children were less likely to attend than couples with no children, group households and lone person households.
- People who worked 35 hours or more were less likely to attend than people working between 1 and 34 hours a week.
- People born in a non-main English speaking country were less likely to attend than people born in Australia.
- People in major cities were less likely to attend than people in inner regional areas.
- People who felt unsafe or very unsafe or who were never home alone after dark were less likely to attend art galleries than people who felt safe or very safe.
- People in the most disadvantaged areas (according to SEIFA) were less likely to attend than people in the 'average' areas (or middle SEIFA quintile), who were in turn less likely to attend than people in the least disadvantaged areas.

Other than age-sex, factors positively related to frequent attendance at art galleries (at least 6 times in the last 12 months) were:

- People with a degree or diploma were the most likely to have frequently attended art galleries. People with up to year 11 education were the least likely to have frequently attended art galleries.
- People living in inner regional areas were more likely to have frequently attended art galleries than those living in major cities.
- Divorced or separated people as well as those who had never married were more likely than married people to have frequently visited art galleries.
- People in both the least disadvantaged areas and the most disadvantaged areas according to SEIFA were more likely to be frequent attendees at art galleries than others.

Many characteristics which indicate that someone is relatively advantaged were positively related to attendance at art galleries. People in the most advantaged areas according to SEIFA, more highly educated, with a computer at home, and able to raise $2,000 within a week, were more likely to go.

These results agree with the report *Art galleries: who goes?* which found that art gallery visitors exhibit high levels of educational attainment and are likely to come from households with above average incomes. This is interesting, particularly because many art galleries have free general entry, so the cost of attending should not be a barrier to attendance. Two of these characteristics, being more highly educated and living in a less disadvantaged area, were also related to frequent attendance to art galleries. So it is not only that these more educated people were more likely to attend an art gallery but they were more likely to attend more often.

However, the relationship is not as straight forward when looking at frequency of attendance. Amongst those who attend, the people living in the most disadvantaged areas were more likely than those in the middle SEIFA quintile to attend art galleries frequently. Perhaps this group of more disadvantaged frequent attendees consists of artists on low incomes, or maybe it shows that people living in disadvantaged areas go to art galleries as something they can do that is free or relatively inexpensive.

Living in a remote area was not a barrier to attendance at art galleries; in fact people in inner regional areas were more likely to attend than people in major cities. This seems to support the hypothesis that there are less other activities to do in these areas, but there are many other possible hypotheses. For example, it could be that there are proportionately more art galleries in these areas, a wider range of smaller art galleries in these areas, or that art galleries in these areas are engaged with a local community. People living in inner regional areas were also more likely to attend art galleries frequently than people living in major cities. There is no information available as to where people are attending art galleries. They may be attending them in their own areas, or travelling to other areas, or both. This information would be valuable when considering possible barriers.

The results suggests that art galleries are perhaps not seen as being very 'family friendly' as families with children were less likely to attend than families or households without children. Another explanation could be that families and their children have other preferences for how they spend their time (e.g. family gatherings, sport activities). More research may be needed to better understand the choices being made by families.

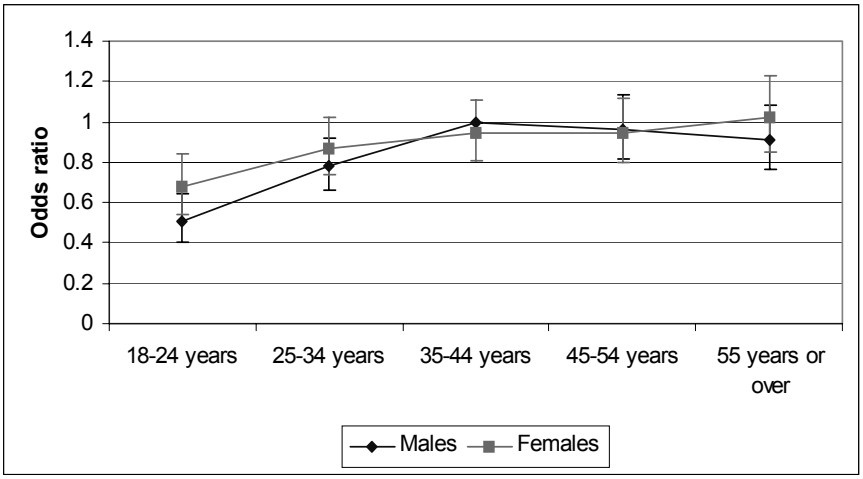
People born in a non-main English speaking country were less likely to attend than people born in Australia. This may be related to a language barrier or a cultural barrier, but it could also be a matter of choice. A language barrier may seem surprising as a majority of exhibits at art galleries are visual exhibits. It may also be that exhibits are less culturally relevant to people born in non-main English speaking countries. However, it should be acknowledged that many galleries do provide special exhibitions relevant to diverse cultures. Once again, more research is needed to understand reasons for non attendance.

People working part-time (1-34 hours a week) were more likely to attend than full-time workers (35 hours or more). This supports the 'lack of time' barrier provided by respondents in the existing research. That is, it may be that people working full-time have less time to attend art galleries.

Divorced, separated or people who have never married were more likely to attend art galleries than married people and also more likely to attend frequently. This could be related to the non family friendly perception as mentioned already and/or it could be indicative of art galleries being a social meeting place for single people.

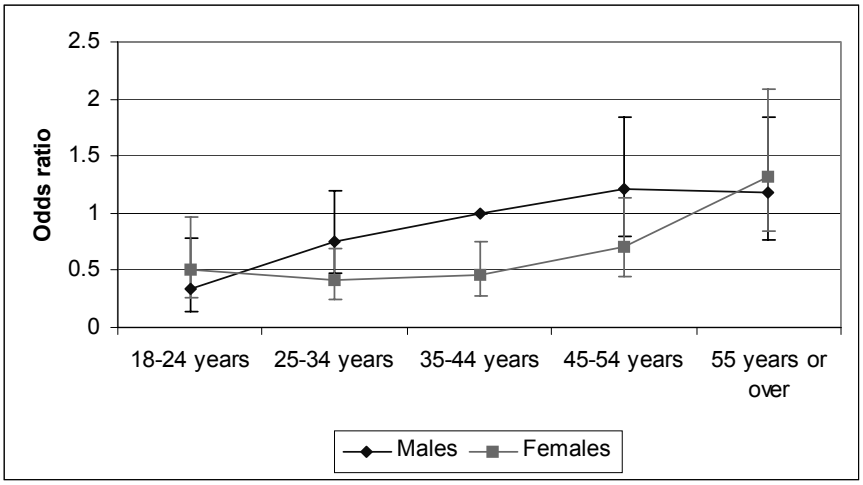
MUSEUMS

GRAPH 2.1: ODDS RATIOS OF ATTENDANCE AT MUSEUMS BY AGE-SEX



Males ages 35 years or over were more likely to attend museums than males aged 18-24 years.

GRAPH 2.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT MUSEUMS BY AGE-SEX



Males aged 35-44 years old were more likely to frequently attend museums than males aged 18-24 years.

Other than age-sex, factors negatively related to attendance at museums were:

- People living in NSW were less likely to attend museums than those living in the ACT, NT, SA and Tasmania.
- Married people were less likely to attend than people who had never married.
- Families with non-dependent children were less likely to attend than families with dependent children.
- People working 35 hours or more a week were less likely to attend than people working between 1 and 34 hours.

- People born in Australia were less likely to attend than people born in an other main English speaking country
- People born in a non-main English speaking country were less likely to attend a museum than other people.
- People living in both outer regional and remote or very remote areas were less likely to attend than people living in major cities.
- People who could not ask for small favours were less likely to attend than those who could.
- People in the least disadvantaged areas (those in the highest SEIFA quintile) were more likely to attend than people in the lowest 2 SEIFA quintiles.

Other than age-sex, factors positively related to frequent attendance at museums (at least 6 times in the last 12 months) were:

- People with a degree or diploma were most likely to be frequent museum attendees than others.
- People with up to year 11 education were least likely.
- People living in both inner regional and remote or very remote areas were more likely to frequently visit museums than people living in major cities.
- People who had never married were more likely than married people to frequently visit museums.
- People working part-time (1-34 hours a week) were more likely to be frequent museum visitors than people working full-time (35 hours or more).
- People in the least disadvantaged areas (those in the highest SEIFA quintile) were more likely than others to frequently attend museums.

Many of the same potential barriers and motivators are evident for attendance at museums as for attendance at art galleries. Relatively advantaged people were more likely to attend museums and more likely to attend frequently. People working part-time were more likely to attend than full-time workers. People born in a non main English speaking country were less likely to attend than other people.

There were some interesting differences though. People in families with non-dependent children (children aged 15 years or over who are not dependent students) were less likely to attend than people in families with dependent children. This implies that parents are more likely to take their dependent children to the museum than to an art gallery perhaps because they have more interactive displays that are of more interest to children, or because parents see them as more educational than art galleries. Possibly, children are more likely to be interested in life size replicas of dinosaurs than historic colonial paintings.

People born in Australia were less likely to go to a museum than people born in an other main English speaking country. One theory is that people coming from abroad use museums as a source of information about Australia. This then raises the question of why people from non-main English speaking countries go less than others, including those born in Australia.

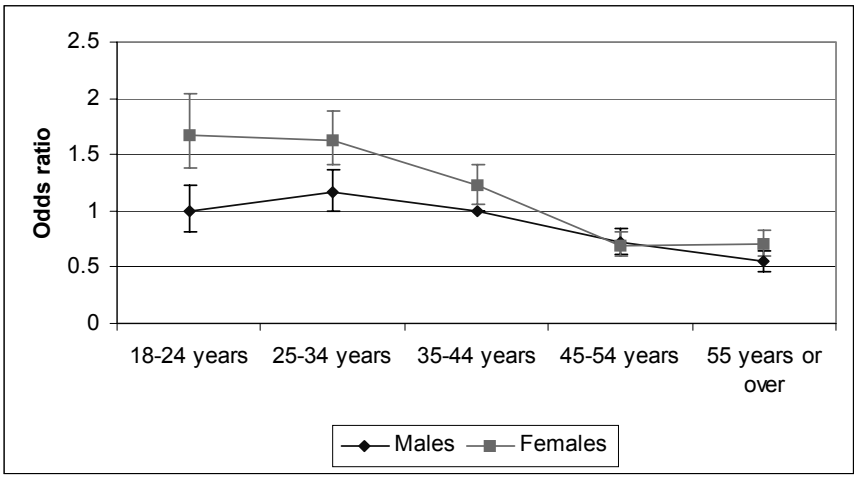
Maybe language is a barrier to these people as much information is often presented in textual form, although many exhibits have a visual component. It could also be that museums have more content of relevance to English speaking cultures, even though many museums also provide exhibitions relevant to a wider range of cultures.

Unlike art galleries, living in remote areas was found to be negatively related to attendance at museums. People living in both outer regional and remote or very remote areas were less likely to attend than people living in major cities. This may be related to a lack of museums in these areas, or perhaps a lack of interest. It is possible that the smaller regional museums may be less able to frequently renew their exhibits to attract local visitors, and they often cater to tourists rather than local visitors living in the regional areas. More research would be needed to understand the reasons why people living in regional areas were less likely to attend.

People who could not ask for small favours were less likely to attend than those who could. It may be that these people face social barriers to going out. They may not have anyone to ask for favours because they don't tend to socialise, and they may not have anyone to go with or that they feel comfortable with asking to accompany them.

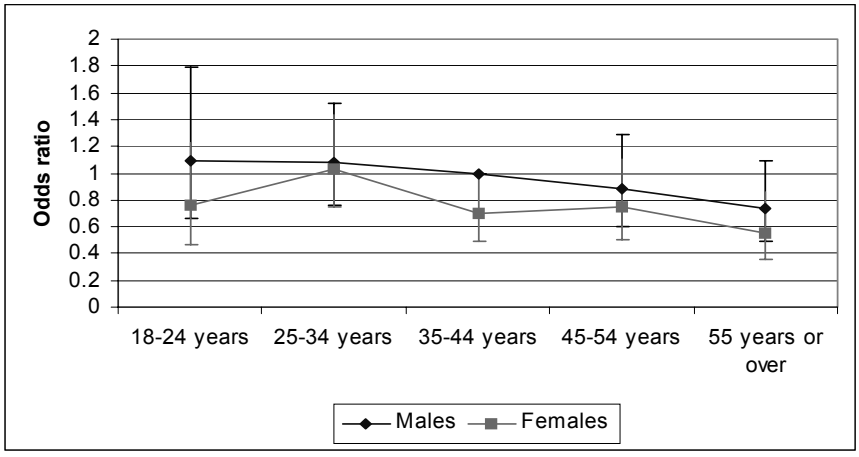
ZOOS AND AQUARIUMS

GRAPH 3.1: ODDS RATIOS OF ATTENDANCE AT ZOOS AND AQUARIUMS BY AGE-SEX



Females aged 18-44 years old were more likely to have attended a zoo or aquarium in the last 12 months than males of the same age group. Younger people were more likely to have attended than older people. Females aged 18-44 years old were more likely to have attended than females aged 45 years or over, and males aged 25-44 years old were more likely to have attended than males aged 45 years or over.

GRAPH 3.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT ZOOS AND AQUARIUMS BY AGE-SEX



Frequent attendance at zoos and aquariums was not significantly related to age-sex.

Other than age-sex, factors negatively related to attendance at zoos and aquariums were:

- People living in NSW were less likely to visit zoos and aquariums than people living in the ACT, NT, Victoria and WA.
- People living in Tasmania were the least likely to visit.
- People who have never been married or who were widowed were less likely to attend than married people.
- All family/household types, except for group households, were less likely to attend than families with dependent children.

- People born in Australia were less likely to visit than people who were born in a main English speaking country other than Australia.
- People living in remote and outer regional areas were less likely to attend than people living in major cities.
- People who could not ask for small favours were less likely to attend that those who could.
- People who often have difficulty getting to the places needed were less likely to go to zoos or aquariums than people who could easily get to places needed.
- People who were not in the labour force were less likely to attend than employed people.

Other than age-sex, factors positively related to frequent attendance at zoos and aquariums (at least 5 times in the last 12 months) were:

- People born in a main English speaking country other than Australia were more likely to visit frequently than people who were born in Australia.
- People with a degree or diploma were more likely to visit frequently than people with year 12, or year 11 or a lower level of education.
- People working 1-34 hours a week were more likely to attend frequently than those working 35 hours or more, however people working 0 hours were not.

Interestingly relative disadvantage according to SEIFA did not come up as a significant factor related to attendance at zoos and aquariums, whereas it did for both art galleries and museums.

Families with children, as well as group households, were the most likely family and household types to attend. This indicates that zoos and aquariums are perceived as family friendly venues, and they may also be a good venue for young adults living in group households to meet up with friends or take a date.

People who have never been married or who are widowed were less likely to attend than married people, which is consistent with the finding for family type.

People living in major cities were the most likely to attend zoos and aquariums. It seems likely that this would be due to a lack of venues in regional and remote areas, which would mean that people in these areas would need to travel further.

Perceived difficulty with transport was related to attendance with people often having difficulty getting to the places needed less likely to go. This lends further support to the theory that people may be travelling further to get to zoos than other venues.

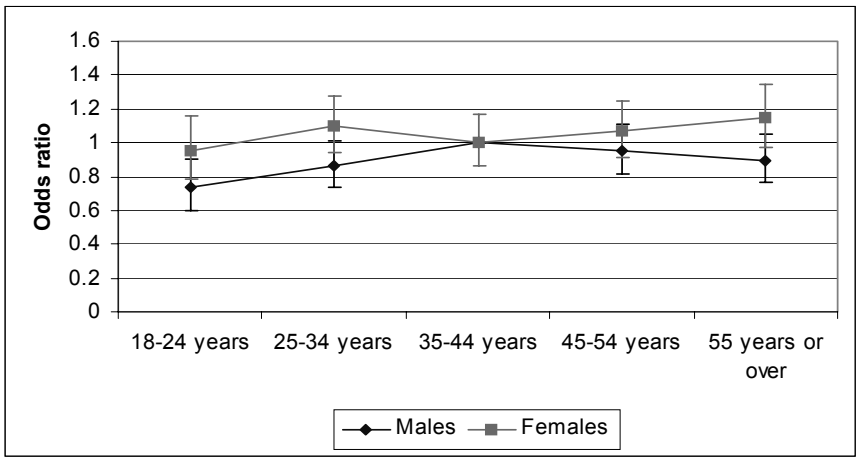
People born in Australia were less likely to attend than people born overseas, consistent with the idea that people born overseas are keen to see Australian wildlife and learn about Australia.

People working part-time were more likely to attend than people working full-time, again showing that a lack of free time may be a barrier to attendance, or that attendance at particular venues is a lower priority than for others.

People who could not ask for small favours were less likely to attend than those who could.

BOTANIC GARDENS

GRAPH 4.1: ODDS RATIOS OF ATTENDANCE AT BOTANIC GARDENS BY AGE-SEX



Attendance at botanic gardens does not vary significantly by age-sex, except that males aged 18-24 years old were less likely to go to a botanic garden than males aged 35-44 years old.

Age-sex was not significantly related to frequent attendance at botanic gardens.

Other than age-sex, factors negatively related to attendance at botanic gardens were:

- People living in NSW were less likely to attend than all other state and territories apart from the ACT. People born in the NT were the most likely to have visited in the last 12 months.
- Families with children were less likely to attend than couples with no children and people in group households or lone person households.
- People who worked full-time (35 hours or more a week) were less likely to attend than people who worked part-time (1-34 hours).
- People born in Australia were less likely to attend than people born in an other main-English speaking country.
- People living in outer regional, and remote and very remote areas were less likely to attend than people living in major cities.
- People who could not ask for small favours were less likely to go to a botanic garden than those who could.
- Employed people were less likely to go to a botanic garden than unemployed people.
- People living in the most disadvantaged areas (those in the lowest SEIFA quintile) were less likely to attend than people in the middle quintile, who were in turn less likely to attend than people in the least disadvantaged areas (those in the highest quintile).

Other than age-sex, factors positively related to frequent attendance at botanic gardens (at least 6 times in the last 12 months) were:

- People born overseas were more likely than people born in Australia to go to botanic gardens frequently.
- People with a degree or diploma were more likely than people with high school education to frequently attend.
- People with a poor self assessed health status were more likely to attend botanic gardens frequently.
- People living in inner regional areas were more likely to attend frequently than those living in major cities.
- People who had less than weekly contact with family and friends were more likely to attend frequently than others with more frequent contact.
- People who have never married and divorced or separated people were more likely to attend frequently than married people.

Attendance at botanic gardens was also related to some characteristics indicative of relative advantage. People living in the least disadvantaged areas were more likely to attend than people in more disadvantaged areas; people with higher educational attainment were more likely to frequently attend. Also people who could ask for small favours were more likely to visit botanic gardens than those who could not.

The most obvious difference in the characteristics of attendees at botanic gardens compared to attendees at the previously discussed cultural venues is that unemployed people were more likely to go to botanic gardens than employed people. Perhaps this is, at least partly, due to the free entry and their extra free time available. It also may be a place where it is more acceptable or people feel more comfortable going alone.

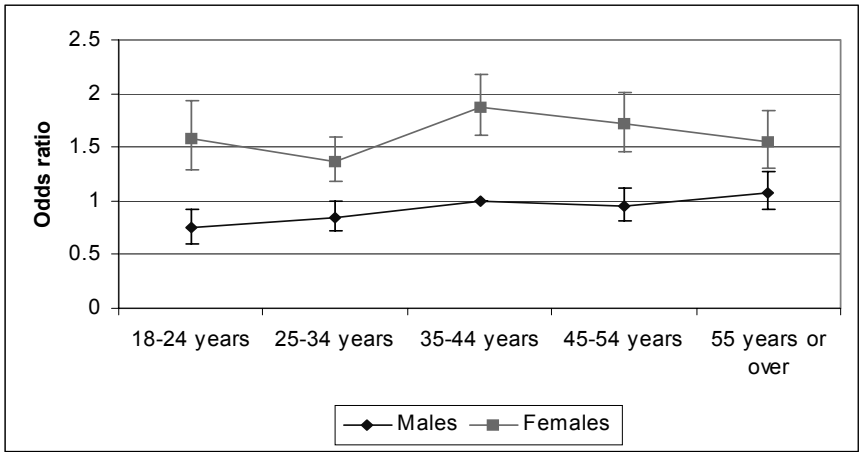
Again, people working part-time were more likely to attend than people working full-time. This suggests that lack of time might be a barrier in regards to visiting a botanic garden. Remoteness was a barrier to attendance at botanic gardens perhaps due to a lack of botanic gardens outside of major cities.

There were some interesting relationships to frequent attendance at botanic gardens. People with a poor self assessed health status were more likely to have attended botanic gardens at least 6 times in the previous 12 month than people who reported their health as good/fair or good/very good. This was the only venue which showed this relationship. It may be that some people go to botanic gardens to help them feel better, or maybe botanic gardens are somewhere that people feel they can get outside and be uplifted by the natural environment when they are not feeling well. Also people who had less than weekly contact with family and friends were more likely to go to botanic gardens frequently than those with more frequent contact. Again botanic gardens were the only venue that showed this relationship. This supports the idea that people feel botanic gardens are a place they can comfortably go and be on their own.

People born overseas were more likely than people born in Australia to attend botanic gardens and to attend them frequently. They may be visiting botanic gardens to learn more about the plants that are grown in Australia. Perhaps the climate in Australia is more conducive to outdoor activities and this is why botanic gardens are popular with this population group.

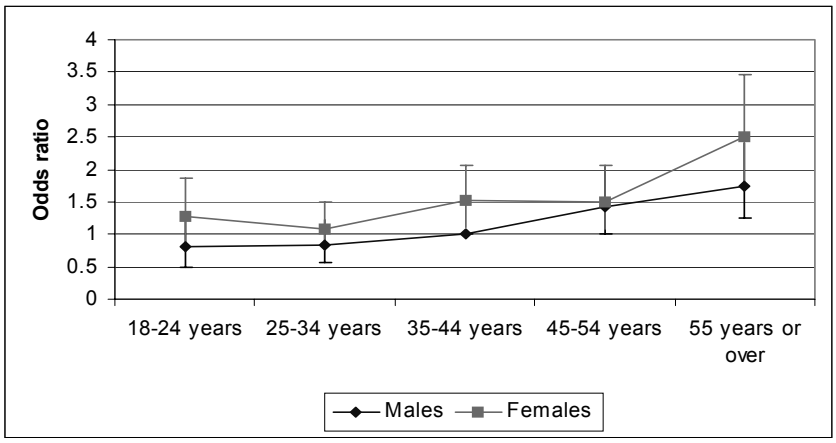
LIBRARIES

GRAPH 5.1: ODDS RATIOS OF ATTENDANCE AT LIBRARIES BY AGE-SEX



Females were more likely to attend than males of the same age group. Males aged 18-24 years old were less likely to go to a library than males aged 35-44 years old.

GRAPH 5.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT LIBRARIES BY AGE-SEX



Females aged 55 years or over were more likely to frequently attend libraries than females aged 25-34 years and males aged 18-34 years.

Other than age-sex, factors negatively related to attendance at libraries were:

- People living in NSW were less likely to go to a library than people living in any other state or territory.
- Widowed people were less likely to go to a library than married people. But married people were more likely to go than people who have never married.
- Couples with no children, families with non-dependent children and people living in group or lone person households were less likely to go than families with dependent children.
- People working full-time (35 hours or more a week) were less likely to go to a library than people working part-time (1-34 hours).

- People born in non-main English speaking countries were less likely to attend than people born in main English speaking countries.
- People born in Australia were less likely to attend than people born in an other main English speaking country.
- Employed people were less likely to go to the library than unemployed people and people not in the labour force.

Other than age-sex, factors positively related to frequent attendance at libraries (at least 26 times in the last 12 months) were:

- People born overseas were more likely to frequently go to a library than people born in Australia.
- People with a degree or diploma and year 12 education were more likely to frequently go to a library than people with a certificate or year 11 or below education.
- Unemployed people and those not in the labour force were more likely to go to the library frequently than employed people.
- People without access to a computer were more likely to go frequently to a library than those with a computer at home.
- People living in the most disadvantaged areas (those in the lowest SEIFA quintile) were more likely to go to a library frequently than people living in the least disadvantaged (those in the highest SEIFA quintile).
- Those who could not raise or didn't know if they could raise $2000 within a week were less likely to attend libraries frequently than those who could.

More highly educated people were more likely to frequently go to a library. However it was mainly the characteristics of less advantaged people that were related to more frequent attendance - unemployed people and those not in the labour force, people without access to a computer, people living in the most disadvantaged areas according to SEIFA, and those who could not raise or didn't know if they could raise $2000 within a week were more likely to visit frequently.

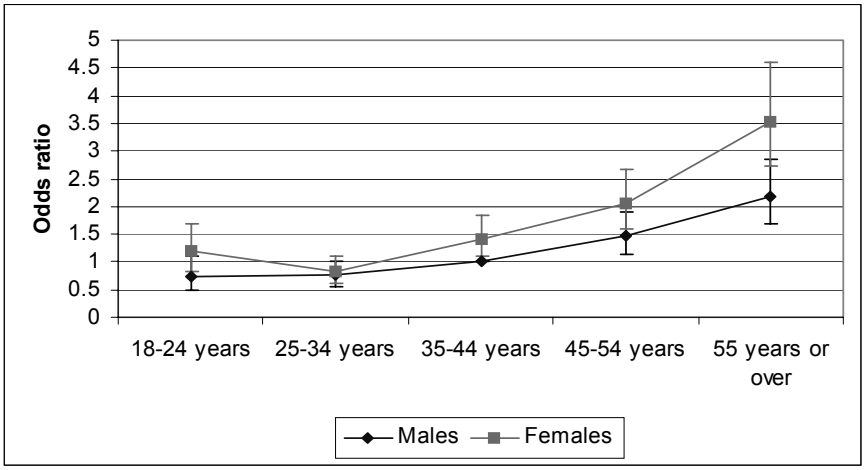
As mentioned earlier, libraries were the only venue where people with the ability to raise $2,000 within a week were not more likely to attend than people who could not raise $2,000 in a week. Both unemployed people and people who were not in the labour force were more likely to attend a library than employed people. This shows that libraries are an important resource for relatively disadvantaged people. They are less likely to be able to afford to buy their own books or own their own computer.

Families with children were the most likely to attend so parents see the value in taking their children to the library, either for borrowing resources or perhaps for children's activities, etc. However people living alone and group households were not as likely to go to libraries after accounting for all other factors, and it is difficult to speculate on the possible reasons for this.

People working part-time were more likely to go to a library than people working full-time.

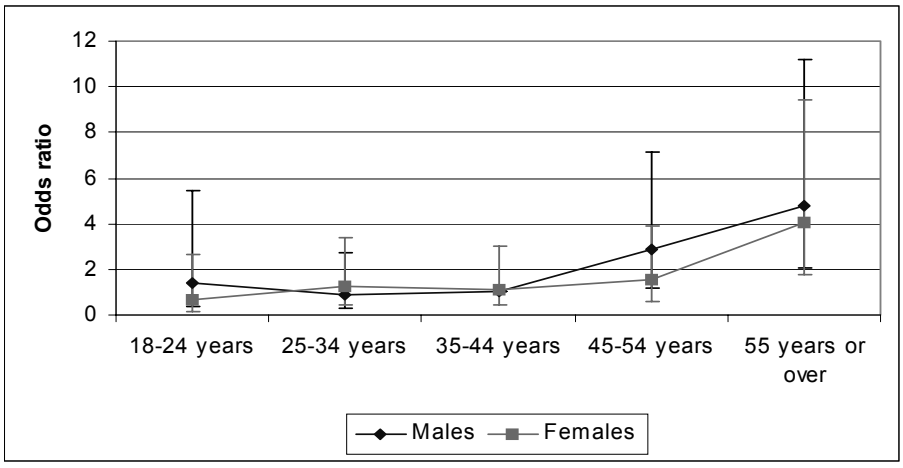
CLASSICAL MUSIC CONCERTS

GRAPH 6.1: ODDS RATIOS OF ATTENDANCE AT CLASSICAL MUSIC CONCERTS BY AGE-SEX



Older people were more likely to attend classical music concerts. Females aged 55 years or over were more likely than women aged 18-54 years old to go to a classical music concert. Males aged 55 years or over were more likely than men aged 18-44 years to go to a classical music concert.

GRAPH 6.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT CLASSICAL MUSIC CONCERTS BY AGE-SEX



People aged 55 years or over were more likely to frequently attend classical music concerts than males aged 35-44 years.

Other than age-sex, factors negatively related to attendance at classical music concerts were:

- People living in the Northern Territory were the most likely to attend classical music concerts.

- Families with dependent children were less likely to attend than families and households without children (couples with no children, group and lone person households).
- People born in Australia were less likely to attend than people born overseas.
- People living in outer regional, remote and very remote areas were less likely to attend than people living in a major city.
- People not in the labour force were less likely to attend than both employed and unemployed people.
- People in the bottom 3 quintiles according to SEIFA (those living in the most disadvantaged areas) were less likely to attend than those in the top quintile (living in the least disadvantaged areas).

Other than age-sex, factors positively related to frequent attendance at classical music concerts (at least 6 times in the last 12 months) were:

- People who were never married were more likely to attend classical music concerts frequently than married people.
- People who had completed year 12 were more likely to frequently attend than people who had completed year 11 or below.
- People living in the least disadvantaged areas (those in the highest SEIFA quintile) were more likely to frequently attend than those in the middle SEIFA quintile.

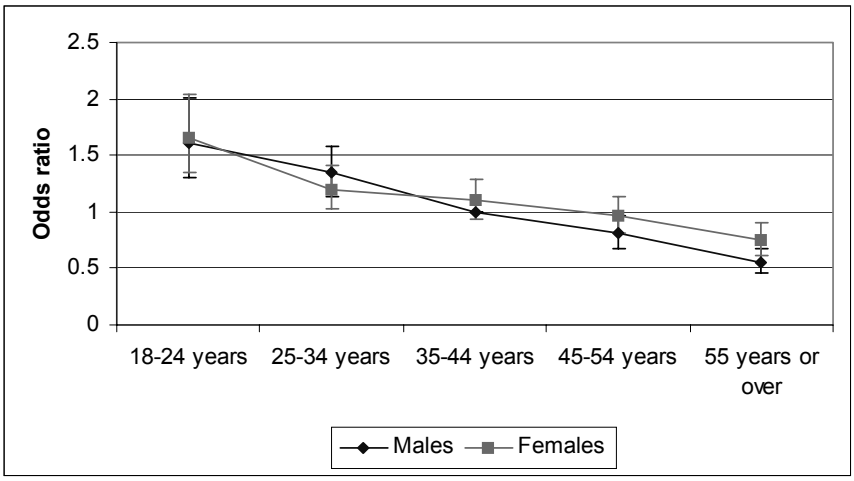
People living in the least disadvantaged areas were most likely to have attended, and to have attended frequently. Families with dependent children were less likely to attend than families and households without children, reflecting that classical music concerts are not seen as being children friendly and perhaps people with children have difficulty getting care for their children, or perhaps families with children are less interested in them or have less money to spend.

Remoteness was a barrier to attendance at classical music concerts, possibly due to performances being generally staged in major cities.

People born overseas were more likely to attend classical music concerts than people born in Australia. Perhaps they have a greater appreciation of classical music or this activity involves less of a barrier language-wise.

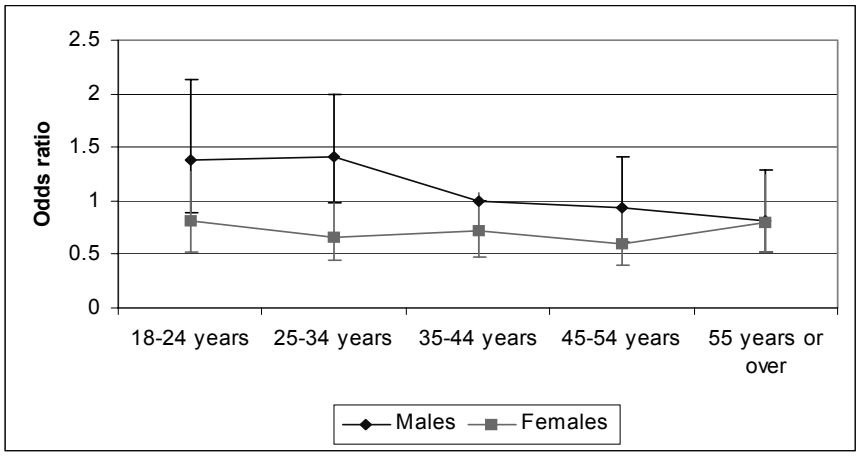
POPULAR MUSIC CONCERTS

GRAPH 7.1: ODDS RATIOS OF ATTENDANCE AT POPULAR MUSIC CONCERTS BY AGE-SEX



Younger people were more likely to attend popular music concerts with the likelihood of attendance decreasing with age. There was no significant difference in attendance between males and females of the same age group.

GRAPH 7.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT POPULAR MUSIC CONCERTS BY AGE-SEX



Frequent attendance at popular music concerts was not significantly related to age-sex.

Other than age-sex, factors negatively related to attendance at popular music concerts were:

- People living in NT or Qld were the least likely to attend popular music concerts.
- Married people were less likely to go to popular music concerts than those never married, divorced or separated.
- People born in non-main English speaking countries were less likely to attend popular music concerts than people born in Australia.

- People living in major cities were less likely to go than those in inner regional areas.
- People who could not ask for a small favour were less likely to attend than those who could.
- Those people not in the labour force were less likely to attend than employed people.
- People living in the less advantaged areas (lowest SEIFA quintile) were less likely to go to a popular music concert than people in the middle quintile, while those in the highest two quintiles were more likely to go.

Other than age-sex, factors positively related to frequent attendance at popular music concerts (at least 6 times in the last 12 months) were:

- People born in other main English speaking countries were more likely to go to popular music concerts frequently than people born in Australia.
- People living in major cities were more likely to be frequent attendees than those living in outer regional and remote and very remote areas.
- Never married or divorced/separated people were more likely to attend frequently than married people.
- Couples with no children, as well as people in group households or living alone were more likely to attend frequently than couples with dependent children.
- People who had completed year 12 were more likely to frequently attend than people who had completed year 11 or below.
- People who assessed their health as excellent or very good were less likely than people who assessed their health as good or fair

People living in more disadvantaged areas were less likely to go to a popular music concert than people in less disadvantaged areas. This may be a reflection of the cost of tickets being a barrier to attendance for more disadvantaged people.

As for classical music concerts, all other family and household types were more likely to attend popular music concerts than families with dependent children. This suggests that there could be an access issue for families with dependent children for all music concerts. This may be due to parents finding it difficult to get someone to babysit their children. It could also be that people in families with dependent children prefer to do something as a family activity and popular music concerts are not seen in this way.

People who have never married or those divorced or separated were more likely to go to popular music concerts than married people.

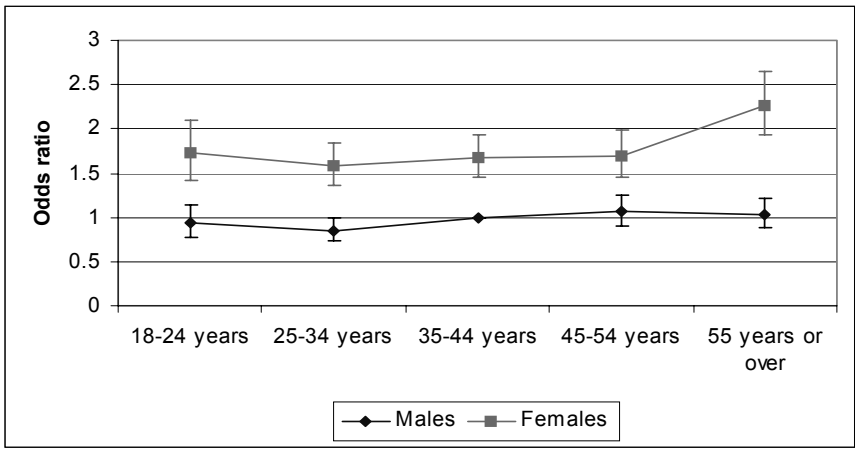
People born in non main English speaking countries were less likely to attend popular music concerts than people born in Australia. This may indicate a language or cultural barrier. However people born in English speaking countries other than Australia were also less likely to attend than people born in Australia. It could be that the popular music acts performing in Australia are of less interest to the overseas born population in general, compared to the Australian born population. Different

reasons for non attendance may apply to different groups, and this would require further research.

People in inner regional areas were more likely to attend popular music concerts than people living in major cities. Interestingly the only other cultural event or venue showing this characteristic was art galleries.

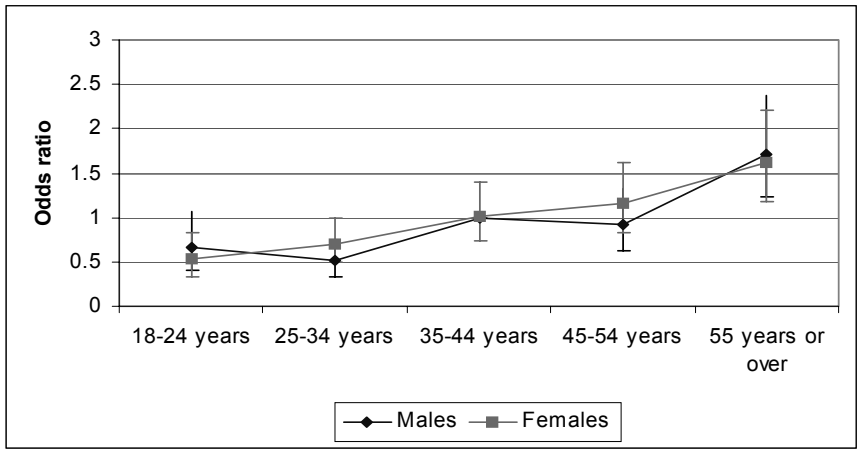
OTHER PERFORMING ARTS (Includes theatre performances, dance performances, musicals and operas and other performing arts)

GRAPH 8.1: ODDS RATIOS OF ATTENDANCE AT OTHER PERFORMING ARTS BY AGE-SEX



Females were more likely to attend than males in the same age group. The only significant difference in attendance between age groups for females was that females aged 55 years or over were more likely to attend than females aged 25-34 years old. There was no significant difference in attendance for males within different age groups.

GRAPH 8.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT OTHER PERFORMING ARTS BY AGE-SEX



Females aged 55 years or over were more likely to attend frequently than females aged 18-34 years old. Males aged 55 years or over were more likely to attend frequently than males aged 18-44 years old.

Other than age-sex, factors negatively related to attendance at other performing arts were:

- People living in the ACT were the least likely to go to the other performing arts, and Victorians were the most likely.
- Families with non-dependent children were less likely to attend than families with dependent children.
- People born in non-main English speaking countries were less likely to attend the other performing arts than people born in Australia.
- People living in outer regional areas were less likely to attend than those living in a major city.
- Those people who could not ask for small favours were less likely to attend than those who could.
- People living in the most advantaged areas (those in the two most advantaged SEIFA quintiles) were more likely to go than others, and the people in the most disadvantaged areas (those in the lowest SEIFA quintile) were least likely to attend.
- People not in the labour force were less likely to attend than both employed and unemployed people.

Other than age-sex, factors positively related to frequent attendance at other performing arts (at least 8 times in the last 12 months) were:

- People in major cities were more likely to go to other performing arts frequently than people living in any other area.
- People with less than weekly contact with family and friends were less likely to frequently go.
- Married people were the least likely to frequently attend other performing arts.
- People living in NSW were more likely to frequently attend than people living in the ACT and Victoria.

Interestingly, people in families with non-dependent children, that is children aged 15 years and over who are not dependent students, were less likely to attend an other performing arts than people in families with dependent children. This seems to indicate that other performing arts are providing performances which attract young children. One example of this could be the Wiggles.

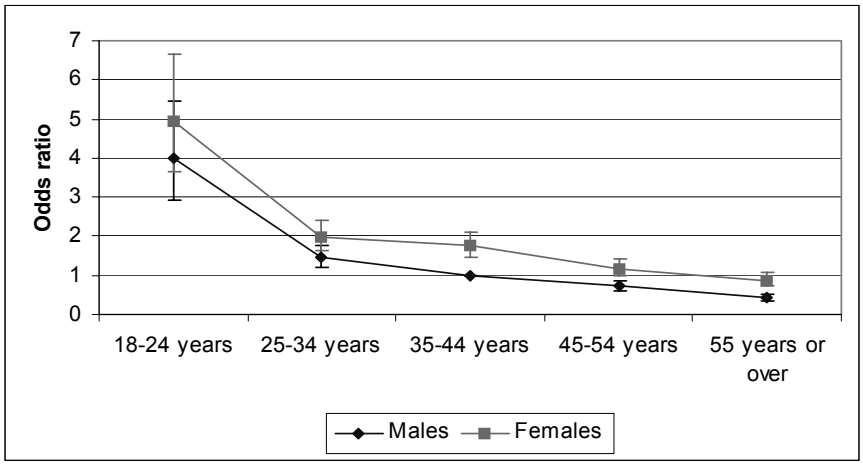
People born in non-main English speaking countries were less likely to attend than people born in Australia, maybe due to a language barrier.

People living in outer regional areas were less likely to attend than those living in a major city, presumably due to a lack of opportunity; however theatre and other performing arts programs do tour regionally. This is supported by the results for frequent attendance with people living in major cities the most likely to attend other performing arts than people living in any other type of area.

People living in more advantaged areas were more likely to go to an other performing arts than people living in more disadvantaged areas. People not in the labour force were less likely to attend these performing arts compared to both employed and unemployed people.

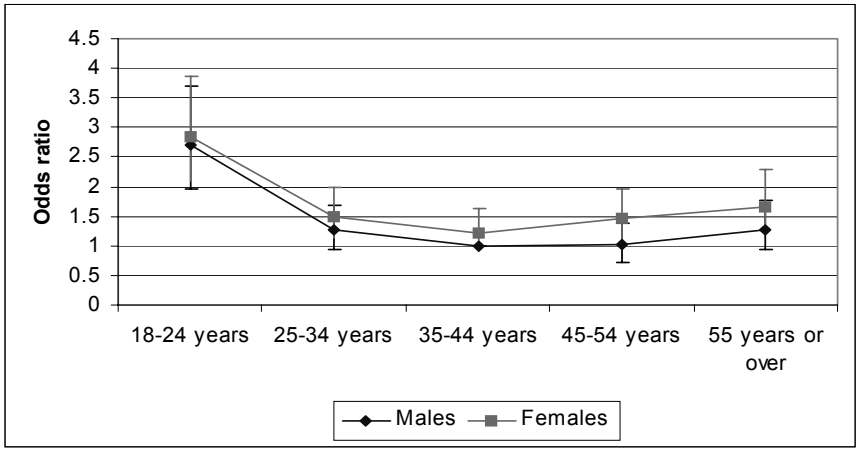
CINEMA

GRAPH 9.1: ODDS RATIOS OF ATTENDANCE AT CINEMAS BY AGE-SEX



Younger people were more likely to go to the cinema. Females aged 18-24 years old were more likely to go than females aged 25-44 years old, who in turn were more likely to attend than females aged 45 years or over. Males aged 18-24 years old were the most likely to go to the cinema and the likelihood decreased with each age group with males aged 55 years or over the least likely to attend. Females in the 35-44 years, 45-54 years and 55 years or over age groups were more likely to go to a cinema than males in the corresponding age groups.

GRAPH 9.2: ODDS RATIOS OF FREQUENT ATTENDANCE AT CINEMAS BY AGE-SEX



Younger people were more likely to frequently go to the cinema. Within each sex, people aged 18-24 years old were most likely to have gone to the cinema at least 16 times in the previous 12 months.

Other than age-sex, factors negatively related to attendance at cinemas were:

- People living in NT, Qld, Vic and WA were all more likely to go to the cinema than people living in NSW.

- Divorced or separated people or those who have never married were more likely to go than married people.
- Couples with no children and people living alone were more likely to attend than couples with children.
- People born in a main English speaking country other than Australia were more likely to go to the cinema than people born in Australia, while those born in a non-main English speaking country were less likely.
- People not living in a major city were less likely to go to the cinema than those living in a major city.
- People who felt unsafe or very unsafe at home alone at night were less likely to attend.
- Those who could not ask for small favours were less likely to go to the cinema than those who could.
- People experiencing any trouble with transport, from having difficulty sometimes to never going out, were all less likely to attend.
- Unemployed people and people not in the labour force were less likely to go than employed people.
- People living in the most advantaged areas (those in the two most advantaged SEIFA quintiles) were more likely to go than others, and the people in the most disadvantaged areas (those in the lowest SEIFA quintile) were least likely to attend.

Other than age-sex, factors positively related to frequent attendance at cinemas (at least 16 times in the last 12 months) were:

- People born overseas were more likely to go to the cinema frequently.
- Employed people were more likely to frequently go than unemployed and not in the labour force.
- People with access to a computer at home were more likely to go to the cinema frequently.
- People living in major cities were more likely to go frequently than people living in other areas.
- Married people were the least likely to go frequently.
- Couples with no children and families with non-dependent children, as well as people living in group households or living alone, were more likely to frequently go to the cinema than families with dependent children.
- People who had completed year 12 were more likely to frequently attend than people who had completed year 11 or below.

Divorced or separated people and those who have never married were more likely to go to the cinema than married people. This is possibly an important social activity for these people and a good opportunity to get out and meet up with others while not being very expensive. Couples with no children and people living alone were more likely to attend than couples with children.

People born in a main English speaking country other than Australia were more likely to go to the cinema than people born in Australia, while those people born in a non-main English speaking country were less likely.

Remoteness was an issue for attendance at cinemas as people not living in a major city were less likely to go to the cinema than those living in a major city. This could be due to a lack of a cinema nearby, or because of a smaller range of movies released in smaller theatres in those areas. Difficulty with transport was also related to attendance at the cinema with people experiencing any trouble, from having difficulty sometimes to never going out, were all less likely to attend than people who didn't have trouble with transport getting them where they need to go.

Unemployed people and people not in the labour force were less likely to go than employed people. People living in the least disadvantaged areas were more likely to go to the cinema than others, and the people in the most disadvantaged areas were least likely to attend. This may indicate that the cost of going to the cinema is a barrier for some people.

SECTION 4 CONCLUSION

CONCLUSION

This report explores which characteristics are related to attendance at selected cultural venues and events. This has shed some light on possible barriers and motivators to attendance, although it is difficult to infer directly from this analysis what reasons people may have for their attendance, or non-attendance. The analyses investigated the factors related to attendance and proposed possible barriers from these, which require further research to fully understand.

There were some common themes, and some interesting differences, in characteristics of attendees which emerged from the analysis. Some characteristics were related to attendance at each of the cultural venues and events. The more highly educated a person was, the more likely they were to attend each of the venues and events. People with better feelings of health were more likely to attend most of the venues and events (except botanic gardens). People who had a computer at home, and people who reported that they could raise $2,000 within a week, were more likely to attend than those who did not have a computer at home and could not raise the money respectively. People with at least weekly contact with family and friends were more likely to attend each of the venues and events than people with less frequent contact.

Attendance at most of the cultural venues and events, including museums, zoos or aquariums, botanic gardens, classical music concerts, other performing arts (theatre performances, dance performances, musicals and operas, and other performing arts) and the cinema, was more likely for people living in major cities. It seems probable that the reason for this relationship is that these cultural venues and events are more available in the major cities. For example zoos and aquariums are more likely to be available in major cities than in remote areas. The exceptions were art galleries and popular music concerts where people living in inner regional areas were the most likely to attend, and libraries where there was no difference in likelihood to attend based on the remoteness of the area.

People who have never married, or are divorced or separated were more likely to have attended an art gallery, popular music concert or cinema, than married people. People who have never married were also more likely to have gone to a museum or library. Zoos and aquariums were the only cultural event or venue where married people were the most likely to go. Similar relationships held when analysing the characteristics of frequent versus infrequent attendees. That is, people who had never married, or were divorced or separated were more likely to go frequently to an art gallery, botanic gardens and popular music concerts, and, along with widowers, other performing arts and cinemas. People who had never married were more likely to frequently visit museums and libraries.

Art galleries, botanic gardens, and classical music concerts were more likely to attract couples with no children, as well as group and lone person households. Cinemas

were likely to attract couple with no children and lone person households. On the other hand, museums, zoos and aquariums, libraries and other performing arts appeared to be more "family friendly" as people in families with dependent children were likely to attend. When looking at frequent attendance, people in couples with no children, group households and lone person households were more likely to frequently go to popular music concerts and along with people in families with non-dependent children more likely to frequently go to the cinema.

People working part-time (1-34 hours a week) were more likely to attend art galleries, museums and libraries than people working full-time (35 hours or more a week). This suggests that a lack of time is a barrier to attendance at these venues and events. Only museums and zoos and aquariums showed a difference in frequent attendance with hours worked. People working part-time (1-34 hours a week) were more likely to attend these two venues frequently than those working full-time.

It may be expected that employed people would be more likely to attend most of the cultural venues and events, at least those which charge an attendance fee. This was the case for zoos and aquariums, popular music concerts and the cinema. However both employed and unemployed people were more likely to attend classical music concerts and other performing arts than people not in the labour force. Unemployed people were most likely to go to the botanic garden and both unemployed and not in the labour force were more likely to go to the library than employed people. People who were either unemployed or not in the labour force were more likely to have gone to the library frequently (at least 26 times in the previous 12 months). Conversely for cinemas, employed people were the most likely to have gone frequently (at least 16 times in the previous 12 months).

The Socio-Economic Index For Areas (SEIFA) Index of relative socio-economic disadvantage was used in this analysis as a measure of relative disadvantage. It is important to note that this provides a measure of the relative disadvantage for areas not individual persons. People living in the least disadvantaged areas were more likely to attend museums, botanic gardens, classical music concerts, popular music concerts, other performing arts and the cinema, than people living in more disadvantaged areas. This supports the long held view that it is the people of higher socio-economic status who are more likely to attend cultural venues and events. When looking at frequent attendance, people living in the least disadvantaged areas were more likely to frequently attend museums and classical music concerts than people living elsewhere. However, people living in the most disadvantaged areas, as well as those in the least disadvantaged, were more likely to frequently attend art galleries than people living in areas in the middle SEIFA quintile. People living in the most disadvantaged areas were more likely to go to the library frequently than people living elsewhere.

Only two venues in this analysis, zoos and aquariums and cinemas, showed a significant relationship between transport and attendance, with people having no trouble with transport more likely to attend these two venues than people who did experience trouble. This suggests that for the other venues and events if people want to get to them they will find a way or that other venues are more accessible.

People born in Australia were more likely than people born overseas to attend art galleries, popular music concerts and other performing arts. People born in main English speaking countries other than Australia were more likely than people born in Australia to attend museums, zoos and aquariums, botanic gardens, libraries and

cinemas. People born overseas were more likely than those born in Australia to go to classical music concerts. People born overseas were more likely to frequently go to botanic gardens, libraries, and cinemas than people born in Australia. People born in a main English speaking country other than Australia were more likely to go to zoos and aquariums and popular music concerts frequently than people born in Australia.

People who could ask for small favours from people outside their household were more likely to attend botanic gardens, popular music concerts, other performing arts and cinemas than people who could not ask for small favours. There were no venues or events for which people who could not ask for small favours were more likely to attend.

While this analysis has provided information about the characteristics of people who attend cultural events and those who attend them frequently, it has provided no direct information on the reasons for attendance (motivators) or reasons for non-attendance (barriers). In order to learn more about the barriers and motivators, future research would be needed to understand people's reasons for attendance or non-attendance.

APPENDIX 1 POLICY CONTEXT

Governments around Australia provide policies or programs which discuss the benefits of people participating in and attending arts and cultural activities and seek equitable access to, and participation in, arts and cultural activities. The next few paragraphs give some examples of the benefits of participating in and attending cultural activities as contained in government policy.

Arts Victoria's policy *Creative Capacity + arts for all Victorians* states that "Arts and culture have the potential to revitalise our society, building stronger links within our community and creating a more innovative State" and that "By participating in cultural activities, individuals and communities can address issues of health and wellbeing". The policy identifies that there is "more potential to ensure all Victorians have access to a rich cultural life regardless of where they live or their social background" and "We need to do more to help sections of the community that remain under-represented in the audiences of the major organisations, in particular, those who live in regional Victoria and the outer-metropolitan areas, young people and those from culturally diverse backgrounds". The policy advocates that "All Victorians should have access to arts and cultural activities".

The Queensland government cultural policy *Creative Queensland, 2002* notes that "arts and culture can create opportunities to improve quality of life, social equity and economic independence" and that population trends affirm "the importance of building social cohesion and a sense of belonging and connectedness through participation in arts and cultural activity" and "the need to promote equitable access to this activity".

The themes of benefits of arts and culture, and the need for equitable access, continue in other State and Territory's arts policies. The guiding principles in *Championing Creativity, 2004-2007* of the Department of Culture and the Arts in Western Australia include equity in access to and participation in the arts and participation for all people. Arts SA's policy released in 2003, *The Heart of South Australia*, notes that "the Government's commitment to social inclusion is well served by our arts and cultural institutions". The guiding principles include the need to "ensure that our arts and cultural heritage are accessible to people with disabilities" and to meet people's needs by "presenting the arts at appropriate times and in accessible places". In the ACT, the values underpinning *Arts Capital* likewise include that "arts and culture are essential to a healthy community and reflect its cultural diversity" and that "all citizens have the right to participate in and have access to the arts and cultural experiences". Arts Tasmania's *Cultural Industries Council Industry Plan* has six goals including "a community motivated to engage with the arts" and Arts NT also advocates that "all Territorians should have equal opportunity to actively participate in arts and culture".

These themes also appear in local government strategic plans. The C*ity of Port Phillip Arts Plan 2003 - 2006* says that "the arts can contribute to individual wellbeing and a positive sense of local identity for the whole community". The principles of the *City of Melbourne's Arts Strategy 2004-2007* include that "Participation in, and access to, the arts is integral to the wellbeing, creativity, diversity and innovation of Melbourne's citizens and the wider Victorian community" and that "all communities, cultures and individuals should be encouraged to feel welcome, respected and safe". Priority programs that include people who could not otherwise afford access or feel welcome to participate in the arts are identified as an over-arching aspect of the Council's role in relation to the arts.

APPENDIX 2 EXISTING RESEARCH

In 1990, a visitor survey was run at three South Australian art institutions: the Art Gallery of South Australia, the Experimental Art Foundation and the Riddoch Art Gallery in Mount Gambier. The resulting report *Art galleries: who goes?* showed that:

- Of those surveyed, the ratio of male to female visitors to these galleries was 41% to 59%.
- Of those surveyed, 50% were single, 42% were in married or de facto relationships, 6% were divorced and 2% were widowed. According to Australian Historical Population Statistics (cat. no. 3105.0.65.001), 30% of the population in 1990 aged 15 years or over were never married, 59% were married (this figure includes registered marriages only, not de facto relationships), 5% were divorced and 6% were widowed.
- Of those surveyed, 39% were under 30. According to Australian Historical Population Statistics (cat. no. 3105.0.65.001) 48% of the 1990 population aged 15 years or over were under 30.
- Art gallery visitors exhibit high levels of educational attainment and are likely to come from households with above average incomes.
- Data suggested that art galleries tend to be regularly and intensively used by their visitors.
- Gallery visitors exhibited high levels of participation in other cultural activities, as well as sport and exercise, and those with higher educational attainment seemed to be more active all-round 'doers'.

In March 1993, a household survey of residents of Adelaide aged 18 years or over, who identified themselves as having not visited either a museum or an art gallery within the last five years was completed. Results were made available in the report *The Reluctant Museum Visitor* and include the findings:

- More males (53%) than females (47%) had visited neither a museum nor an art gallery in the past five years.
- 61% of people who had not attended either a museum or an art gallery in the past five years were married/de facto, 18% single, 16% widowed and 5% divorced.

The report *Navigating the economy of knowledge* reports on the findings of library users and non-users from a non-user (telephone) survey and a user (exit) survey conducted in 1994-95. An analysis of the demographics of the users and non-users found that:

- There were proportionately more men using state reference libraries than women and a reverse pattern for public libraries.

- State reference library users were proportionately higher in the 15-19 and 20-29 age groups indicating high student usage.
- Public libraries had a relatively even spread of use by all age groups and state reference libraries a declining share through the life-cycle.
- By place of birth there was a tendency, from moderate to strong, for state reference libraries and public libraries to be more used by the overseas born.
- The distribution of educational qualifications was relatively proportionate for both types of library.
- By income category there was a fairly steady decline in public library usage by progress up the income scale and a similar but more uneven pattern for state reference library users.
- Reasons provided for not visiting a library in the last five years included that people buy books or have their own; they have no need or no interest; they don't read much; they borrow books from family and friends; and they don't have time. For those who didn't have time, reasons were further broken down into not enough time; working, so time is hard to find; busy doing other activities; and busy running house/children.

Results from the Cultural Experiences Survey run in New Zealand in 2002 found that:

- Education was an important factor in whether people go to the movies, art galleries or museums, are concert-goers, or attend a theatre performance opera or musical, with people with higher educational qualifications more likely to attend all of these events.
- Women were more likely to attend art galleries and museums, and the theatre than men.
- Visits to public libraries differed from many other cultural activities in that older people, and those not employed (either unemployed or not in the labour force) were more likely than others to use libraries.
- The main reasons given for not taking part in activities, or not taking part more often, were lack of time and the cost involved.

In Scotland, a 2002 report on participation in and attitudes towards the arts in Scotland found that those who were the poorest in society had the least interest in art and cultural activity.

A survey of UK museums and galleries conducted in 2001 found that

- People in higher social classes are more likely to visit museums and galleries than people in lower social classes.
- Reasons why people do not visit museums and galleries included that it is difficult to get out, health reasons, admission charges too high and poor transport or too far to travel. People also reported that there was nothing they wanted to see, and that museums are boring.

An analysis of attendance at performing arts in Pittsburgh discovered that:

- People with higher levels of education and those in higher income households are more likely to attend performing arts events, however it was found that attendance levels at performing arts do not vary substantially by age category.
- The most common barriers to more frequent attendance at performing arts events cited by respondents were difficulty making time to go out, preference to spend their leisure time in other ways, and cost of tickets.
- Respondents from lower income households were more likely to report that having no one to attend with is a big reason why they do not go to more performing arts events.
- Non-attendees and attendees alike pointed to a lack of time as a barrier to attendance.

A profile of participation, including attendance, in arts and culture in New York City found that:

- The two groups which stood out because their participation levels were low were senior citizens and children in lower-income families.
- Cost, location and the absence of information were most commonly listed as possible significant barriers. Other barriers reported included a lack of time, not having someone to go with, safety concerns, and physical or health problems.
- Barriers to participation such as the absence of companionship, concerns over safety, and physical or health problems were reported much more often by the elderly.

APPENDIX 3 ODDS RATIO RESULTS FOR ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS

A1 ODDS RATIO RESULTS FOR ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)

Characteristic	Base case	Level	Art gallery	Museum	Zoo or aquarium	Botanic garden	Library	Classical music concert	Popular music concert	Other performing arts	Cinema
Ability to ask for small favours	Could ask for small favours	Could not ask for small favours		0.70	0.77	0.85			0.64	0.74	0.63
Ability to raise $2,000 in a week	Could raise $2,000 within a week	Could not raise $2,000/Don't know	0.75	0.70	0.80	0.83		0.70	0.79	0.67	0.66
Access to a computer at home	Does have access	Does not have access	0.63	0.65	0.77	0.74	0.71	0.64	0.71	0.67	0.52
Age - sex	35 - 44 year old male	18-24 y.o. female		0.68	1.67		1.58		1.66	1.72	4.92
		18-24 y.o.male	0.55	0.51		0.74	0.75		1.62		4.01
		25-34 y.o. female			1.63		1.37		1.20	1.59	1.98
		25-34 y.o. male	0.65	0.78	1.17		0.85		1.34	0.85	1.46
		35-44 y.o. female	1.35		1.23		1.87	1.42		1.67	1.76
		45-54 y.o. female	1.69		0.69		1.71	2.07		1.70	
		45-54 y.o. male			0.72			1.46	0.81		0.73
		55 years and over female	1.84		0.71		1.55	3.53	0.75	2.26	
		55 years and over male			0.55			2.19	0.56		0.42
Country of birth (main English speaking classification (MESC))	Born in Australia	MESC other than Australia		1.13	1.19	1.22	1.38	1.21			1.15
		Other than MESC	0.88	0.83			0.85	1.31	0.74	0.81	0.55
Contact with family and friends	Weekly	Less than weekly	0.62	0.73	0.74	0.67	0.79	0.52	0.52	0.64	0.64
Highest level of educational attainment	Year 12	Degree/Diploma	1.77	1.48	1.24	1.60	1.67	2.04	1.18	1.71	1.43
		Certificate	0.67	0.75		0.79	0.71	0.64	0.79		0.73
		Year 11 or below	0.48	0.58	0.75	0.61	0.50	0.50	0.67	0.72	0.52
Family/household type	Family with dependent children	Couple with no children	1.63		0.90	1.24	0.68	1.58	1.52		1.31
		Family with non-dependent children		0.74	0.66		0.68		1.37	0.85	
		Group household	1.86			1.30	0.81	2.21	2.21		
		Lone person	1.46		0.81	1.17	0.87	1.95	1.52		1.22
		Other	1.53		0.73			1.65	1.51		

(a) Only odds ratios significantly different to 1 are presented in the table.

A1 ODDS RATIO RESULTS FOR ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)

Characteristic	Base case	Level	Art gallery	Museum	Zoo or aquarium	Botanic garden	Library	Classical music concert	Popular music concert	Other performing arts	Cinema
Feelings of safety at home after dark	Safe/Very safe	Neither safe nor unsafe				1.18					
		Unsafe/Very unsafe	0.84								0.82
		Never home alone after dark	0.62							0.68	
Hours worked in all jobs	35 hours or more	0 hours									
		1-34 hours	1.19	1.18		1.14	1.79				
Labour Force Status (LFS)	Employed	Not in Labour Force			0.87		1.88	0.79	0.64	0.66	0.56
		Unemployed				1.25	3.01				0.72
Perceived difficulty with transport	Easily get to places needed	Sometimes have difficulty	1.29				1.15				0.84
		Often have difficulty			0.67						0.74
		Can't get to places needed/Don't go out			0.41					0.48	0.40
Registered marital status	Married	Never married	1.56	1.17	0.74		1.12		1.36		
		Divorced/Separated	1.30						1.41		1.45
		Widowed			0.74		0.73				
Remoteness	Major city	Inner Regional	1.26						1.19		0.68
		Outer regional		0.86	0.81	0.58		0.73		0.85	0.45
		Remote/Very remote		0.59	0.77	0.24		0.61			0.36
SEIFA	3rd (middle) quinttile	Lowest 20%	0.84			0.82			0.83	0.86	0.83
		2nd quintile							0.85		
		4th quintile	1.17					1.28		1.21	1.25
		Highest 20%	1.66	1.32		1.32		1.78		1.48	1.48
Self assessed health status	Good/Fair	Excellent/Very good	1.25	1.18	1.17	1.23	1.15	1.32	1.17	1.31	1.27
		Poor	0.64	0.69	0.75	0.59	0.76	0.62	0.74	0.76	0.72
State or territory	NSW	Vic			1.31	1.59	1.18			1.13	1.16
		Qld				1.72	1.44		0.84		1.28
		SA		1.31		1.20	1.36				
		WA	1.30		1.39	1.34	1.41				1.48
		Tas	1.26	1.90	0.80	1.25	1.28				
		NT	1.64	3.05	1.55	3.38	1.50	1.60	0.79		2.13
		ACT	1.97	3.02	1.19		1.34			0.84	

(a) Only odds ratios significantly different to 1 are presented in the table.

APPENDIX 4 ODDS RATIO RESULTS FOR FREQUENT ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS

A2 ODDS RATIO RESULTS FOR FREQUENT ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)

Characteristic	Base case	Level	Art gallery	Museum	Zoo or aquarium	Botanic garden	Library	Classical music concert	Popular music concert	Other performing arts	Cinema
Ability to raise $2,000 in a week	Could raise $2,000 within a week	Could not raise $2,000/Don't know					0.78				
Access to a computer at home	Does have access	Does not have access					1.21				0.70
Age - sex	35 - 44 year old male	18-24 y.o. female		0.51						0.53	2.85
		18-24 y.o.male		0.34							2.70
		25-34 y.o. female		0.41					0.66	0.71	1.50
		25-34 y.o. male								0.51	
		35-44 y.o. female		0.46	0.70		1.51				
		45-54 y.o. female	1.62				1.49		0.60		1.47
		45-54 y.o. male	1.54					2.90		1.62	
		55 years and over female	2.65		0.55		2.51	4.05		1.72	1.66
		55 years and over male	1.97				1.74	4.78			
Country of birth (main English speaking classification (MESC))	Born in Australia	MESC other than Australia			1.58	1.43	1.55		1.40		1.23
		Other than MESC				1.34	1.44				1.24
Contact with family and friends	Weekly	Less than weekly				1.62				0.34	
Highest level of educational attainment	Year 12	Degree/Diploma	1.47	1.60	1.29	1.29					
		Certificate					0.64				
		Year 11 or below	0.42	0.66	0.64	0.73	0.57	0.45	0.72	0.65	0.69
Family/household type	Family with dependent children	Couple with no children							1.59		1.95
		Family with non-dependent children									1.56
		Group household							1.84		1.58
		Lone person							1.70		1.83
		Other									

(a) Only odds ratios significantly different to 1 are presented in the table.

A2 ODDS RATIO RESULTS FOR FREQUENT ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)

Characteristic	Base case	Level	Art gallery	Museum	Zoo or aquarium	Botanic garden	Library	Classical music concert	Popular music concert	Other performing arts	Cinema
Hours worked in all jobs	35 hours or more	0 hours									
		1-34 hours		1.49	1.40		1.59				
Labour Force Status (LFS)	Employed	Not in Labour Force					2.05				0.83
		Unemployed					2.05				0.70
Perceived difficulty with transport	Easily get to places needed	Sometimes have difficulty									
		Often have difficulty					1.42				
		Can't get to places needed/Don't go out				3.84					
Registered marital status	Married	Never married	1.94	1.90		1.38		1.96	1.68	2.42	1.84
		Divorced/Separated	1.69		1.36	1.59			1.92	1.42	1.50
		Widowed								1.55	1.70
Remoteness	Major city	Inner Regional	1.80	1.65		1.33				0.63	0.59
		Outer regional							0.56	0.49	0.44
		Remote/Very remote		1.94					0.49	0.37	0.39
SEIFA	3rd (middle) quinttile	Lowest 20%	1.54				1.26				
		2nd quintile			1.44					0.69	
		4th quintile									
		Highest 20%	1.42	1.57			0.81	1.92		1.27	
Self assessed health status	Good/Fair	Excellent/Very good							0.75		1.21
		Poor				1.90					
State or territory	NSW	Vic				1.46				0.76	
		Qld			1.48	1.40					1.28
		SA									
		WA									
		Tas				0.65					
		NT									3.04
		ACT								0.54	0.78

(a) Only odds ratios significantly different to 1 are presented in the table.

REFERENCES

Arts ACT 1999, Arts Capital, viewed 25 January 2006, <http://www.arts.act.gov.au/pages/images/Arts%20Capital%20Oct%2004.pdf#search=%22arts%20capital%20values%22>

Arts Northern Territory 2003, Building Strong Arts Businesses – Northern Territory Indigenous Arts Strategy, viewed 24 January 2006, <http://www.nt.gov.au/nreta/arts/artsnt/publications/index.html>

Arts Queensland 2002, Creative Queensland: The Queensland Government Cultural Policy, 2002, viewed 28 September 2005, <http://www.arts.qld.gov.au/arts_project_policy.asp>

Arts SA 2003, Arts – The Heart of South Australia: Government and the Arts and Cultural Sector Working Together, Arts SA, Adelaide.

Arts Tasmania 2001, Cultural Industries Council Industry Plan, viewed 25 January 2006, <http://www.arts.tas.gov.au/policy/cic_industry_plan.pdf#search=%22arts%20tasmania%20cultural%20industry%20plan%22>

Arts Victoria 2003, Creative Capacity + ... Arts for all Victorians, viewed 24 January 2006, <http://www.arts.vic.gov.au/arts/publications/publications/creativecapacity+.htm>

Australian Bureau of Statistics 2003, Attendance at Selected Cultural Venues and Events, cat. no. 4114.0, ABS, Canberra.

Australian Bureau of Statistics 2004, Australian Historical Population Statistics, cat. no. 3105.0.65.001, ABS, Canberra.

Australian Bureau of Statistics 2003, Information Paper: Census of Population and Housing -- Socio-Economic Indexes for Areas, Australia, 2001, cat. no. 2039.0, ABS, Canberra.

Bennett, Tony 1994, The Reluctant Museum Visitor, Australia Council, Redfern.

Bennet, Tony and Frow, John 1991, Art galleries: who goes?, Australia Council for the Arts, Redfern.

City of Melbourne, City of Melbourne's Arts Strategy 2004–2007, viewed 15 February 2006, <http://www.melbourne.vic.gov.au/info.cfm?top=75&pg=1536>

City of Port Phillip, City of Port Phillip Arts Plan 2003 - 2006, viewed 15 February 2006, <http://www.portphillip.vic.gov.au/artsplan_2003_2006.html>

Cultural Ministers' Council Libraries Working 1995, Navigating the economy of knowledge, Canberra.

Department of Culture and the Arts 2004, Championing Creativity 2004-2007, viewed 11 November 2005, <http://www.artswa.wa.gov.au/ArtsDevelopmentPolicy.asp>

Kopczynski, M and Hager, M 2003, Pittsburgh Performing Arts Research Coalition Community Report 2002: First-Year Findings from the Pittsburgh Household Survey, viewed 31 January 2006, <http://www.operaamerica.org/parc/pittsburgh.pdf>

Miringoff, M, Opdycke, S and Miringoff, M 2002, Profile of participation in the arts and culture in New York City, viewed 31 January 2006, <http://www.nyfa.org/files_uploaded/Pages_37-48.pdf>

Ruiz J 2004, A literature review of the evidence base for culture, the arts and sport policy, viewed 31 January 2006, <http://www.scottishexecutive.gov.uk/library5/education/lrcas-00.asp>

Statistics New Zealand 2003, A measure of culture: Cultural experiences and cultural spending in New Zealand, viewed 31 January 2006, <http://www.stats.govt.nz/analytical-reports/measure-of-culture/default.htm>