

# arts and culture

## IN WESTERN AUSTRALIA

THIS SNAPSHOT WAS COMPILED FROM a survey commissioned by the Department of Culture and the Arts and conducted by Patterson Market Research in March 2008.

### Methodology

A total of 402 interviews were completed during March 2008, with 301 interviews undertaken with respondents in the Perth metropolitan area and the remaining 101 in regional Western Australia. People aged 16 years and over were randomly selected within each household.

## How important is arts and culture in WA?

Arts and culture is considered to be an integral and valued part of life in Western Australia.

**Western Australians continue to place great value in the contribution of arts and culture to a wide range of areas in society including:**

- community health and wellbeing
- cultural identity and understanding
- youth and education

*Respondents were asked about their level of agreement with a variety of statements about arts and culture in Western Australia.*

**96%** believe it important for school children to have access to learn arts and cultural activities as part of their education.

**84%** believe the arts have an important role in helping us understand our own culture and the way of life and those of others.

**68%** stated that the arts made them feel good.

**65%** feel that the arts helped the broader community, not just those who participated.

**53%** believe the arts helped them connect with and feel part of their community.

**82%** believe that the Western Australian Government should invest in arts and cultural activities to ensure they are available to the public.

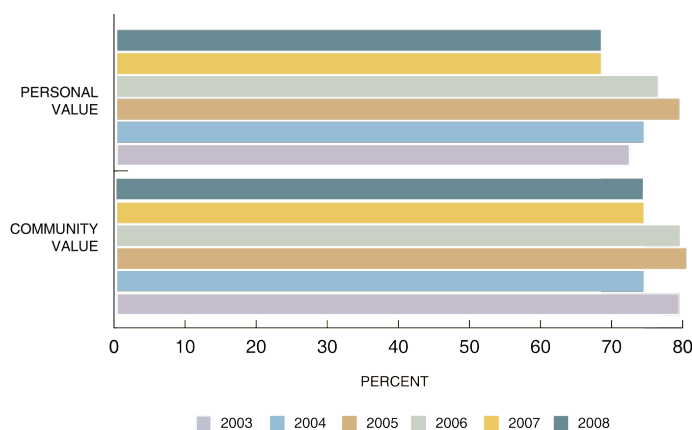
**74%** agreed that all theatres, opera, ballet companies, and public art galleries should not be made to survive on their ticket sales alone.

*Respondents were asked to rate how valuable the role of arts and culture is in their life and then in the life of the community.*

**74%** believe arts and culture play a valuable role in the community.

**68%** feel that arts and culture was of value to them personally.

**Most West Australians can appreciate the value of culture and the arts to the community, even if it is not something they value personally or participate in often.**



# audience participation

## How do Western Australians support arts and culture?

Support for arts and culture in WA continues to be strong and active, demonstrated by positive attendance rates and expenditure.

### Attendance

Respondents were asked about their attendance at arts and cultural events, activities, and venues in the three months prior to survey.

CULTURAL EVENT OR ACTIVITY	PATTERSON 2008 (%)	PATTERSON 2007 (%)	ABS NATIONAL AVERAGES (%) <sup>1</sup>
Cinema	60	63	65
Public library	42	44	34
Popular music festival/concert	38	32	25
Art Gallery	25	22	23
Other arts or culture festival	20	18	17
Museum	17	17	23
Theatre	19	17	17
Dance	10	12	10
Musical/Cabaret	13	11	n/a <sup>2</sup>
Classical music concert	12	8	9
Opera	5	4	n/a
Literature or poetry event	7	n/a	n/a
None of the above	14	15	n/a

The State Library of WA was the most visited of the State's cultural venues, with an average attendance of 2.3 times in the 3 months prior to survey. The State Records Office, Art Gallery of WA, and the WA Museum were all visited an average of 1.9 times and the Swan Bells an average of 1.6.

1 Attendance at Selected Cultural Venues and Events, Australian Bureau of Statistics, 2006, Cat 4114.0. Care must be taken when comparing data. The Patterson survey involved activities in the 3 mths to March 2008, while the ABS reports on activities over 12mths in 2005-06.  
2 ABS figures combine musicals and operas (16%).

### Expenditure

Support for culture and the arts has also shown to have the capacity to encourage economic activity in the community.

Respondents were asked to estimate the amount they generally spend per month on tickets and/or admission fees for arts and cultural activities.

EXPENDITURE PER MONTH	(%) OF 2008 RESPONDENTS	(%) OF 2007 RESPONDENTS
Less than \$50	34	36
\$50 — \$99	20	22
\$100 — \$199	14	15
\$200 — \$299	4	5
\$300 — \$399	2	2
\$400 — \$499	-	1
\$500 or more	0	0
Nothing	22	17
Don't know	3	2

On average, those who spent "something" on arts and cultural activities, spent \$73 per month in 2008.

## Flow on Impact

**60%** of respondents also indicated that they were "likely" to combine their attendance at arts and cultural events with expenditure on other activities such as visiting nearby restaurants and bars.

Females, those aged between 16 - 39 years, and respondents from the western suburbs of Perth were most likely to combine their attendance.



# information

## AND BOOKING PREFERENCES

### Preferred information sources

Respondents were asked which information sources they preferred to use to find out about arts and cultural events in Western Australia.

The table below details the net mentioned responses for each source (as respondents could mention more than one source)

INFORMATION SOURCE	2008 (%)	2007 (%)	2006 (%)	2005 (%)
TV ad/program	35	45	42	40
Ad in West Australian	39	42	45	58
Article in West Australian	35	35	31	20
Article/ad in community newspaper	15	19	33	25
Article/ad in Sunday Times	13	16	14	14
Radio ad/announcement	17	16	26	22
Word of Mouth/friend	12	12	31	32
Flyer/leaflets	12	11	10	6
Websites—venue specific	5	9	-	-
Direct mail	6	8	4	3
Websites—general	10	8	-	-
Email/egroups/enewsletters	10	6	-	-
Article/ad in Xpress Magazine	5	4	5	6
Article/ad in the Australian.	-	5	6	-

Traditional information sources such as TV and newspaper continue to be the most popular sources, however the 2008 results show a decrease in their usage.

Use of electronic information sources  
Respondents were asked to rate how likely they would be to use electronic or online means to find out about arts and cultural events.

**54%** would use the internet

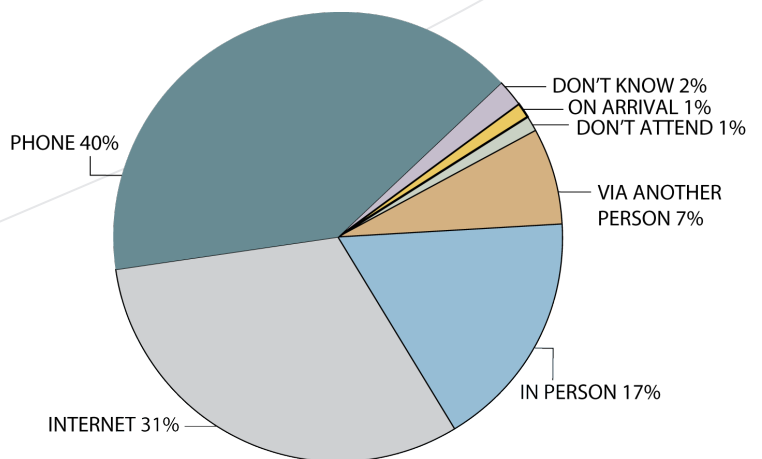
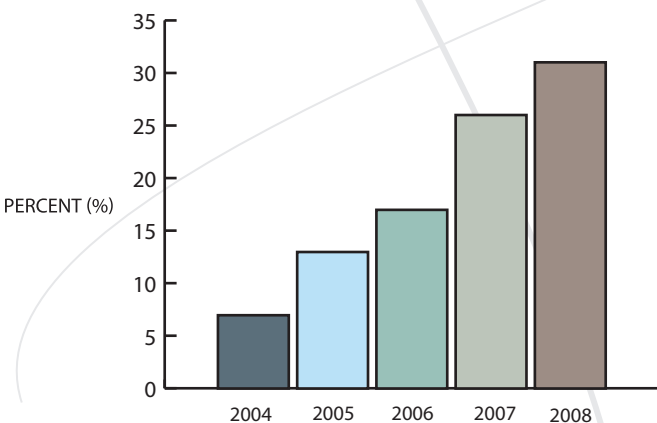
**41%** would use email/e-groups/or e-newsletters

**18%** likely to use SMS/text-messaging

Two thirds (66%) of younger respondents<sup>1</sup> would be likely to use the internet as an information source, compared to 46% of older respondents<sup>2</sup>.

### Trends

Results show that since 2004, there has been a clear growth in the use of the internet as a source of information for arts and cultural activities.



### Booking behaviour

Respondents were asked how they normally book or make reservations for the arts and cultural events or activities they attend (results are shown in chart above).

1 "Younger respondents" refers to those aged under 40 years.

2 "Older respondents" refers to those ages over 40 years.



# barriers to participation

## Barriers & incentives to attendance

Respondents were asked to list the factors which may inhibit them from attending arts and cultural events or activities more often.

REASON	% OF RESPONDENTS 2008	% OF RESPONDENTS 2007
Competing Interests	29	32
Price/too expensive	33	27
Family commitments	22	21
Lack of interest/don't enjoy	17	19
Travel distance	17	12
Lack of facilities in my area	n/a	6

**34%** of males cited “competing interests” as a barrier to attendance compared to 24% of females.

**29%** of females considered “event cost” as a concern, compared to 19% of males.

**59%** of those with young families referred to “family commitments” as a major barrier, a trend consistent with 2007 findings.

**49%** of regional respondents named “travel distance” as a barrier, compared to 6% of their metro counterparts

**62%** of females would be encouraged by “price discounting”, compared to 56% of males.

**43%** of respondents under 40 years of age were likely to be encouraged by “longer opening hours”, compared to 27% of those over 40.

**42%** of city respondents would be encouraged by evening tours compared to 30% of those in regional areas.

## Factors to encourage attendance

Respondents were asked which of the following factors would most likely encourage them to attend arts and cultural events more often<sup>4</sup>.

	2008	2007
Major/Int. Exhibitions <sup>5</sup>	68%	67%
Price discounting	59%	57%
Tours for children	39%	42%
Evening tours/events	39%	40%
Longer opening hours	34%	41%
Access improvements	21%	37%

Those respondents who had not taken part in arts and cultural activities in the last 3 months were less likely to claim that these factors would encourage them to attend in future.

**84%** of respondents with a household income of \$81,000 - \$100,000 were more likely to be encouraged by the provision of major international exhibitions than those with a household income of less than \$60,000.

Price discounting appears to appeal to more females than males as it would encourage

**62%** of females, compared to **56%** of males.

Respondents under 40 years of age **43%** were significantly more likely to be encouraged by longer opening hours than those over 40 **27%**.

## FOR MORE INFORMATION

Download the 2007 and 2008 fact sheets from The Department’s website [www.dca.wa.gov.au](http://www.dca.wa.gov.au) or call the Policy and Research Officer on (08) 9224 7300

4 Using a 5 point scale, where 1 is ‘not encouraged at all’ and 5 is ‘strongly encouraged’. Results are shown as the percentage of respondents who were ‘net encouraged’ [which is ‘strongly encouraged’ and ‘slightly encouraged’ combined].

5 Exhibitions refers to “New Exhibitions” in 2007 and “Major International Exhibitions” in 2008.

