



Queenslanders' attitudes to the arts

Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

The research was commissioned in partnership with the Australia Council for the Arts. The research was conducted by instinct and reason, an independent market research consultancy.

Arts impact on our development and wellbeing

Queenslanders believe that the arts have a number of personal benefits. Almost nine in 10 agree that the arts make for a richer and more meaningful life, an increase from 2009.

Queenslanders believe the arts can have an effect on health and wellbeing. Over half agree that the arts can help us deal with stress, anxiety or depression, and that they can have an impact on our sense of wellbeing and happiness.

Table 1: Attitudes to the arts (2009 and 2013)

	2009 (Strongly agree + agree %)	2013 (Strongly agree + agree %)
People can enjoy both the arts and sport	95	97
Indigenous arts are an important part of Australia's culture	88	93
Artists make an important contribution to Australian society	-	90
The arts should be an important part of the education of every Australian	87	90
I feel proud when Australian artists do well overseas	-	90
The arts make for a richer and more meaningful life	77	85
It is exciting to see new styles and types of art	77	85
The arts should receive public funding	83	78
There are plenty of opportunities for me to get involved in the arts	67	71
Artists should have total freedom of expression	-	70
The arts in Australia reflect the diversity of cultures present in Australia	-	66
The arts require understanding to appreciate them fully	51	57
Indigenous arts are well represented in Australia	-	49
The arts are too expensive	40	35
The arts tend to attract people who are somewhat elitist or pretentious	31	28
The arts are not really for people like me	19	13

Note: Blue figures indicate significant difference in figures between 2009 and 2013 at 95% confidence interval.

Base: Weighted data. 2009/2013 n=998/1118



Arts help us be creative

The arts are also important in helping us be creative and expressing ourselves. Six in 10 Queenslanders believe that the arts can have a big impact on our ability to express ourselves. Five in 10 believe that the arts can impact our ability to think creatively and develop new ideas.

Arts impact on society

The arts not only benefit the individual. They also play a valuable role in the community and society as a whole. Ninety per cent of Queenslanders believe the arts should be an important part of the education of every Australian. Almost 50 per cent of Queenslanders think that the arts have a big impact on expressing and shaping the Australian identity, and community pride and identity. Six in 10 believe the arts reflect the diversity of culture in Australia.

Arts are more accessible

Queenslanders believe that the arts are more accessible, with seven in 10 indicating that they had plenty of opportunities to be involved in the arts, an increase from 2009.

More Queenslanders also believe the arts are more affordable, with only 35 per cent of Queenslanders finding the arts too expensive, down from 40 per cent in 2009. Only 13 per cent of Queenslanders agree that the arts are not really for people like them, down from 19 per cent in 2009, and less than 30 per cent believe the arts attract people who are somewhat elitist or pretentious.

Table 2: Impact of the arts (Queensland)

Impact of the arts	Big impact + very big impact (%)
Child development	67
Our ability to express ourselves	61
Our ability to think creatively and develop new ideas	58
Helping us deal with stress, anxiety or depression	58
Our sense of wellbeing and happiness	54
Community pride and identity	45
Shaping and expressing Australian identity	45
Raising awareness about difficult issues facing our society	43
Bringing visitors to our community	41
Our empathy for others	38
Our connections with family and friends	34
The economy	22

Base: Weighted data. n=1118