



South East Queensland

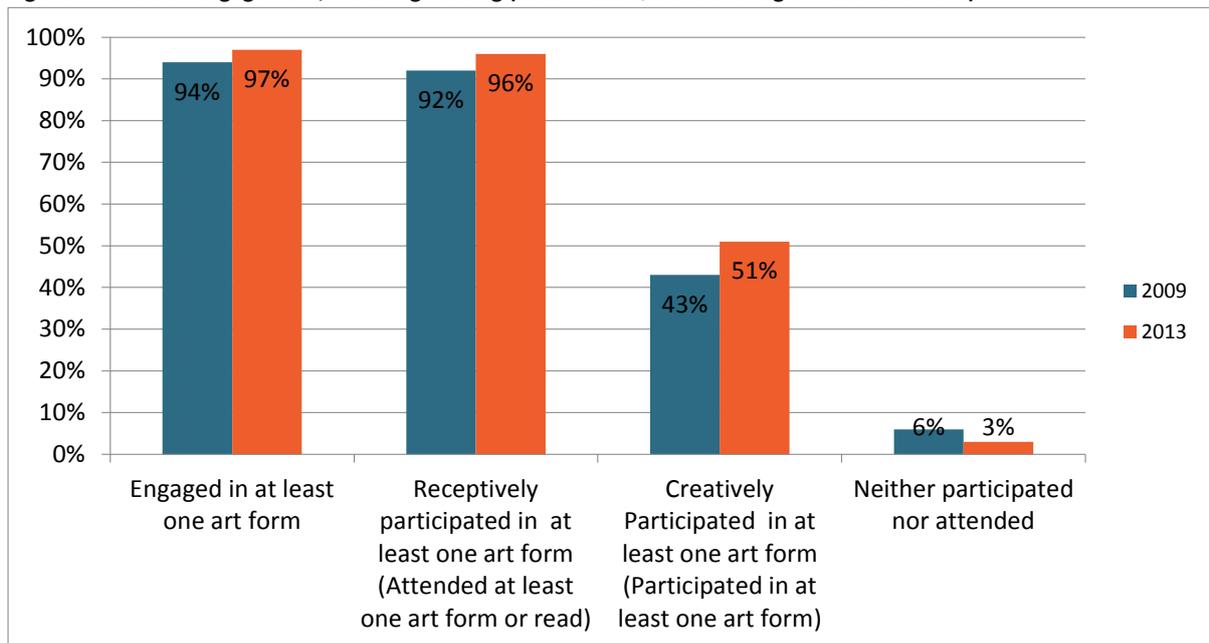
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts, as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

The research was commissioned by Arts Queensland in partnership with the Australia Council for the Arts. The research was conducted by instinct and reason, an independent market research consultancy. Difference between overall Queensland totals, Queensland regions and between 2009 and 2013 are not statistically significant unless stated.

Almost all South East Queenslanders are engaged in the arts

Nine in 10 people in the South East Queensland region participated in, attended an arts activity or read creative writing in 2013. Engagement increased both in people attending the arts and reading and participation in the arts.

Figure 1: Levels of engagement, including reading (South East Queensland region 2009 and 2013)



More South East Queenslanders are making or creating art

More people are making and creating arts, with 51 per cent indicating that they had participated in at least one art form, an increase since 2009. In 2013, more people created or made visual arts and craft than any of the other main art forms.



South East Queenslanders attend the arts and read

Ninety per cent of South East Queenslanders engaged in the arts by attending a gallery, live music, theatre or dance, or by reading literature. Attendance levels remain consistent with 2009. Eight-nine per cent of South East Queenslanders read, an increase from 83 per cent in 2009.

Table 1: Engagement with arts by main art forms (South East Queensland region 2013)

	Attended and participated	Attended only and read	Participated only	Neither attended nor participated	Total attendance	Total participation
Visual arts and craft	15%	21%	17%	48%	36%	32%
Theatre and dance	5%	33%	3%	59%	38%	9%
Literature	15%	74%	1%	10%	89%	16%
Music	15%	42%	7%	37%	56%	21%

Notes: Rounding has been applied to figures in this table.

Base: Weighted data, n=694

South East Queenslanders contribute time and money to the arts

Twenty-seven per cent of South East Queenslanders donate their time or money to the arts. Of these, 52 per cent do volunteer work, 41 per cent donate money, and 27 per cent contribute to a crowdfunding effort for an arts activity.

South East Queenslanders use the internet for arts

Sixty-nine percent of South East Queenslanders engage in the arts online. Fifty-seven per cent of South East Queenslanders watch or download art such as music, visual art, performances or creative writing, including e-books and audio books. Forty per cent use it to research, interact or engage with artists, arts events or arts-related communities, for example, on social media, blog forums or websites.

South East Queenslanders' interest in Indigenous arts is strong

Sixty-three per cent of South East Queenslanders have a strong or growing interest in Indigenous arts. More than a quarter of South East Queenslanders have seen visual arts, theatre, dance or live music created or performed by Aboriginal or Torres Strait Islander artists.



South East Queenslanders have positive attitudes to the arts

South East Queenslanders have positive attitudes to the arts. Similarly to 2009, South East Queenslanders still agree people can enjoy both the arts and sport. In 2013:

- 94 per cent agree Indigenous arts are an important part of Australia's culture
- 91 per cent agree the arts should be an important part of the education of every Australian
- 91 per cent agree artists make an important contribution to Australian society
- 87 per cent agree the arts make for a richer and more meaningful life

Table 2: Attitudes to arts (South East Queensland region 2009 and 2013)

	2009	2013
	<i>(Strongly agree + agree %)</i>	<i>(Strongly agree + agree %)</i>
People can enjoy both the arts and sport	95	97
Indigenous arts are an important part of Australia's culture	89	94
The arts should be an important part of the education of every Australian	88	91
Artists make an important contribution to Australian society	..	91
I feel proud when Australian artists do well overseas	..	89
The arts make for a richer and more meaningful life	78	87
The Queensland Government should invest in arts and cultural activities to ensure they are available to the public*	81	87
Local government should invest in arts and cultural activities to ensure they are available to the public*	78	87
It is exciting to see new styles and types of art	77	85
The arts should receive public funding	83	81
There are plenty of opportunities for me to get involved in the arts	68	74
Private sector businesses and companies should invest in arts and cultural activities to ensure they are available to the public	..	74
Artists should have total freedom of expression	..	68
The arts in Australia reflect the diversity of cultures present in Australia	..	66
The arts require understanding to appreciate them fully	49	57
Indigenous arts are well represented in Australia	..	46
The arts are too expensive	41	36
The arts tend to attract people who are somewhat elitist or pretentious	32	27
The arts are not really for people like me	18	12

Notes: .. Data was not collected in the 2009 survey. * Statement was slightly reworded in 2013.

Base: Weighted data. 2009/2013 n=661/694



Arts impact on wellbeing and community

South East Queenslanders generally agree that the arts can have an impact on personal wellbeing and to a lesser extent the wider community. Six in 10 believe that the arts have a big or very big impact on child development and our ability to express ourselves. Over half believe that the arts have an impact on helping us deal with stress, anxiety or depression, our ability to think creatively and develop new ideas, and our sense of wellbeing and happiness.

Table 3: Impact of the arts (South East Queensland region 2013)

Impact of the arts	Big impact + very big impact (%)
Child development	66
Our ability to express ourselves	62
Helping us deal with stress, anxiety or depression	58
Our ability to think creatively and develop new ideas	58
Our sense of wellbeing and happiness	54
Shaping and expressing Australian identity	44
Community pride and identity	44
Raising awareness about difficult issues facing our society	44
Bringing visitors to our community	41
Our empathy for others	38
Our connections with family and friends	35
The economy	22

Base: Weighted data. 2009/2013 n=694

Obstacles for not engaging in the arts

Only 3 per cent of South East Queenslanders had not participated in, read creative writing or attended the arts in the 12 months prior to the survey (Figure 1).

Difficulty in finding time and lack of interest are the most common reasons for not participating in the arts. Difficulty in finding time and cost were the most common reasons for not attending.

Despite the reasons for not attending or participating, 47 per cent of South East Queenslanders who do not currently engage in the arts are interested in attending, and 34 per cent are interested in participating in the arts in the future.



Notes on the data

The percentages provided in the report are rounded to the whole percentage.

For the purpose of this fact sheet, the **South East Queensland region** includes the following local government areas: Brisbane City Council, Gold Coast City Council, Ipswich City Council, Lockyer Valley Regional Council, Logan City Council, Moreton Bay Regional Council, Noosa Shire Council, Redland City Council, Scenic Rim Regional Council, Somerset Regional Council and Sunshine Coast Council.