NATIONAL ARTS PARTICIPATION SURVEY – 2016 QUESTIONNAIRE

INTRODUCTION

This survey is conducted on behalf of the Australia Council for the Arts. We'd like to ask you some questions about the arts. To be truly representative of Australians, we need to survey people with different types and levels of involvement with the arts, including very little or none - everyone's opinions are important to us. This research is being carried out in accordance with the Australian Market and Social Research Privacy Principles.

This survey will take about 20 minutes

SECTION A – SCREENERS

A1. What is your age?

Under 15

15-24

25-29

30-34

35-44

45-54

55-65

65+

Refused/don't know/unsure

> PROGRAMMER INSTRUCTIONS:
> Check quotas. Screen out if "Under 15". Screen out if "Refused/don't know/unsure".
> Pick one.

A2. What gender do you identify as?

Male

Female

> PROGRAMMER INSTRUCTIONS:
> Check quotas. Pick one.

A3. What is the postcode where you live?

_____

> PROGRAMMER INSTRUCTIONS:
> Check quotas.

SECTION B – CREATION AND ATTENDANCE

This survey looks at two key aspects of the arts; creating it or doing it yourself, or with a group, which we refer to as creating; and taking in other people's creations in person or online, which we refer to separately as attended live in person and engaging online.

We want you to focus on the art activity or event itself as your main reason for creating or attending. For example, singing at a sporting event, or in the shower wouldn't count as creating arts; singing lessons or being part of a choir would. Hearing a guitarist busk as you walk by wouldn't count as attending arts, but stopping to listen to a guitarist playing in the park would.

B1. Which of the following art forms have you personally created, attended live or engaged with online in the past 12 months? (Pick as many as apply)

Art form	Yes – attended live	Yes – created (for yourself or to share with others)	Yes - engaged online	No – have not created, attended or engaged online
Visual arts & craft (e.g. painting, photography, light art, digital art, street art, crafts, woodwork, textiles)				
Theatre (e.g. acting, circus, or being part of a production)				
Dance (e.g. classical, contemporary and organised social dance)				
Literary events or creative writing (excluding for work or study)				
Music (e.g. playing an instrument, singing, composing music, attending live music)				

PROGRAMMER INSTRUCTIONS:

Multi choice grid minimum one answer per row. Rotate art forms.

Exclusion on "No" (i.e. Yes answers are deleted for the row, when No is selected).

B1.1 [RECONTACT VERSION] With the exception of books required for work or school, did you read any of the following in the last 12 months?

A novel

A short story

Poetry

Creative non-fiction, such as a biography, memoir, essay or history book

A graphic novel or comic book

A play

B1.2. In the past 12 months, how often did you attend live?

Art form	On average once a month or more	On average once every two months	On average once every 3-6 months	On average once every 6-12 months
Visual arts & craft				
Theatre				
Dance				
Literary events (e.g. writers festivals, talks)				
Music (e.g. concerts, festivals, opera, musicals)				

PROGRAMMER INSTRUCTIONS:

Single choice grid. Rotate art forms.

ASK if B1= "yes attended live" for any art form.

Only show art forms which respondents have indicated "Yes – attended live" to in B1.

B2.1 [Online only] What forms of visual arts and craft did you personally create or attend live in the past 12 months? Pick as many as apply

Art form	Yes – attended live	Yes – created	No – have not created or attended
A. Photography as an artistic endeavour (rather than to record events)			
B. Sculpture, installation or public art (e.g. light art)			
C. Digital or video art			
D. Painting, drawing, printmaking or street art			
E. Craft like ceramics, glass art, jewellery making, textile art or woodcraft			

PROGRAMMER INSTRUCTIONS:

Ask for those who answered "Yes, created" OR "yes, attended" to visual arts and craft at B1.

Multi choice grid minimum one answer per row. Rotate art forms. Exclusion on "No".

B2.2 [Online only] What forms of theatre did you personally create or attend live in the past 12 months? Pick as many as apply

Art form	Yes – attended live	Yes – created	No – have not created or attended
F. Traditional or contemporary theatre			
G. Experimental theatre			
H. Circus or physical theatre			

PROGRAMMER INSTRUCTIONS:

Ask for those who answered "Yes, created" OR "yes, attended" to theatre at B1.

Multi choice grid minimum one answer per row. Rotate art forms. Exclusion on "No".

B2.3 [Online only] What forms of dance did you personally create or attend live in the past 12 months? Pick as many as apply

Art form	Yes – attended live	Yes – created	No – have not created or attended
I. Ballet or classical dance			
J. Social dance like ballroom or street dance			
K. Contemporary dance			

PROGRAMMER INSTRUCTIONS:

Ask for those who answered "Yes, created" OR "yes, attended" to dance at B1.

Multi choice grid minimum one answer per row. Rotate art forms. Exclusion on "No".

B2.4 [Online only] What forms of music did you attend live in the past 12 months? Pick as many as apply

L. Opera

M. Classical music

N. Musical theatre, or cabaret

O. Art music, e.g. New classical, electronic or improvised music, sound art, jazz

P. Contemporary popular music e.g. pop, rock, country, dance, world, blues, hip hop

None of the above

PROGRAMMER INSTRUCTIONS:

Ask B2.4 for those who answered "yes, attended live" to music at B1.

Rotate options. Multi choice. Exclusion on "None of the above".

B2.4X. [Online only] Have you done any of the following in the past 12 months? Pick as many as apply

Played a musical instrument
Sung (e.g. in a choir, at a lesson)
Written songs, mixed or composed music

None of the above

PROGRAMMER INSTRUCTIONS:
Ask B2.4X if B1 – Music = "yes, created".
Rotate options. Multi choice. Exclusion on "None of the above".

B2.4X.1. How often did you intentionally listen to and/or watch recorded music in the past 12 months through the following formats?

Format	On average daily	On average at least once a week	On average once a month or less often	Did not listen in the past 12 months
On radio/television				
Music you own e.g. CDs, music previously downloaded/purchased				
Music you listen to for free online or have downloaded for free (e.g. through Spotify, YouTube)				
Music accessed through a paid subscription to an online service				

PROGRAMMER INSTRUCTIONS:
Single choice grid, one answer per row. Rotate formats. Exclusion on "Did not listen..."

B2.5 [Online only] Excluding for work or study, what forms of creative writing did you personally create or read in the past 12 months? Pick as many as apply

Art form	Yes – created	Yes – read	No – have not created or read
Q. A novel or short story			
R. Poetry			
S. A play			
T. Creative non-fiction, such as a biography, essay, blog or history			
U. Graphic novel or comic			

PROGRAMMER INSTRUCTIONS:
Ask B2.5 for those who answered "Yes" at B1.1 OR B1 – Literary events or creative writing = "yes, created"
Multi choice grid minimum one answer per row. Rotate artforms. Exclusion on "No".

B2.5X. [Online only] Have you attended any of the following book or literary events in person in the past 12 months? Pick as many as apply

Readings, including poetry, storytelling

Writer talks or book launches

Writers festivals

Book clubs

Other literary event

> PROGRAMMER INSTRUCTIONS:
> Ask for those who answered "Yes – attended live" to literary events or creative writing at B1
> Multi choice. Rotate options. Fix "other literary event" at bottom.

B3. [Online only] Have you attended any of the following arts festivals in the past 12 months? Pick as many as apply

Music festivals

Visual arts festivals or fairs

Festivals where many art forms are exhibited e.g. Vivid, Brisbane Festival

Performing arts festivals e.g. theatre or dance

Aboriginal or Torres Strait Islander festivals

None of the above

Don't know

> PROGRAMMER INSTRUCTIONS:
> Multi choice. Rotate art forms. Exclusion on "None of the above" and "Don't know".

B3.1. Now, thinking about community arts and cultural development activities, which engage community members in decision making and creation of art – in collaboration with professional artists. Have you been involved in a project like this in the past 12 months?

Yes

No

Don't know

B3.2 Now, thinking about creating or attending traditional arts. Have you done any of the following as part of engaging with your own cultural background in the past 12 months? Pick as many as apply.

Visual arts and craft

Theatre

Dance

Creative writing

Music

Have not created/attended traditional arts from my own culture

> PROGRAMMER INSTRUCTIONS:
> Place this question on a separate page to B3.1. Multi choice. Rotate art forms. Exclusion on "have not created/ attended…".

B4. Which of the following statements best describes your current attitude towards Aboriginal and Torres Strait Islander arts?

I am strongly interested in Aboriginal and Torres Strait Islander arts
I am interested in Aboriginal and Torres Strait Islander arts
I am neither interested or disinterested in Aboriginal and Torres Strait Islander arts
I am disinterested in Aboriginal and Torres Strait Islander arts
I am strongly disinterested in Aboriginal and Torres Strait Islander arts

B4.1 Which of the following statements best describes your current attitude towards Aboriginal and Torres Strait Islander arts?

My interest in Aboriginal and Torres Strait Islander arts is growing
My interest in Aboriginal and Torres Strait Islander arts is unchanged
My interest in Aboriginal and Torres Strait Islander arts is declining

B4.2 Have you attended or seen any of the following Aboriginal and/or Torres Strait Islander arts or cultural activities in the past 12 months? This includes arts that you have seen as part of festivals or special events (e.g. NAIDOC week activities). Pick as many as apply

Visual arts and craft
Storytelling
Dance
Theatre
Music

None of the above

PROGRAMMER INSTRUCTIONS:
Multi choice. Rotate art forms. Exclusion on "None of the above".

SECTION C - NON PARTICIPATION

You mentioned that you had not created art in the last 12 months.

C.1 Have you ever created art for yourself or to share with others?

Yes

No

Don't know

C.2 What are some of the reasons for you not creating art in the last 12 months? Pick as many as apply

It's difficult to find the time

It costs too much

I'm not really interested

It would be hard to get to (e.g. poor transport or remote locations)

There is not enough information on what is available

There aren't enough opportunities close to where I live

I might feel uncomfortable or out of place

My art would not be good enough

It is hard to learn the necessary skills

Other

You mentioned that you had not attended arts events or festivals in the last 12 months.

C.3 Have you ever attended an arts event live in person?

Yes

No

Don't know

C.4 How interested are you in attending arts events live in person nowadays?

Not at all interested

Not interested

Neither interested nor uninterested

Somewhat interested

Very interested

C.5 What are some of the reasons for you not attending arts events and activities live in person in the last 12 months? Pick as many as apply

It's difficult to find the time

It costs too much

I'm not really interested

I don't have anyone to do it with

My health isn't good enough

It would be hard to get to (e.g. poor public transport or parking options)

There is not enough information on what is available

I might feel uncomfortable or out of place

I would rather attend or participate in other leisure activities

It is too far to travel to

Other

PROGRAMMER INSTRUCTIONS:

Ask if not answered ANY "Attended live" at B1 AND B3 = "none of the above" or "Don't know" AND B3.2 = "Have not created/attended traditional arts" AND B4.2 = "None of the above"

Multi choice. Rotate options. Fix "other "at bottom.

SECTION F – DIGITAL ENGAGEMENT

F.1. [Online only] Have you used the internet to do any of the following in the past 12 months? Pick as many as apply

a. Created, learned to create or sold art, such as music, visual art, digital or video art, or creative writing
b. Shared arts with others, or engaged with an online arts community
c. Followed or interacted with an artist or arts organisation (e.g. via social media, newsletters etc.)
d. Researched or reviewed the arts or artists
e. None of these

PROGRAMMER INSTRUCTIONS:
Exclusion on "e. None of these" and skip to G.1

F.2a. [Online only] Which of the following have you done online in the last 12 months? Pick as many as apply

a. Created art using digital technology
b. Collaborated with others to create digital art such as visual art, craft, digital or video art, music, or creative writing
c. Used the internet to learn to create arts such as music, graphics, dance, theatre or stories online
d. Sold a creation online
e. None of these

PROGRAMMER INSTRUCTIONS:
ASK IF F1 = a
Multi choice. Rotate options. Exclusion on "None of these".

F2b. How did you share arts online with others in the past 12 months? Pick as many as apply

a. Shared art I had created
b. Shared art created by someone else
c. Discussed the arts with other people
d. Actively engaged with an online community related to the arts
e. None of these

PROGRAMMER INSTRUCTIONS:
ASK IF F1 = b
Multi choice. Rotate options. Exclusion on "None of these".

F2c. [Online only] How did you research arts online in the past 12 months? Pick as many as apply

    a. Reviewed arts I attended or read
    b. Looked up reviews for arts I was interested in attending or reading
    c. I got inspiration for what to create
    d. Found out more about an artist
    e. None of these

PROGRAMMER INSTRUCTIONS:

ASK IF F1 = d

Multi choice. Rotate options. Exclusion on "None of these".

F3. [Online only] Which media have you used to connect with and learn about the arts and artists in the past 12 months? Pick as many as apply

Facebook

Twitter

Instagram

Pinterest

YouTube

Reddit

Email newsletters

Print newspaper

Online newspaper

Printed street press or magazine

Artist or arts organisation website

None of the above

PROGRAMMER INSTRUCTIONS:

ASK IF F1 = b, c or d

Multi choice. Rotate options. Exclusion on "None of the above".

SECTION FX – DONATING

FX.1. In the past 12 months, have you... (Pick as many as apply)

Donated money to the arts

Contributed to a crowd funding effort for an arts activity

Joined an arts organisation's membership program

Done volunteer work for the arts

Unpaid, helped out artists or community groups with arts activities

None of these

PROGRAMMER INSTRUCTIONS:

Multi choice. Exclusion on "None of these".

SECTION G – ATTITUDES TOWARDS THE ARTS

The following question relates to all kinds of arts we have been looking at – visual arts and crafts, theatre, dance, music and creative writing.

G.1. How much do you agree or disagree with the following statements:

Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree

The arts should be an important part of the education of every Australian

The arts tend to attract people who are somewhat elitist or pretentious

Artists make an important contribution to Australian society

The arts require understanding to appreciate them fully

The arts are too expensive

Artists should have total freedom of expression

There are plenty of opportunities for me to get involved in the arts

The arts make for a richer and more meaningful life

I feel proud when Australian artists do well overseas

Indigenous arts are an important part of Australia's culture

It is exciting to see new styles and types of art

The arts should receive public funding

The arts are not really for people like me

Indigenous arts are well represented in Australia

The arts in Australia reflect the diversity of cultures present in Australia

The arts are an important way to get different perspectives on a topic or issue

The arts allow me to connect with others

PROGRAMMER INSTRUCTIONS:
Rotate options.

G.2. How much impact do you think the arts have in the following areas?

A very big impact | A big impact | Some impact | Not much impact | No impact at all

Shaping and expressing Australian identity

Bringing customers to local businesses

Our ability to think creatively and develop new ideas

Our ability to express ourselves

Our understanding of other people and cultures

Child development

Helping us deal with stress, anxiety or depression

Our sense of wellbeing and happiness

Stimulating our minds

PROGRAMMER INSTRUCTIONS:
Rotate options.

SECTION H – MHM CULTURAL SEGMENTS

H.1. [Online only] Which of the following places or events have you been to?

a. Pop or rock music festival
Yes, I've been
No, but would consider going
No, not interested

b. Contemporary Dance
Yes, I've been
No, but would consider going
No, not interested

c. Art gallery or exhibition
Yes, I've been
No, but would consider going
No, not interested

PROGRAMMER INSTRUCTIONS:
Pick one.

H.2. [Online only] The following statements refer to your personal approach to life. Please indicate the degree to which you agree or disagree with each statement:

1 – Definitely Agree | 2 | 3 – Neither | 4 | 5 – Definitely disagree

I am usually the first among my friends to know what's going on
I am happiest seeing things that have a track record and proven popularity
The arts and culture are essential to my life
I am happy to do my own thing regardless of what others might think
I like to enjoy life and don't worry about the future
I like to get in to the outdoors whenever I can
I consider myself to be a spiritual person

PROGRAMMER INSTRUCTIONS:
Rotate options.

SECTION I – DEMOGRAPHICS

I.1. All things considered, how satisfied are you with your life? Please rate this on a scale of 1-10, where 10 is completely satisfied and 1 is not satisfied at all.

1   2   3   4   5   6   7   8   9   10

I.2. What is your current working situation or main activity status? Pick one only.

Full time paid employment
Part time paid employment
Self employed
Unemployed and looking for work
Unable to work due to illness or disability
Retired
Looking after the home/family full-time
High school student
Tertiary student

I.3. What is the highest level of education you have completed? Pick one only.

No formal schooling
Completed primary school
Completed secondary school
Certificate level
Diploma or technical qualification
University degree
Post graduate degree or diploma

I.4. Do you identify as a person from a culturally or linguistically diverse background?
Culturally and linguistically diverse could include Auslan, as well as first generation migrants or those who self-identify with the language or cultural practices of heritages that differ from Anglo-Australians.
Yes
No

I.5 Do you identify as a person with disability and/or do you have an impairment that creates disabling barrier/s which limits the activities you participate in or attend unless access is provided?
Yes
No
Prefer not to say

I.6 Which of these best describes your before-tax household income?
Less than 20,000
20,000 –59,999
60,000 - 99,999
100,000 – 139,999
140,000 – 179,999
180,000 – 199,999
200,000+
Don't know

I.7. Which of these best describes your household?

Live alone
Share accommodation
Couple without children
Couple with children
Single parent with children
Other (please specify):

I7.2. How many children at home are under the age of 16?

_____

PROGRAMMER INSTRUCTIONS:
Ask if I.7 is answered with "couple with children" or "single parent with children"

I.8. Are you Aboriginal and/or Torres Strait Islander?

Yes
No
Prefer not to say