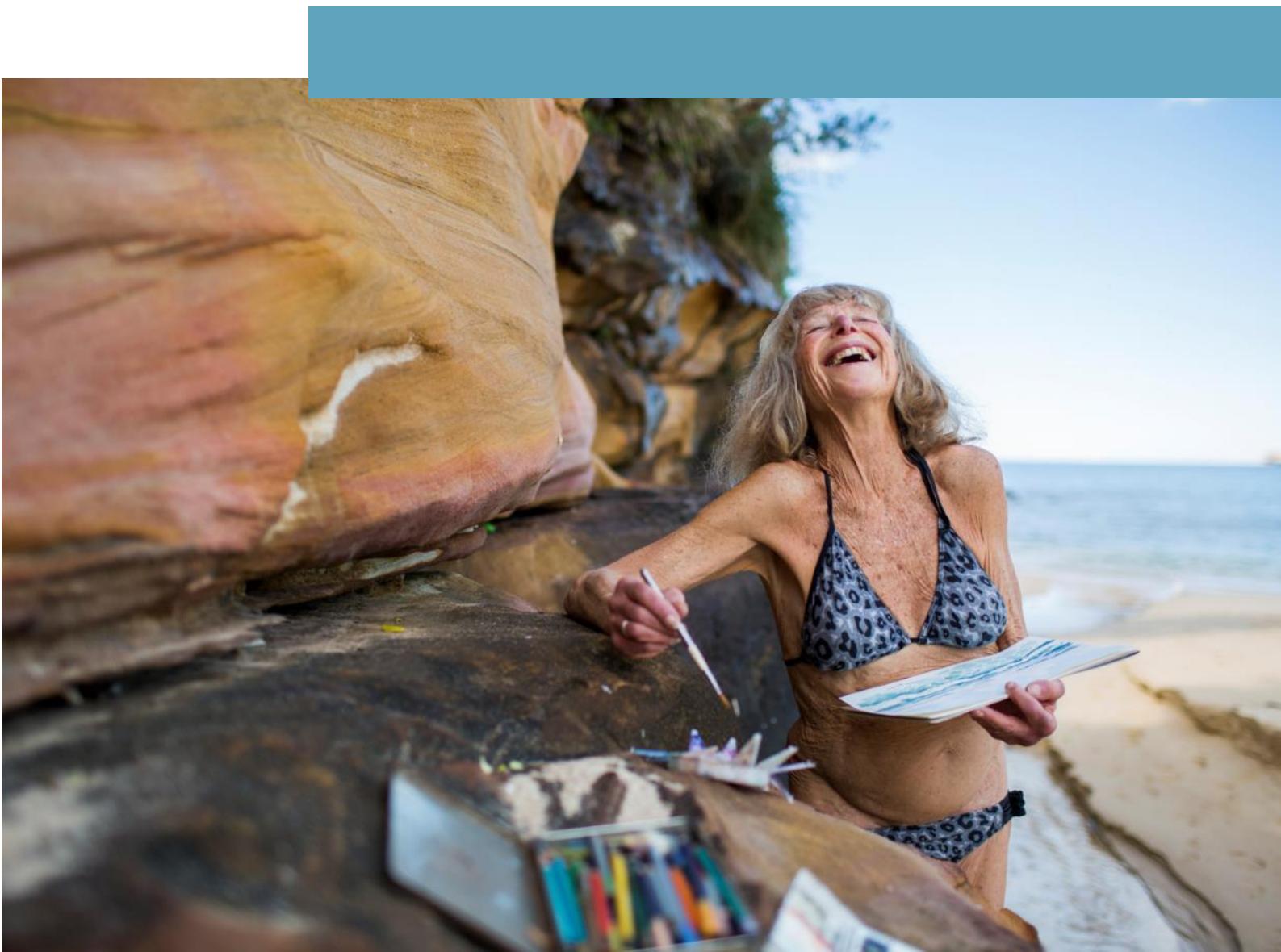


# Creative Ageing Research – Final report

Prepared for NSW Family and Community Services

October 2017



**Project Contact:** Hannah Race  
Hannah Wood

**Contact address:** Level 13, 168 Walker St  
NORTH SYDNEY  
NSW 2060

**Office phone:** (02) 9900 5138

**Email:** [Hannah.Race@ipsos.com](mailto:Hannah.Race@ipsos.com)  
[Hannah.Wood@ipsos.com](mailto:Hannah.Wood@ipsos.com)

# Table of contents

<b>1</b>	<b>Executive Summary</b>	<b>4</b>
<b>2</b>	<b>Background and objectives</b>	<b>9</b>
<b>3</b>	<b>Methodology</b>	<b>10</b>
3.1	Interpreting the findings	12
<b>4</b>	<b>Findings</b>	<b>13</b>
4.1	Attending arts or cultural activities and performances	13
4.1.1	Visual arts and crafts	14
4.1.2	Theatre, dance and film	18
4.1.3	Music	22
4.1.4	Motivations and barriers to attending arts or cultural activities and performances	26
4.2	Creative participation	30
4.2.1	Visual arts and craft participation	31
4.2.2	Theatre and dance participation	37
4.2.3	Music	41
4.2.4	Literature	45
4.2.5	Motivations and barriers to participation in creative pursuits	50
4.3	Activities of interest	54
4.4	Attitudes towards the arts	63
4.5	Reading and literature	70
4.6	NSW Seniors Festival	74
4.6.1	Future Seniors Festival events	77
<b>5</b>	<b>Conclusions and recommendations</b>	<b>84</b>
<b>Appendix A</b>	<b>Questionnaire</b>	<b>87</b>

# 1 Executive Summary

## Objectives and methodology

The overriding objective of this research is to establish current levels of involvement in creative pursuits among the over 50s, and identify preferences for involvement in creative pursuits (both as a spectator and as a participant). An online survey was conducted with n=2,203 NSW residents aged over 50. Quotas were used to help ensure the sample is broadly representative of the wider population of NSW.

## Key findings

### Attitudes and motivations

#### Most older people have positive attitudes towards the arts

Most people aged over 50 agree that the arts are an important part of Australia's culture and society; and around half agree that attending or participating in the arts makes for a more fulfilling life and/or that participation in the arts is a good way to stay sociable as they age.

#### There is some appetite for increased attendance and participation

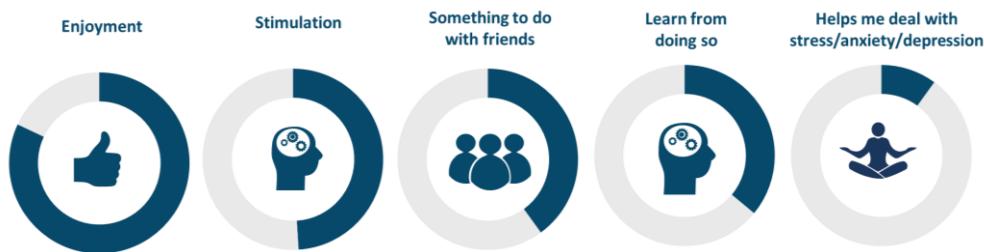
Over a third would like to attend more arts events and over a quarter would like to take part in more. However, nearly half believe that the arts are too expensive and two fifths think that they lack the skills or ability to participate.

**Women, those aged 50-59, and those with a University education appear to place higher value on the arts and have a greater desire to be involved in the arts.** Women, however, are also more likely to find that the arts are too expensive.

#### Enjoyment and stimulation are the main motivations to attend and participate in the arts

The social aspects of attending activities and events are also motivators. Involvement in the arts is perceived to help in dealing with stress, anxiety and/or depression, especially among pensioners, carers, those with a long-standing illness, disability, and a low income.

## Main motivations to attend arts and cultural activities:



Q5. Which, if any, of the following best describe the reasons that you attend the art forms that you do? (Base: n=1,383).

## Main motivations to participate in the arts:



Q12. Which, if any, of the following best describe the reasons that you participate in the art forms and creative pursuits that you do? (Base: n=1,065).

**Women are more likely than men to be motivated by the social aspect of attending arts and cultural activities.** Women are also more likely to participate because they enjoy it and because it keeps them busy.

## Barriers

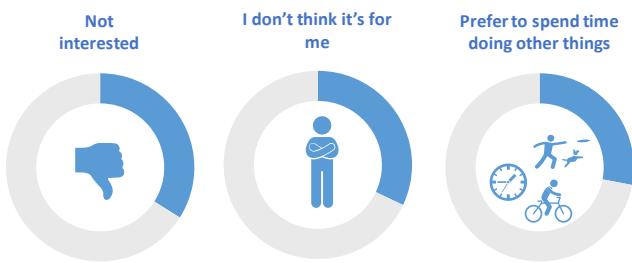
Lack of interest in the arts is the main barrier to attendance and participation, but the financial cost is also prohibitive for many older people in NSW

### Main barriers to attending arts and cultural activities:



Q6\_2. Which, if any, of the following best describe your reasons for not currently attending art forms or performances? (Base: n=820)

## Main barriers to participating in the arts:



*Q13\_2. Which, if any, of the following best describe your reasons for not currently participating in art forms and creative pursuits? (Base: n=1,138)*

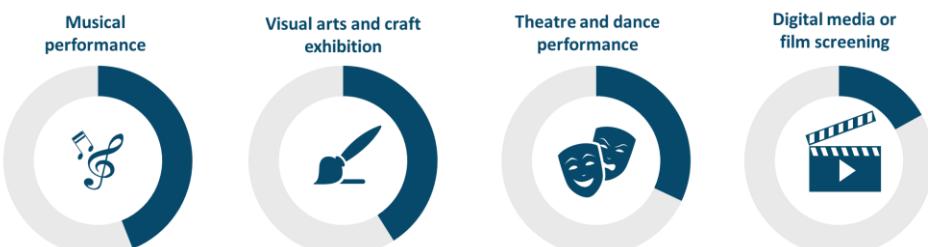
Many are not sufficiently interested to attend or participate in the arts. This is more often the case among men. Many also believe that the arts are not for them. The financial cost of attending and participating in arts and cultural activities is a barrier preventing significant proportions from getting involved, and this rises among pensioners.

**Women are more likely than men to be prevented from attending or participating in the arts due to financial barriers and ill health or disability.** Women are also less likely to get involved if they have no one to go with. Men are more likely than women to say that they are not interested and that they don't enjoy the arts.

## Current involvement

Six in ten (62%) over 50 year olds had attended at least one arts or cultural activity or event in the past 12 months.

**Figure 1: Attendance of arts and cultural activities in the last 12 months**



*Q1. Which of the following have you attended in the last 12 months? (Base: All respondents n=2,203)*

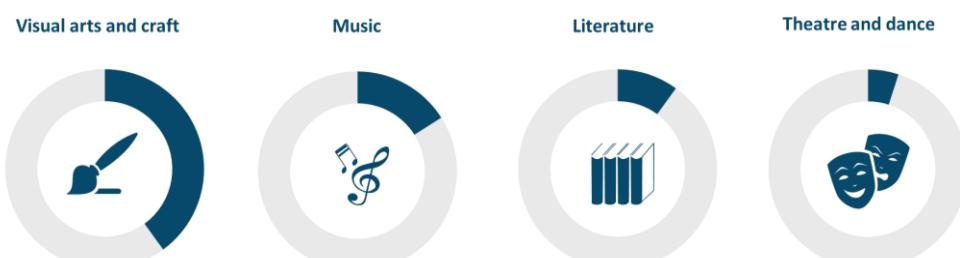
Participation in visual arts and craft is more common than participation in music,

**Attendance of arts and cultural activities increases with socioeconomic status and decreases with age.**

literature, or theatre and dance

Half (49%) of over 50 year olds had participated in a creative pursuit in the past 12 months

**Figure 2: Participation in art forms and creative pursuits in the last 12 months**



*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents, n=2,203).*

**Participation in the arts increases with educational attainment, among regional NSW residents, and among women**

## Preferences for types of events and activities

There is an appetite among non-attendees to attend arts and cultural events and performances, to attend

Musical performances are of most interest to those who have not attended any arts events or performances in the last 12 months.

**Figure 3: Types of arts and cultural events or performances interested in attending (non-attendees)**



*Q7. Which of the following would you be interested in attending? (Base: Those who have not attended any arts events or performances in the last 12 months n=820)*

**A greater proportion of women than men are interested in attending and participating in the arts.** Those who are still employed also tend to have higher interest in attending cultural events and performances, compared to pensioners and retirees.

### Newspapers are the most commonly used source of information about the arts

Three quarters are using social media (primarily Facebook), with nearly a quarter seeking information about the arts on social media. Social media use is more prevalent among 50-59 year olds than older age groups and women<sup>1</sup>.

### NSW Seniors Festival

Just over one in ten people aged over 50 surveyed had attended a Seniors Festival event this year. Half of these had attended the Seniors Expo. The main reason for not attending was not knowing about the Seniors Festival, and more than a quarter of non-attendees said that they are likely to attend in the future.

**Those aged over 70 and Sydney residents were most likely to attend a Seniors Festival event.**

More than one in ten non-attendees in their 50s did not attend because **they do not consider themselves old enough** for the festival.

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<sup>1</sup> The data collection method (online surveying) and sample frame (online research panel) used in this research may mean that internet and/or social media use is higher among this sample than the wider population of 50-plus year olds.

## 2 Background and objectives

---

FACS is currently delivering the NSW Ageing Strategy 2016-2020. This Strategy features a number of initiatives designed to support older people in NSW as well as to cater to the state's ever-ageing population. One of the priority areas of the Strategy is inclusive communities. Within this sit a range of key activities for the course of 2016-17, one of which is the 'Creative Ageing.' Specifically, this involves developing a creative ageing strategy for older people in NSW. This will articulate a commitment across government to creating opportunities and supporting initiatives which increase older people's participation in artistic and cultural activities in their community. It will also include several established programs under the strategy, specifically:

- Sing Your Age, a singing program for older people, which supports private and community sector partners to establish singing groups for older people in a range of metro and regional locations
- The Art of Ageing exhibitions that celebrates the value, experience and contribution older people bring to the community; and
- The Seniors Festival, which will continue to be delivered in locations across NSW.

As an extension from the annual survey of older people conducted for the Ageing Strategy, FACS commissioned Ipsos to conduct a study that focused specifically on creative ageing. This research aims to establish current levels of involvement in creative pursuits among those aged over 50, as well as preferences for doing so.

## 3 Methodology

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An online survey of n=2,203 NSW residents aged over 50 years was conducted between the 1st and 19th of June 2017.

### Questionnaire design

The questionnaire (Appendix A) was developed in consultation with the Department of Family and Community Services with reference to a report published by the Australia Council for the Arts<sup>2</sup>.

The questionnaire for this study covered:

- Attendance of arts or cultural activities;
- Participation in arts or cultural activities;
- Motivations and barriers to attending arts or cultural activities and performances;
- Motivations and barriers to participation in creative pursuits;
- Potential arts and cultural areas of interest;
- Attitudes towards the arts;
- Reading and literature; and
- NSW Seniors Festival

### Sample characteristics

In order to capture a representative sample of those aged over 50 in NSW, non-interlocking quotas were placed on age, gender and location (Greater Sydney<sup>3</sup> and the remainder of NSW). These quotas were based on Australian Bureau of Statistics population estimates and data from 2011 Census. The following section outlines the targeted quotas and achieved sample for each age cohort.

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<sup>2</sup> Australia Council for the Arts, Arts in Daily Life: Australian Participation in the Arts, Report published May 2014.

<sup>3</sup> Based on Australian Bureau of Statistics 2011 Census data – Sydney (Urban Centre/Locality).

**Table 1: Sample Structure**

		Quota (n=)	Achieved (n=)
Gender	Male	1,123	1,215
	Female	1,077	988
Age	50-54	567	433
	55-59	533	514
	60-64	473	496
	65-69	427	459
	70+	200	301
Location	Greater Sydney	1,222	1261
	Rest of NSW	978	942
<b>TOTAL</b>		<b>n=2,200</b>	<b>n=2,203</b>

A small proportion of the sample are Culturally and Linguistically Diverse (7%), that is, they speak a language other than English at home. A very small proportion (1%) of the sample identify as Aboriginal and/or Torres Strait Islander. Given the small numbers of CALD and Aboriginal and/or Torres Strait Islander participants in the survey, the differences that can be observed between these groups and others are limited. All statistically significant differences in the responses of these groups are included in this report.

## Weighting

In order to ensure the final sample is representative of the NSW population, weights have been applied to age, gender and location where the number of achieved interviews did not exactly match the quota. As with the survey quotas these were based on ABS Census data.

## 3.1 Interpreting the findings

### Statistically significant differences between cohorts

Where statistically significant differences<sup>4</sup> are observed between subgroups, these differences are commented on below charts or displayed in tables within the report. Where tables are used to display differences between cohorts, the data is shown as per the demonstration below.

	50-60 (n=xx)	61-69 (n=xx)	70-79 (n=xx)
Option X	28%↑	16%↓	4%↓
Option Y	29%↑	18%↓	9%↓
Option Z	20%↑	10%↓	8%↓

↑↓ Denotes significant difference. Note table displays top-two box (very likely + somewhat likely) score.

Figures are shown for the proportions of each group that provided that response. If this proportion is significantly different from the total or other age cohort, it is signified with an upwards or downwards arrow. An upwards arrow represents a significantly higher value and a downward arrow, a significantly lower value.

It should be noted, however, that not all of the significant differences identified in the analysis have been reported. Instead, those that have been included have been selected based on their contribution to the insights generated by this research (e.g. findings that might be deemed obvious or of no consequence have been omitted).

### Percentages in charts

In some charts, response categories shown may not sum to 100% due to rounding of the numbers displayed. It should also be noted that for questions where multiple responses were allowed response categories may sum to more than 100%.

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<sup>4</sup> Where the difference between subgroups cannot be explained by chance alone – the difference is judged to be statistically significant if the probably of error value is 0.05 or less, i.e. there is only a 5% chance or less of this difference occurring by chance alone.

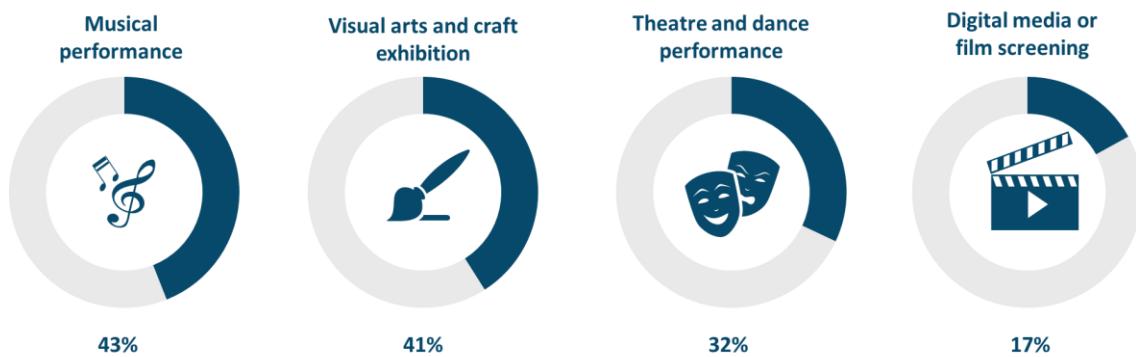
## 4 Findings

### 4.1 Attending arts or cultural activities and performances

Six in ten (62%) over 50 year olds had attended at least one arts or cultural activity or event in the past 12 months. Attendance increases among 50-59 year olds (66%), those still working (71%), those with a University education (81%), and those with annual incomes of over \$100,000 (77%).

Attendance varies by type of exhibition or performance. Two in five (43%) have attended musical performances, and a similar proportion (41%) have attended a visual arts and crafts exhibitions.

**Figure 4: Attendance of various activities by category in last 12 months**



*Q1. Which of the following have you attended in the last 12 months? (Base: All respondents n=2,203)*

Visual arts and crafts exhibitions are more likely to have been attended by the following groups in the last 12 months:

- those who attended the NSW Seniors Festival (74%; compared with 37% of those who did not);
- those with a university education (62%; compared with 28% of those with a high school education and 38% with a certificate or TAFE education);
- those with a household income of \$100,000 or more (54%; compared to 47% with a household income between \$50,000-\$99,999, and 34% with a household income under \$50,000); and
- those who are currently employed (47%) and retirees (45%; compared with 23% of pensioners).

Theatre and dance performances are more likely to have been attended by the following:

- those with a university education (48%; compared with 23% of those with a high education and 30% with a certificate or TAFE education);
- those with a household income of \$100,000 or more (45%; compared to 35% with a household income between \$50,000-\$99,999, and 26% with a household income under \$50,000);
- those living in Greater Sydney (36%; compared with 26% of those living outside of Sydney);
- those who are CALD (41%; compared with 31% of non-CALD); and
- those who attended the NSW Seniors Festival (61%; compared with 28% of those who did not).

Musical performances are more likely to have been attended by the following:

- those with a university education (60%; compared with 35% of those with a high education and 40% with a certificate or TAFE education);
- those with a household income of \$100,000 or more (60%; compared to 50% with a household income between \$50,000-\$99,999, and 35% with a household income under \$50,000);
- those in their 50s (49%; compared with 42% of those in their 60s, and 38% of those in their 70s);
- those living in Greater Sydney (47%; compared with 39% of those living outside of Sydney); and
- those who attended the NSW Seniors Festival (69%; compared with 40% of those who did not).

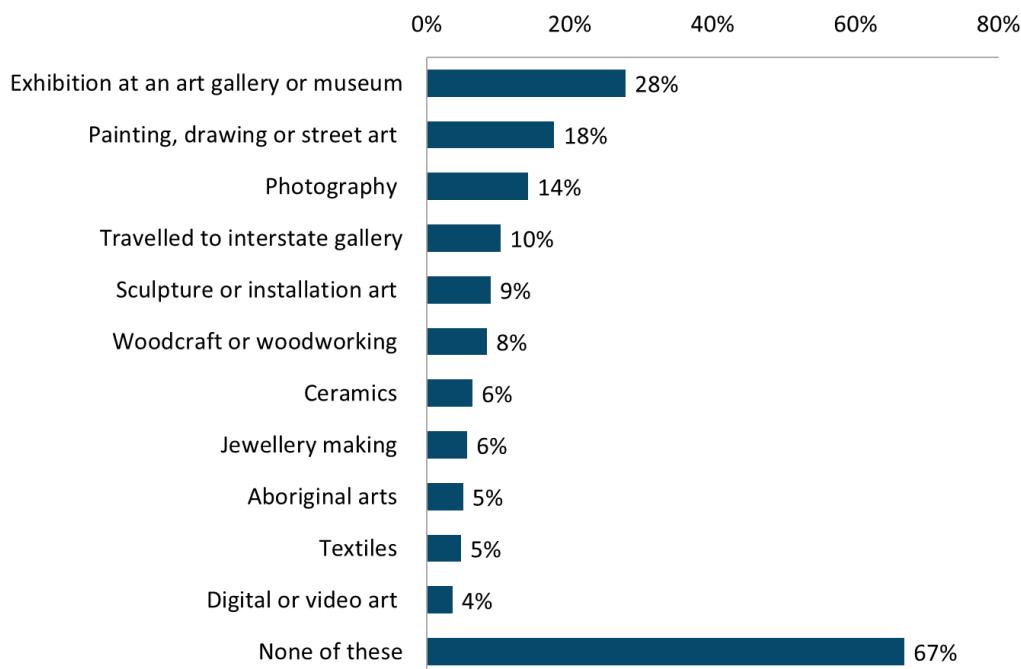
Digital media or film screenings are more likely to have been attended by the following:

- those with a university education (23%; compared with 14% of those with a high education and 16% with a certificate or TAFE education);
- those in their 50s (21%; compared with 17% of those in their 60s, and 12% of those in their 70s); and
- those who are currently working (22%; compared with 11% of pensioners and 14% of retirees).

#### 4.1.1 Visual arts and crafts

Over one quarter (28%) have attended an exhibition at an art gallery or museum in the last 12 months, and a further one in ten (10%) have travelled interstate to a gallery exhibition.

**Figure 5: Visual arts and crafts displays or exhibitions attended in last 12 months**



*Q1. Which of the following have you attended in the last 12 months? (Base: All respondents n=2,203)*

Women are more likely to have visited an exhibition at a gallery or museum in the last 12 months (31%; compared with 24% of men).

Those who are currently working are more likely to have attended a variety of visual arts and craft displays as outlined in Table 2 below.

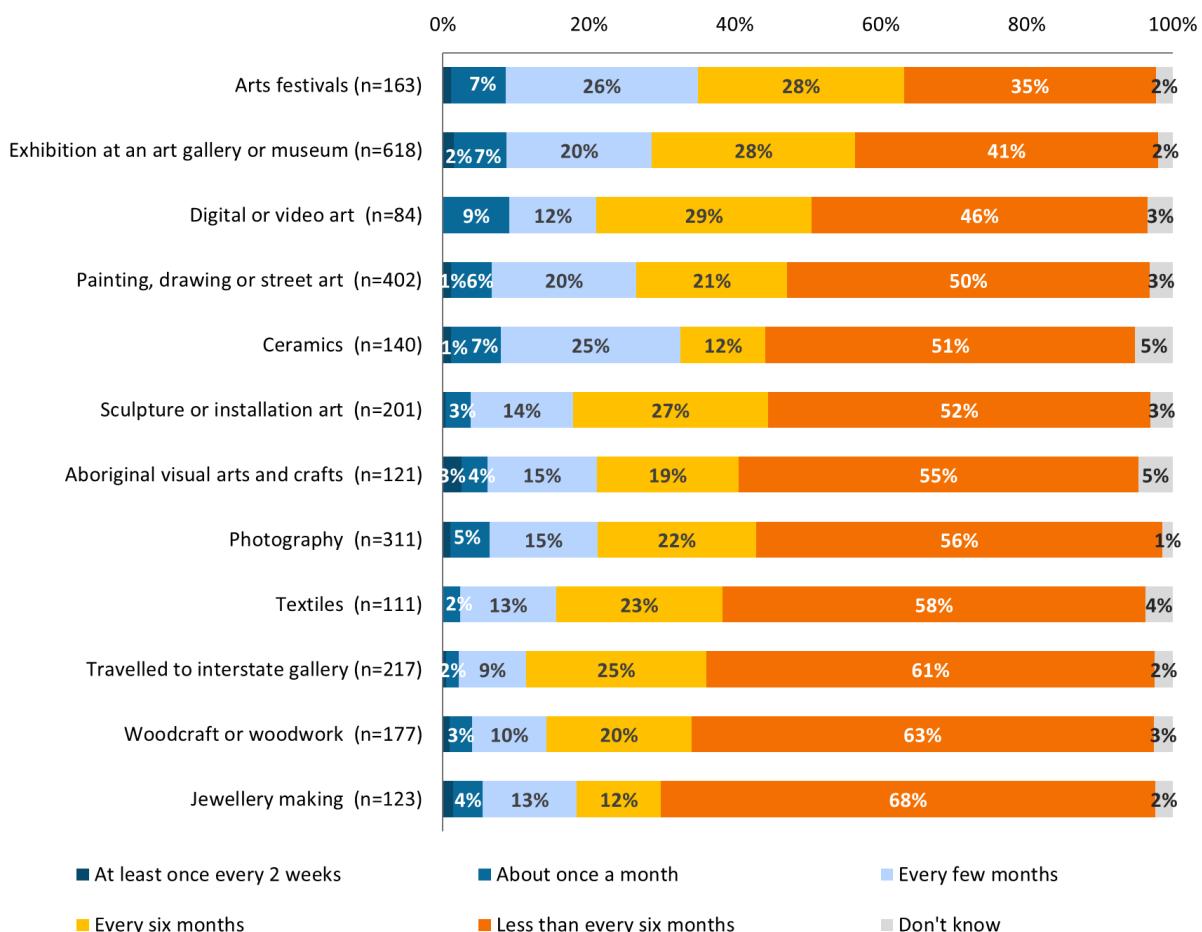
**Table 2: Attendance of visual arts and craft exhibitions by work status**

	Employed	Pensioner	Retired
Exhibition at gallery or museum	32%↑	13%↓	31%
Painting, drawing or street art	23%↑	6%↓	19%
Photography	19%↑	8%↓	13%
Sculpture or installation art	12%↑	4%↓	9%
Aboriginal visual arts and crafts	8%↑	3%	4%
Digital or video art	6%↑	2%	3%

## Frequency of attending visual arts and crafts exhibitions

The majority of those who attend visual arts and craft exhibitions are doing so every six months or once a year.

**Figure 6: Frequency of attendance at visual arts exhibitions and displays**



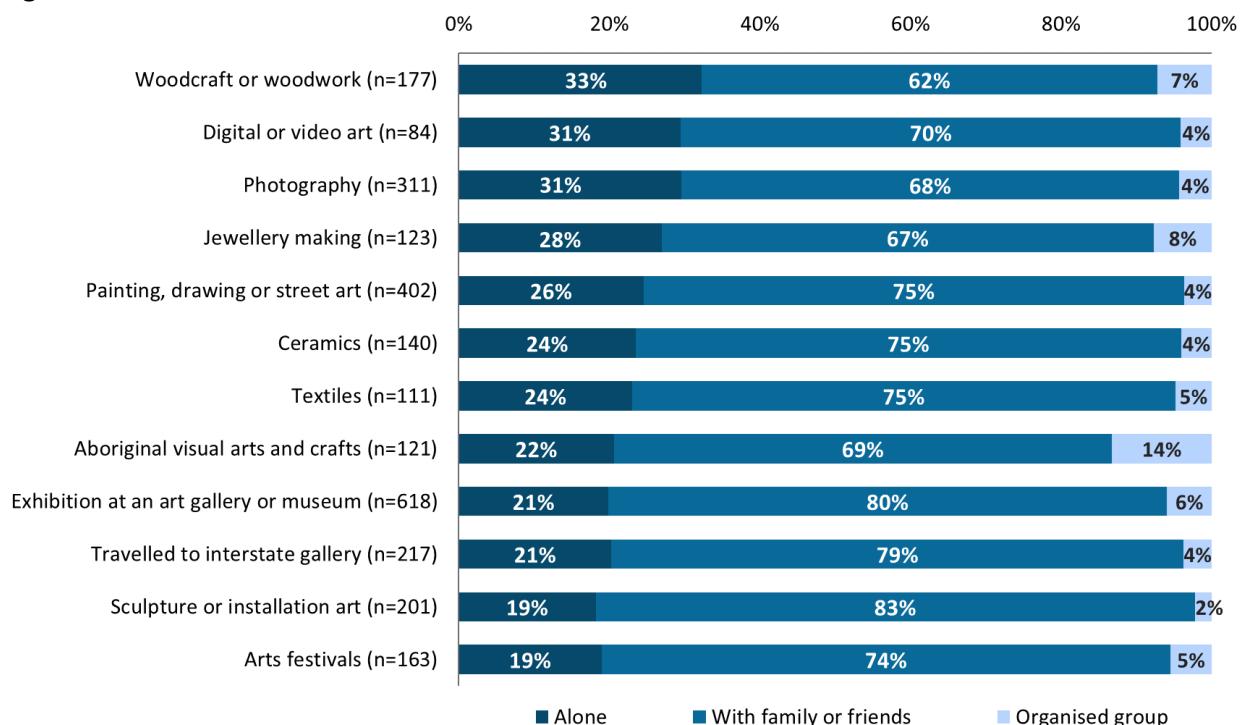
*Q2. Approximately how often have you attended each of these art forms over the last 12 months? (Base displayed on chart for each individual activity)*

No significant differences were observed between demographic subgroups in frequency of attendance.

## Attendance at visual arts and craft exhibitions alone, with family or friends, or with an organised group

The majority are attending visual arts and craft exhibitions with family or friends. Visiting art exhibitions as part of an organised group is less common, but most likely when it is an Aboriginal arts and craft exhibition (14%).

**Figure 7: Who visual arts and craft exhibitions are attended with**



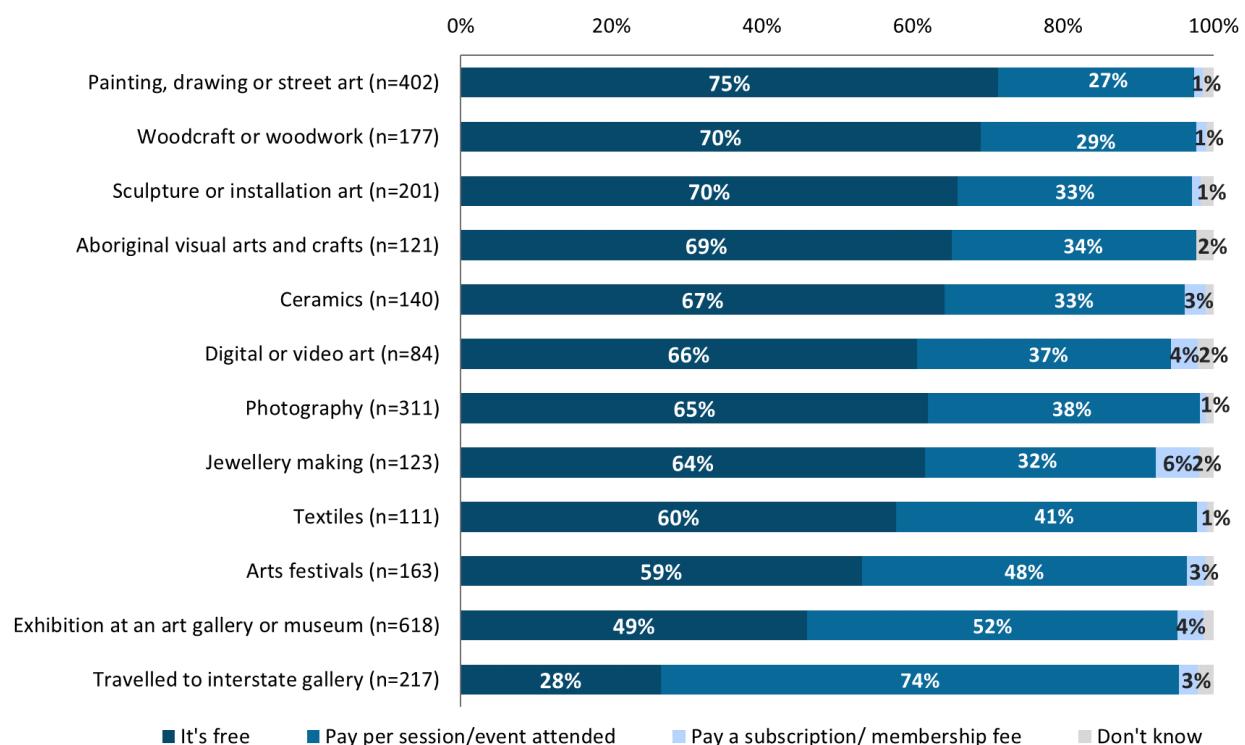
*Q3. Have you attended these art forms alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) Note: chart may not add to 100% as question is multiple response*

Those in their 60s who have travelled interstate to a gallery in the last 12 months are more likely than other age groups to have done so with family or friends (90%; compared with 72% of those in their 50s, and 66% of those aged over 70).

## Payment for attendance at visual arts and craft exhibitions

Most are attending visual arts and craft displays that are free. However, the majority (74%) of those who are travelling to an interstate gallery are paying per session. Around half are also paying per session for art gallery and museum exhibitions (52%), and arts festivals (48%).

**Figure 8: Basis of payment when visiting visual arts and craft exhibitions**



*Q4. On what basis do you pay for the art forms you attend, if at all? (Base displayed on chart for each individual activity)*  
*Note: chart may not add to 100% as question is multiple response*

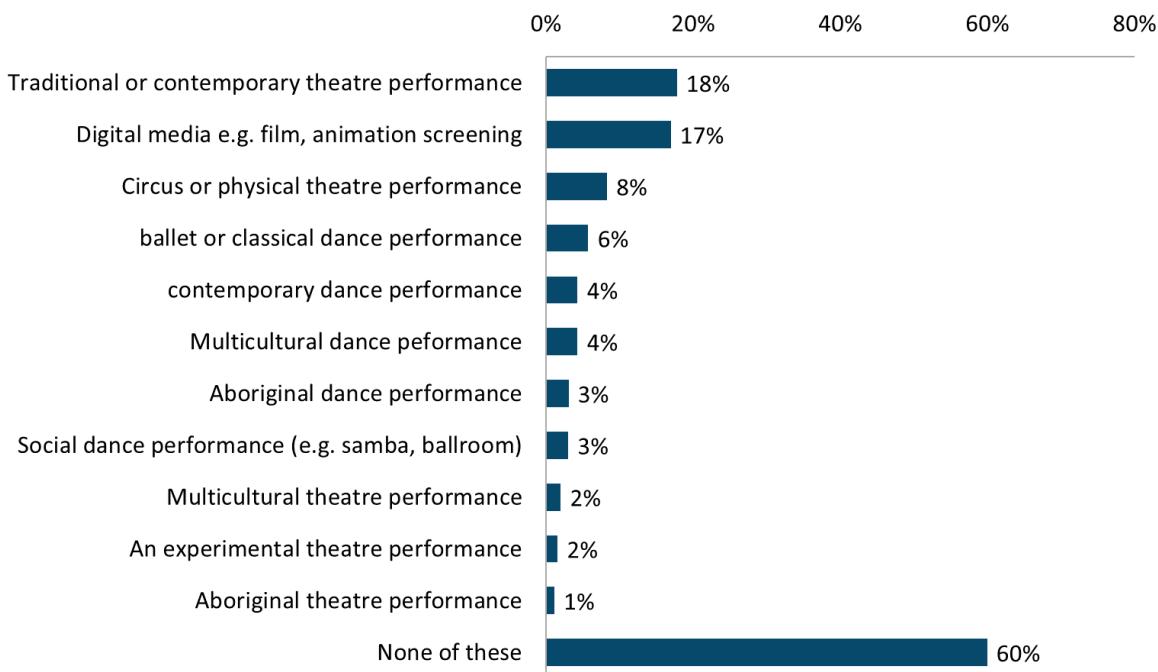
Payment for art gallery or museum exhibitions varies significantly based on location:

- Greater Sydney residents are more likely to pay per session or event attended (64%; compared with 34% living outside of Sydney);
- those living outside of Sydney are more likely to attend free exhibitions (66%; compared with 37% of Greater Sydney residents).

#### 4.1.2 Theatre, dance and film

Almost one in five (18%) NSW residents aged over 50 have attended a traditional or contemporary theatre performance in the last 12 months.

**Figure 9: Types of theatre, dance and film attended in last 12 months**



*Q1. Which of the following have you attended in the last 12 months? (Base: All respondents n=2,203)*

The following groups are more likely to have attended a traditional or contemporary theatre performance:

- those living in Greater Sydney (21%; compared with 13% of those living in the rest of NSW); and
- those who are currently employed (22%; compared with 12% of pensioners, and 19% of retirees).

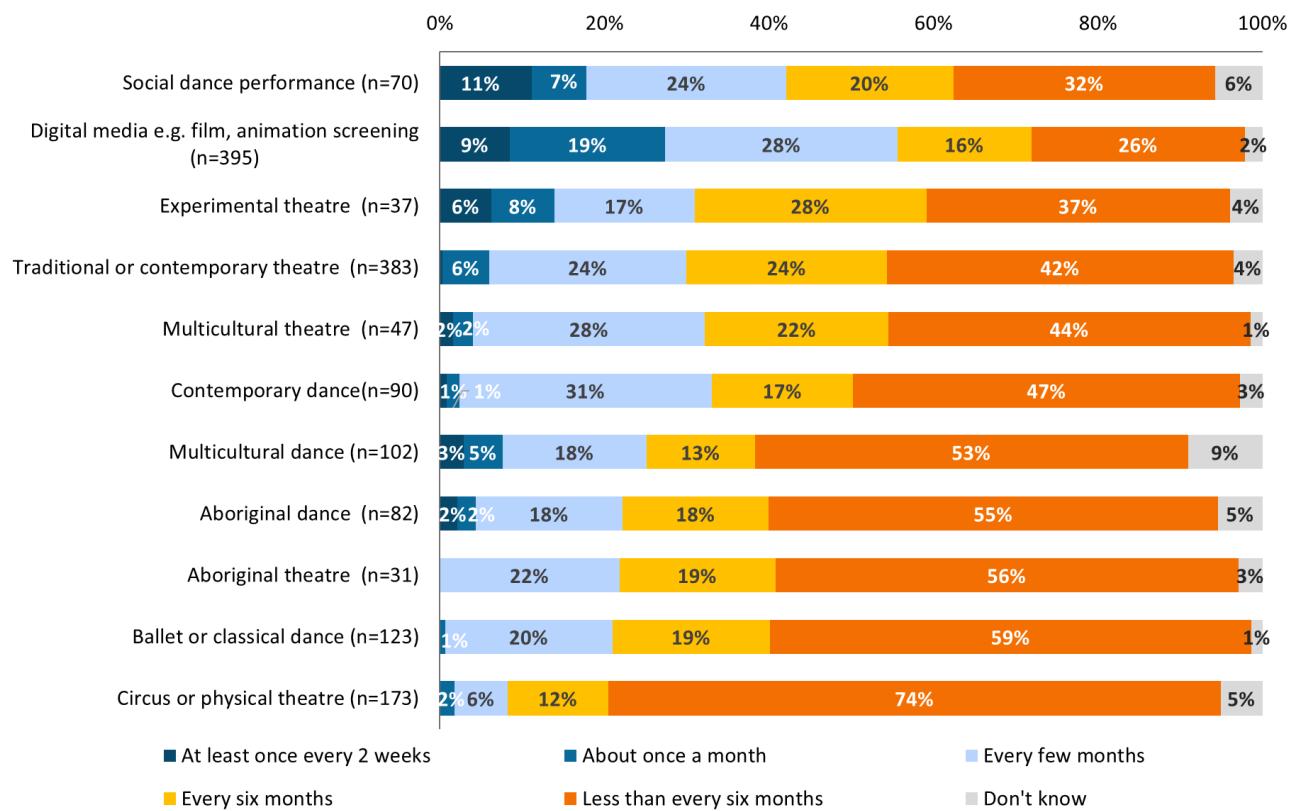
The following groups are more likely to have attended a digital media screening (e.g. film, animation):

- those in their 50s (21%; compared with 17% of those in their 60s and 12% of those in their 70s); and
- those who are currently employed (22%; compared with 14% of retirees and 11% of pensioners);

### Frequency of theatre, dance and film attendance

The majority of those who attend theatre and dance performances are doing so every six months or once a year. In comparison, attendance of digital media screenings is more frequent, over one quarter (28%) are attending at least once a month.

**Figure 10: Frequency of attending theatre, dance and film**



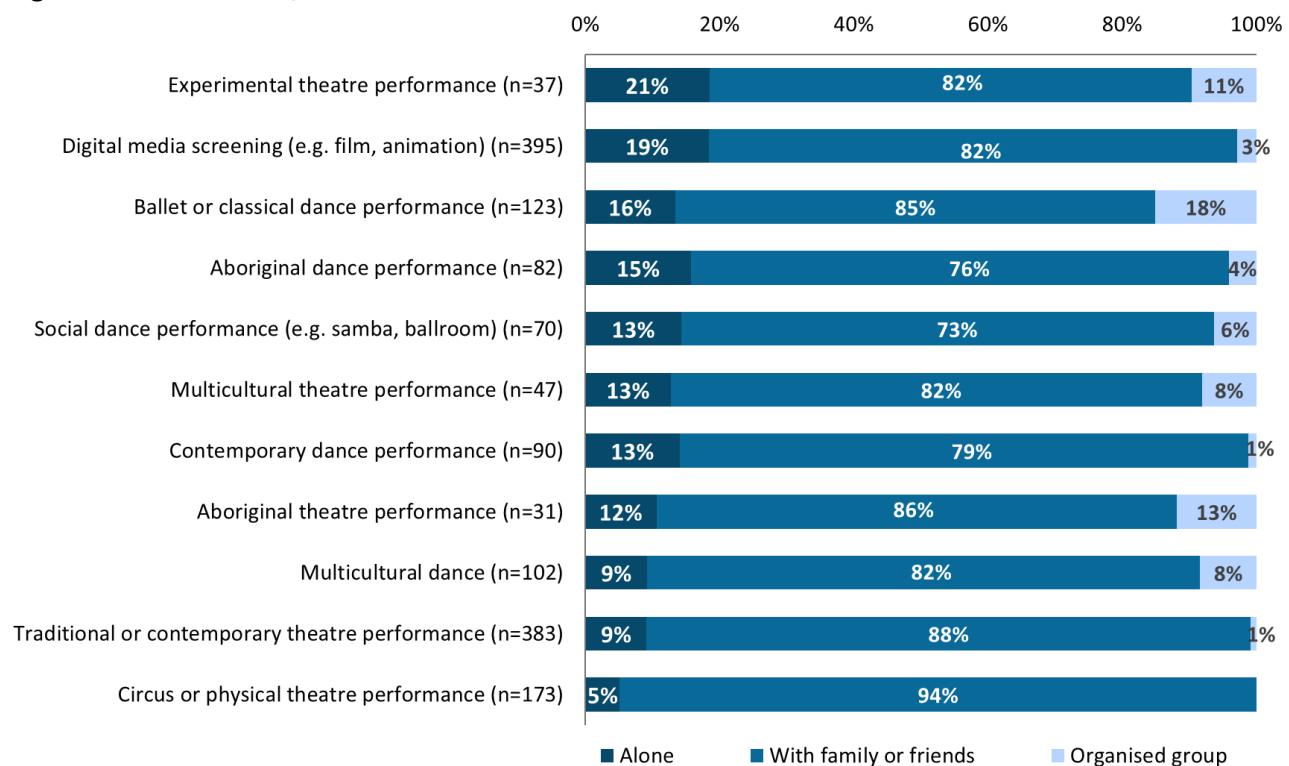
*Q2 Approximately how often have you attended each of these art forms over the last 12 months? (Base displayed on chart for each individual activity)*

No significant differences were observed between demographic subgroups and frequency of attendance.

## Attendance at theatre, dance and film alone, with family or friends, or with an organised group

The vast majority of those who have attended a theatre or dance performance in the last 12 months have done so with family or friends. Attendance as part of an organised group is less common, but more likely when attending ballet (18%).

**Figure 11: Who theatre, dance and film were attended with**



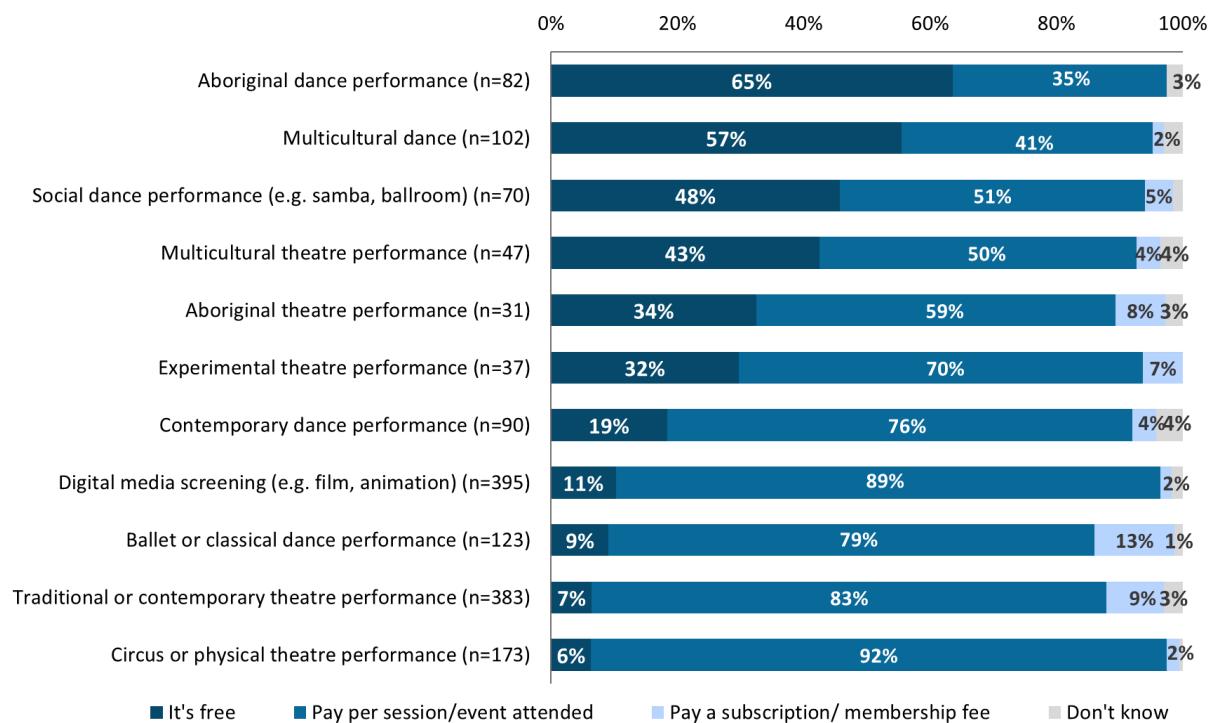
*Q3. Have you attended these art forms alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) Note: chart may not add to 100% as question is multiple response*

No significant differences were observed between demographic subgroups and who they have attended theatre and dance performances with.

### Payment for attendance at theatre, dance and film attendance

The basis of payment for theatre and dance performances varies greatly. Aboriginal dance (65%) and multicultural dance (57%) attended are more likely to be free events. In comparison, almost all are paying per event for attending the circus (92%) and digital media screenings (89%).

**Figure 12: Basis of payment for theatre, dance and film attendance**



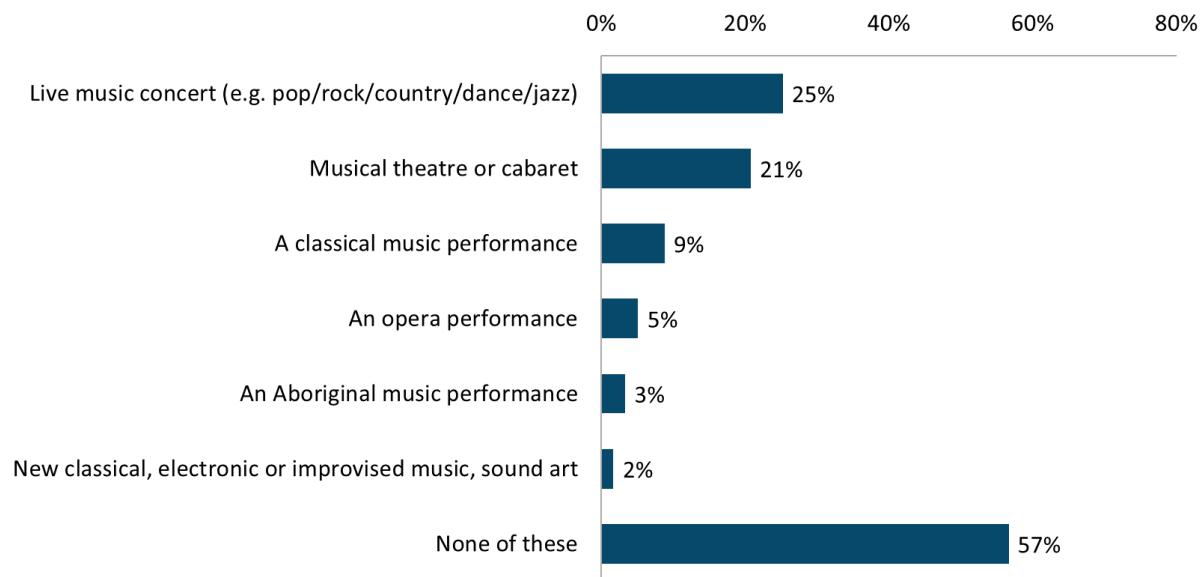
*Q4. On what basis do you pay for the art forms you attend, if at all? (Base displayed on chart for each individual activity)*  
*Note: chart may not add to 100% as question is multiple response*

No significant differences were observed between demographic subgroups and the basis of payment for theatre and dance performances.

### 4.1.3 Music

One quarter (25%) of those aged over 50 have attended a live music concert. A further one in five (21%) have attended musical theatre or cabaret.

**Figure 13: Types of musical performances attended in last 12 months**



*Q1. Which of the following have you attended in the last 12 months? (Base: All respondents n=2,203)*

Women are more likely to have attended musical theatre or cabaret in the last 12 months (23%; compared with 18% of men).

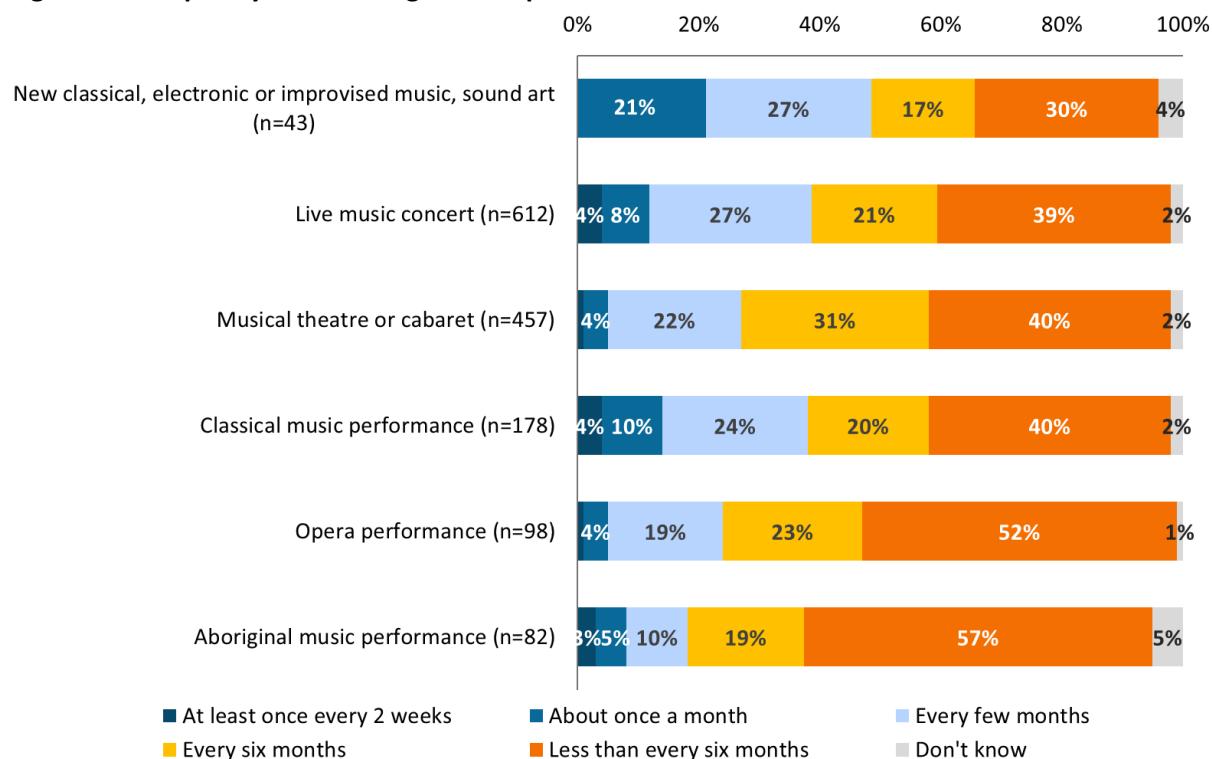
The following groups are more likely to have attended a live music concert:

- those in their 50s (33%; compared with 27% of those in their 60s, and 14% of those aged over 70);
- those who are currently employed (36%; compared with 15% of pensioners, and 20% of retirees); and
- social media users (28%; compared with 17% of those who do not use social media).

### Frequency of musical performance attendance

Similar to theatre and dance performances, the majority who attend musical performances are doing so every six month or once a year. Two in five are attending live concerts (39%) and classical performances (38%) at least once every few months.

**Figure 14: Frequency of attending musical performances**



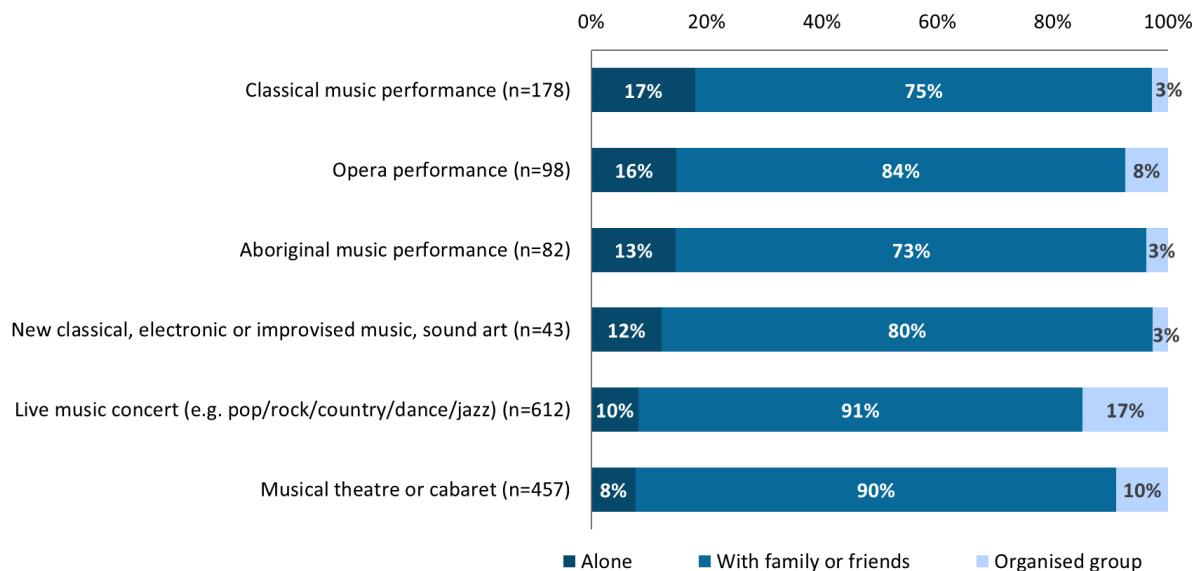
*Q2. Approximately how often have you attended each of these art forms over the last 12 months? (Base displayed on chart for each individual activity)*

No significant differences were observed between demographic subgroups and frequency of attendance.

### Attendance at musical performances alone, with family or friends, or with an organised group

The vast majority are attending musical performances with friends or family. Nearly one in five (17%) are attending live concerts as part of an organised group. Conversely, almost one in five are attending classical (17%) and opera (16%) performances alone.

**Figure 15: Who musical performances are attended with**



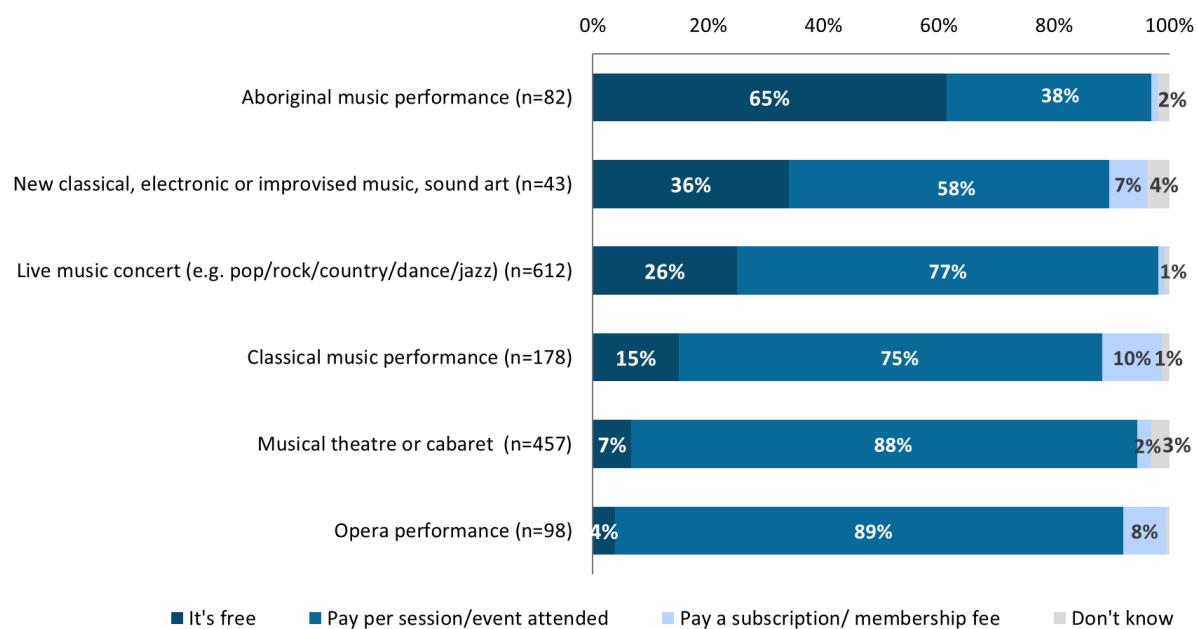
*Q3. Have you attended these art forms alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) Note: chart may not add to 100% as question is multiple response*

No significant differences were observed between demographic subgroups and who they have attended musical performances with.

### Payment for attendance at musical performances

The basis of payment for musical performances is mixed. Two thirds (65%) of those who attended an Aboriginal music performance did so for free. Whereas nearly all who attended an opera performance (89%) or musical theatre or cabaret (88%) paid per event.

**Figure 16: Basis of payment for musical performances**



*Q4. On what basis do you pay for the art forms you attend, if at all? (Base displayed on chart for each individual activity)*  
*Note: chart may not add to 100% as question is multiple response*

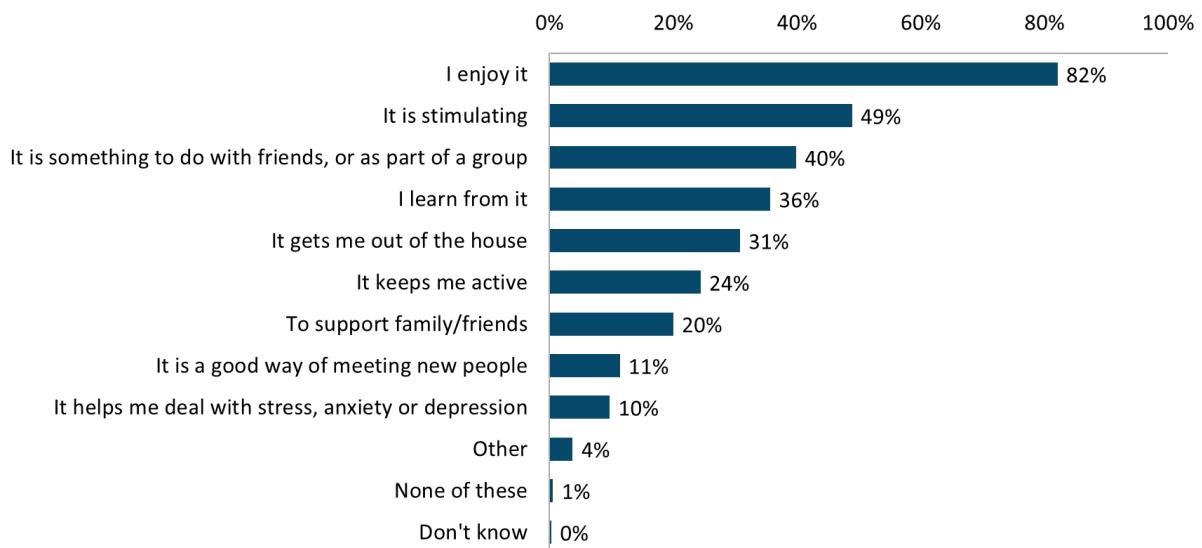
No significant differences were observed between demographic subgroups and the basis of payment for musical performances.

#### 4.1.4 Motivations and barriers to attending arts or cultural activities and performances

##### Motivations

Among those who attend various arts or cultural activities, the vast majority do so because they enjoy it (82%). Almost half (49%) attend because it is stimulating and two in five (40%) attend as it is something to do with friends, or as part of a group.

**Figure 17: Reasons for attending arts or cultural activities and performances**



*Q5. Which, if any, of the following best describe the reasons that you attend the art forms that you do? (Base: Those who currently attend arts or cultural activities and performances (either visual arts and craft, theatre and dance, music or other) n=1,383).*

The following differences were observed between subgroups:

Women are more likely to say that they attend as it is something to do with friends, or as part of a group (44%; compared with 35% of men).

Pensioners are more likely to attend as it gets them out of the house (43%; compared with 29% of employed persons and 28% of retirees).

Those with a long-standing illness or disability are more likely to attend as it helps them deal with stress, anxiety, or depression (17%; compared with 6% of those without a long-standing illness or disability).

Those with a university level education are more likely to attend because:

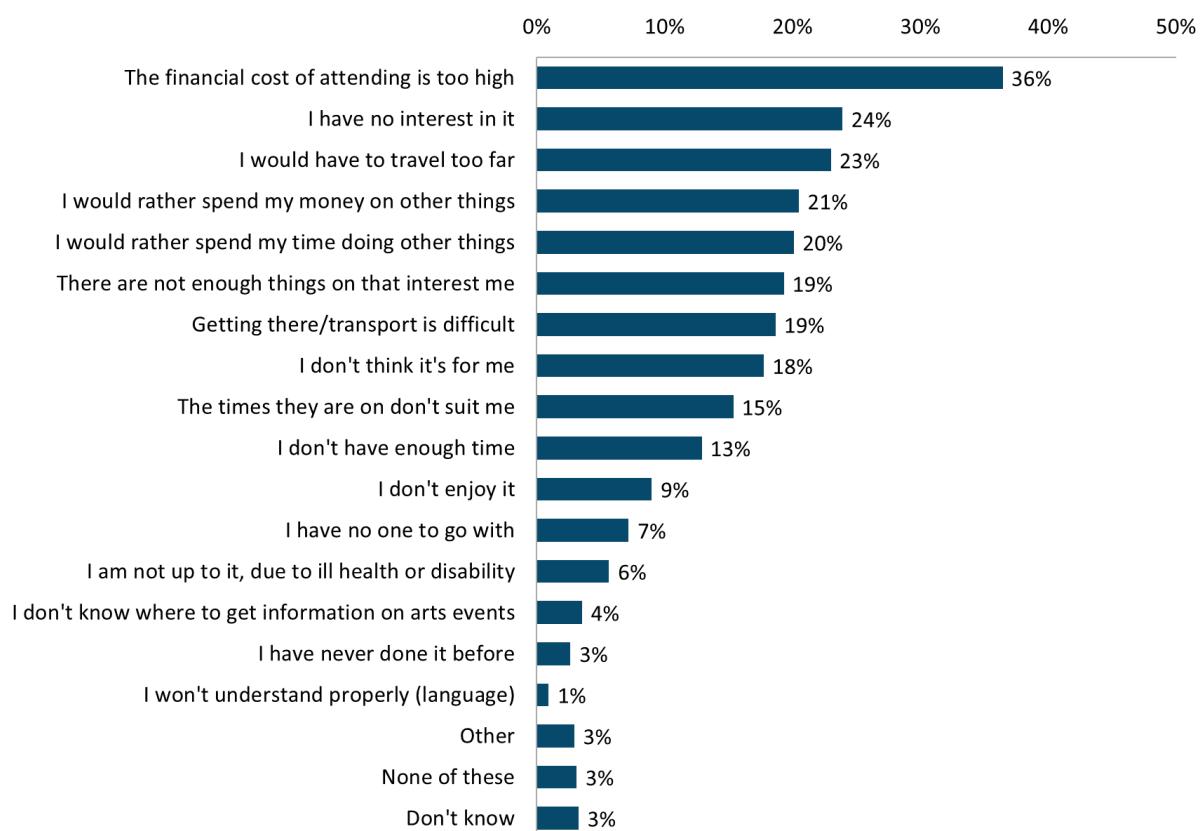
- It is stimulating (56%; compared to 39% with a high school education and 51% with a certificate/TAFE); and
- they learn from it (43%; compared to 21% with a high school education and 40% with a certificate/TAFE).

### Barriers to attending more often

Over one third (36%) say they do not attend art exhibitions or performances more often as the financial cost is too high. Nearly one quarter (23%) say they would have to travel too far to attend

more often, and a similar proportion (24%) have no interest in attending more events or performances.

**Figure 18: Reasons for not attending arts or cultural activities and performances more often**



*Q6\_1. Which, if any, of the following best describe your reasons for not currently attending other art forms or performances, or not attending more often? (Base: Those who have not attended activities from all 3 categories in the last 12 months [visual arts, theatre, dance and film, and music] n=1,032)*

Retirees are more likely to say they do not attend arts events or performances more often as there are not enough things that interest them (25%; compared with 18% of those who are still working, and 12% of pensioners).

Those aged over 70 are more likely to say getting to events is difficult, making them less inclined to attend more often (27%; compared with 16% of those in their 50s, and 15% of those in their 60s).

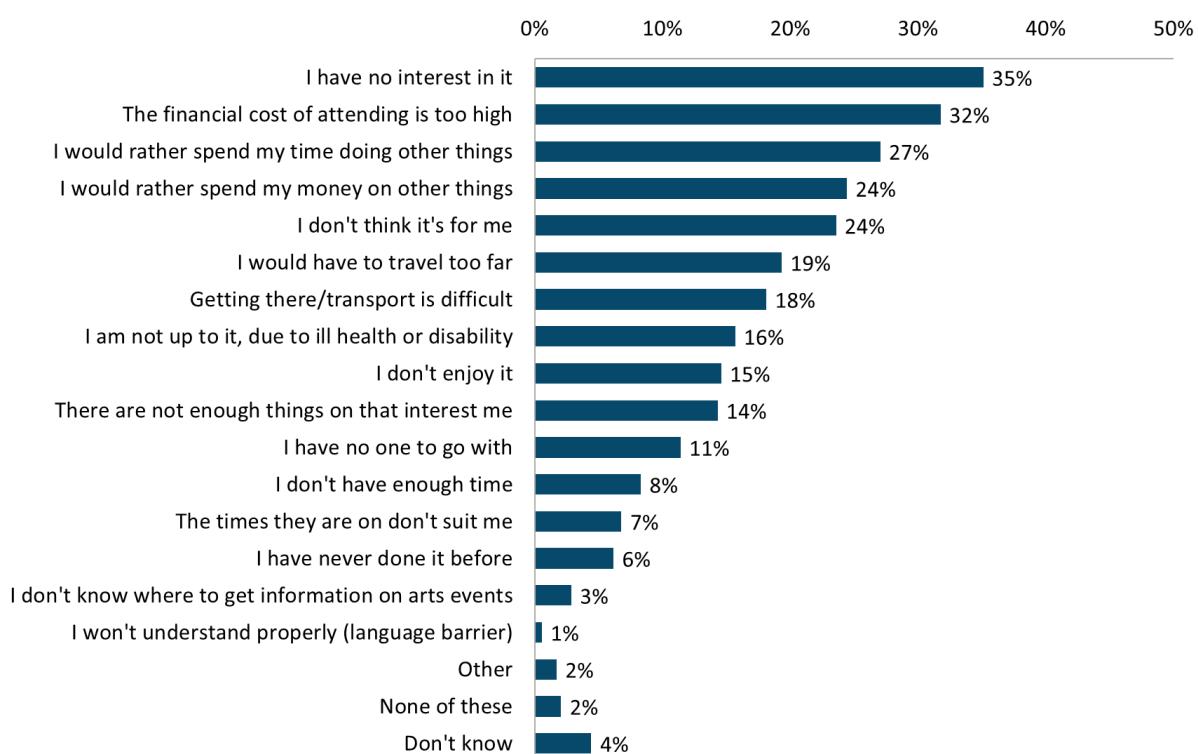
The following groups are more likely to cite lack of time as a reason for not attending events or performances more often:

- those with a household income greater than \$100,000 (26%; compared with 6% of those with a household income of less than \$50,000, and 14% of those with a household income between \$50,000 and \$99,999); and
- those who are currently employed (18%; compared with 9% of pensioners, and 8% of retirees).

### Reasons for not attending at all

Among those who have not attended any arts events or exhibitions in the past 12 months, over one third (35%) say the reason for this is not having any interest in doing so. For another third (32%) the financial cost of attending is too high. Further to this, around one quarter say they would rather spend their time (27%) and money (24%) doing other things.

**Figure 19: Reasons for not attending any arts activities or performances**



*Q6\_2. Which, if any, of the following best describe your reasons for not currently attending art forms or performances? (Base: Those who have not attended any arts exhibitions or performances in the last 12 months) n=820).*

Pensioners are more likely to say they have not attended arts events or performances in the last 12 months for the following reasons:

- the financial cost of attending is too high (43%; compared with 26% of those who are currently employed, and 30% of retirees); and
- not feeling up to it, due to health or disability (32%; compared with 4% of those who are currently employed, and 16% of retirees).

Transport is an issue for several groups:

- those living outside of Greater Sydney are more likely to say they would have to travel too far (32%; compared with 9% of those living in Greater Sydney);
- those with a low household income (less than \$50,000) are also more likely to say they would have to travel too far (24%; compared with 19% of those with a household income between \$50,000-\$99,999, and 9% with a household income greater than \$100,000); and
- those with a long-standing illness or disability are more likely to say getting there is difficult (24%; compared with 14% of those who do not have a long-standing illness or disability).

Reasons for not attending creative arts or performances vary significantly between gender, with men being more likely to cite a lack of interest. Whereas for women, the financial cost is more likely to be a barrier. These differences are detailed further in Table 3 below.

**Table 3: Reasons for not attending arts events or performances by gender**

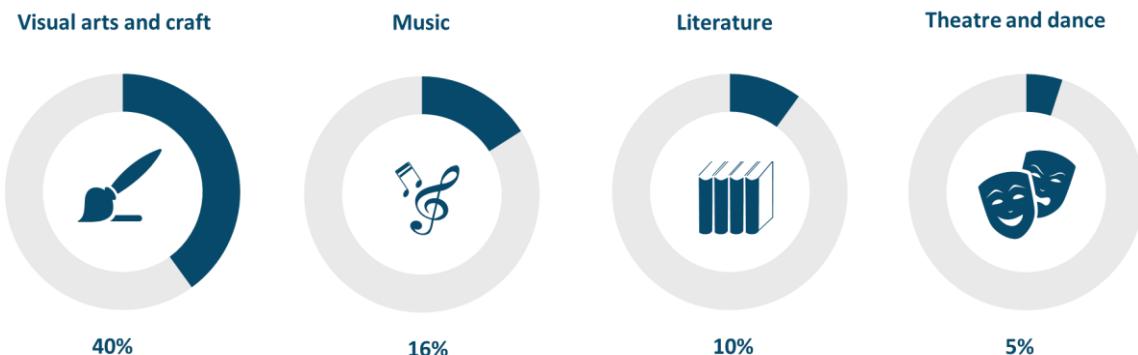
	Women	Men
I have no interest in it	27%	43%
The financial cost of attending is too high	38%	25%
I don't enjoy it	8%	21%
I am not up to it, due to ill health or disability	20%	11%
I have no one to go with	15%	8%

## 4.2 Creative participation

Half (49%) of over 50 year olds had participated in a creative pursuit in the past 12 months. Participation increases among women (53%), regional NSW residents (54%), and those with a University education (63%).

Two in five respondents (40%) have participated in visual arts and craft activities in the last 12 months. In addition, 16% have participated in music activities, 10% in literature-related activities and 5% in theatre and dance.

**Figure 20: Art forms or creative pursuits participated in, in last 12 months**



*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents, n=2,203).*

The following groups are more likely to have participated in visual arts and craft:

- women (44%; compared with 36% of men);
- those living in Regional NSW (45%; compared with 36% of those from Greater Sydney); and
- those with a university education (51%; compared to 32% with a high school education and 39% with a certificate/TAFE).

The following groups are more likely to have participated in music activities:

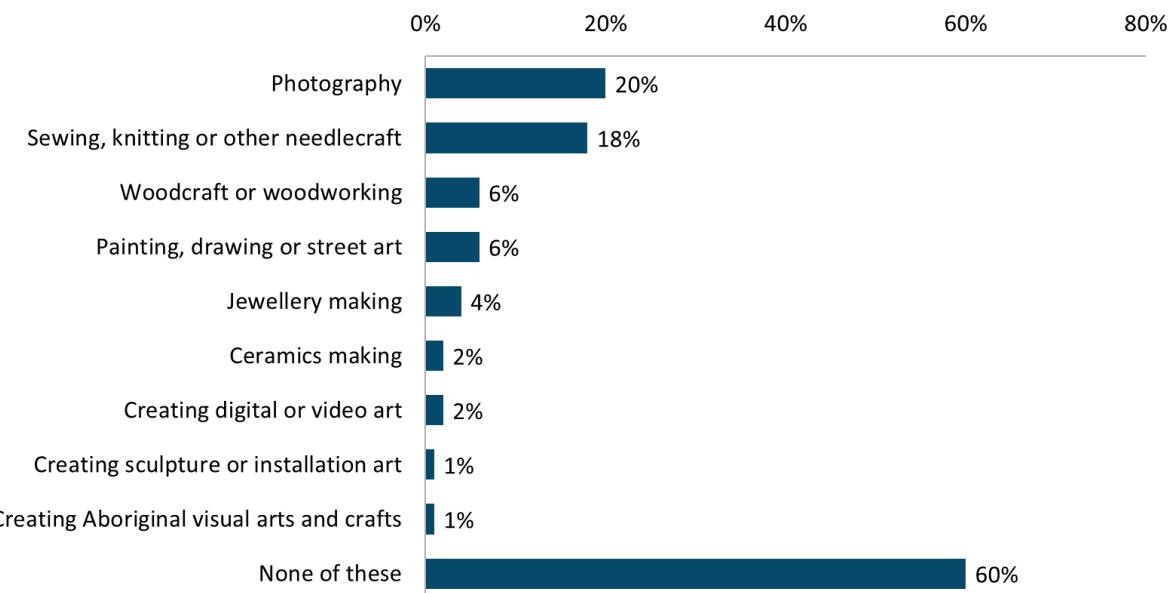
- employed people (20%; compared with 11% of pensioners and 15% of retirees); and
- those with a university education (26%; compared to 11% with a high school education and 14% with a certificate/TAFE).

Those with a university education are more likely to have participated in literary activities (17%; compared to 6% with a high school education and 10% with a certificate/TAFE).

#### 4.2.1 Visual arts and craft participation

One in five respondents (20%) have participated in photography in the last 12 months. A similar proportion have participated in sewing, knitting or other needlecraft (18%). Almost two-thirds (60%) have not participated in any visual arts and craft activities in the last 12 months.

**Figure 21: Visual arts and craft activities participated in, in last 12 months**



*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents n=2,203)*

The following groups are more likely to have participated in sewing, knitting or other needlecraft:

- women (33%; compared with 3% of men);
- those aged over 70 (23%; compared with 18% aged 60-69 and 15% aged 50-59); and
- retirees (22%; compared with 14% of employed people and 19% of pensioners).

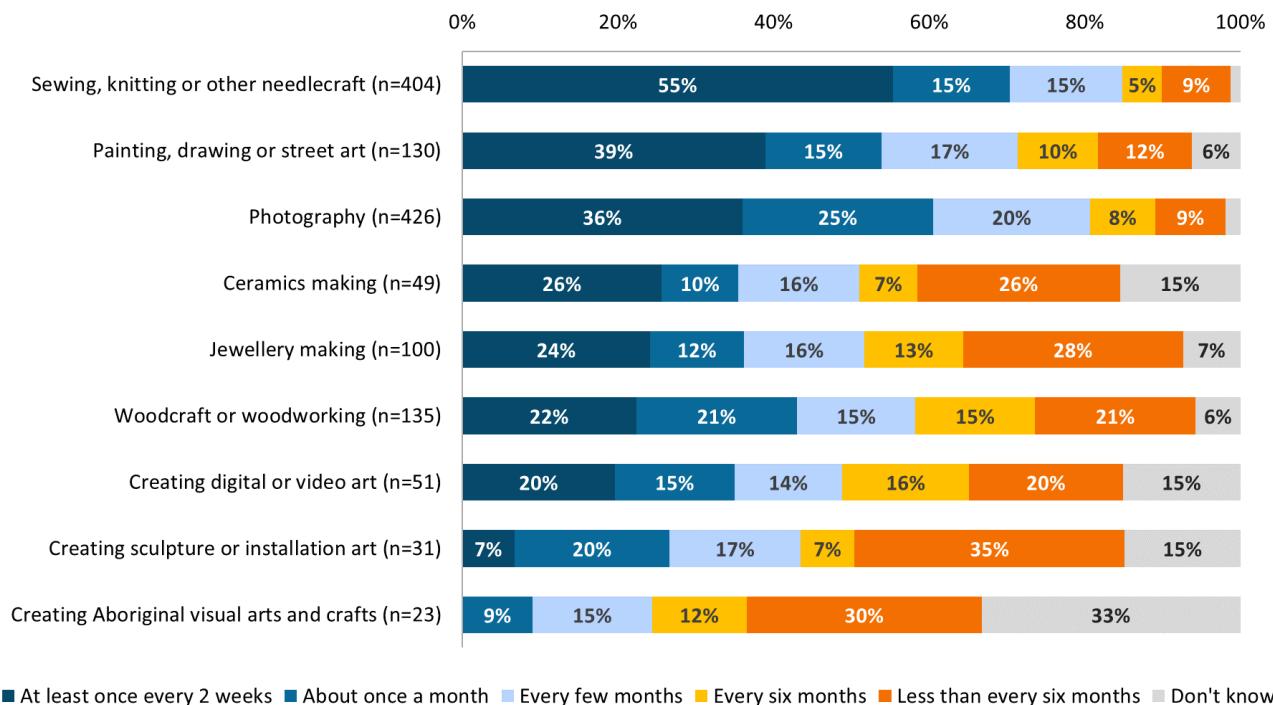
Men are more likely to have participated in:

- woodcraft or woodworking (11%; compared with 2% of women); and
- photography (24%; compared with 17% of women).

### Frequency of participation in visual arts and craft activities

Frequency of participation varies considerably for each activity. Those who have participated in sewing activities in the last 12 months do so regularly, with more than half (55%) participating at least once every two weeks. Almost two in five respondents (39%) have participated in painting, drawing or street art and around a third (36%) have participated in photography at least once every two weeks.

**Figure 22: Frequency of participation in visual arts and craft in last 12 months**



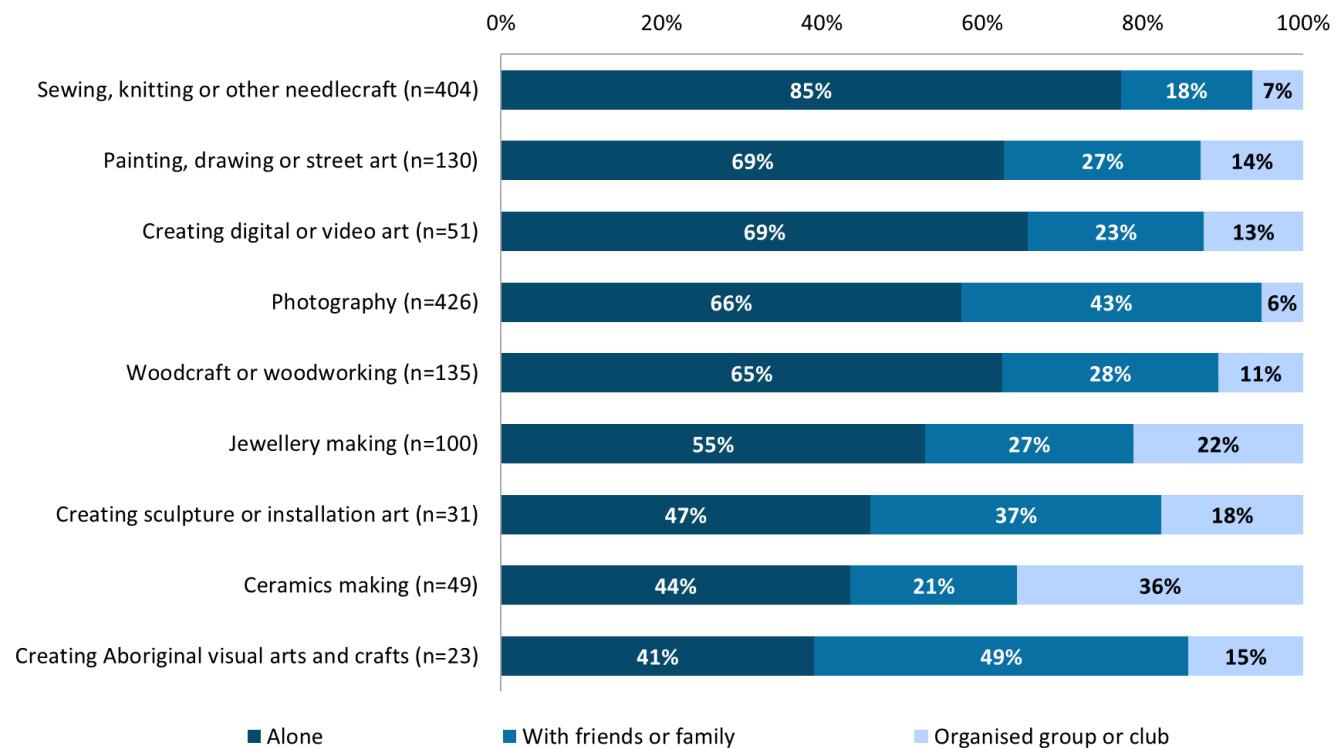
*Q9 Approximately how often have you participated in each of these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between subgroups in frequency of participation in visual arts and crafts.

## Participation in visual arts and craft activities alone, with friends or family, or with an organised group

With the exception of creating Aboriginal visual arts and crafts, most participate in visual arts and crafts alone.

**Figure 23: Participation in visual arts and craft alone or with others**



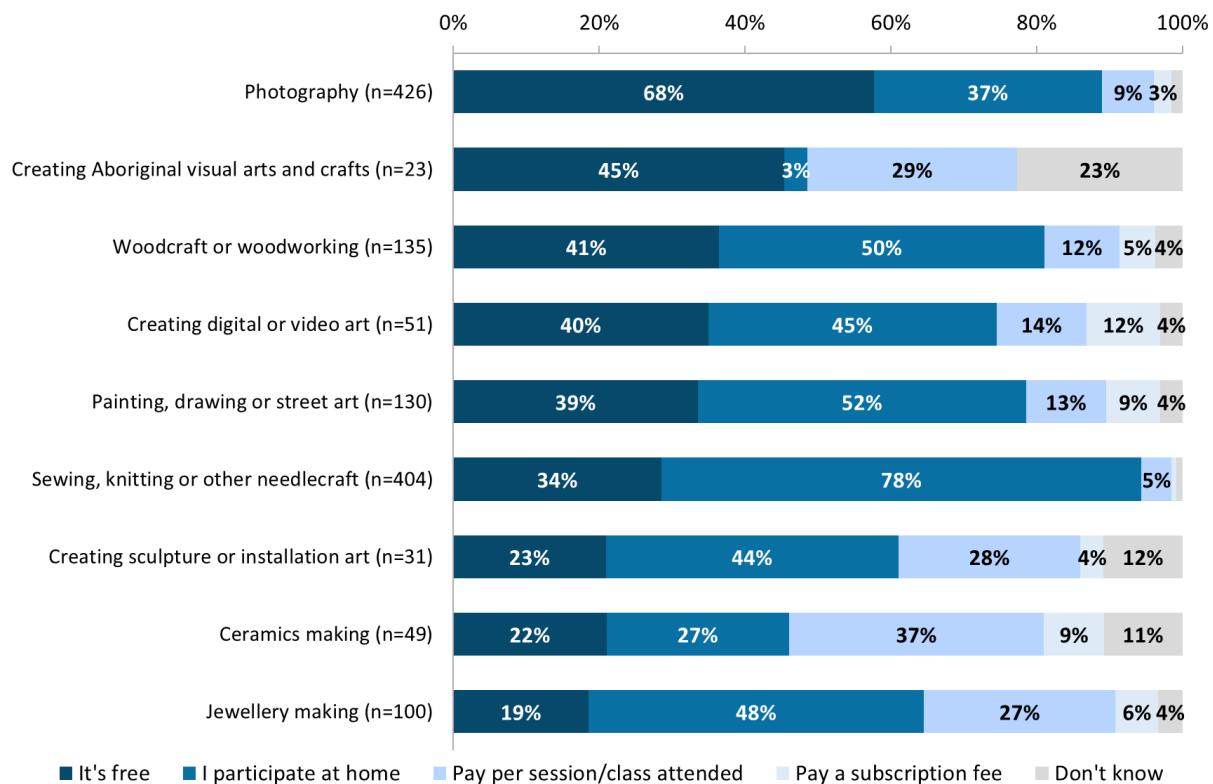
*Q10 Do you participate in these art forms and creative pursuits alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups.

### Payment for participation in visual arts and craft activities

For most visual arts and craft activities, participation is either free and/or occurs at home.

**Figure 24: Basis of payment for participation in visual arts and craft**



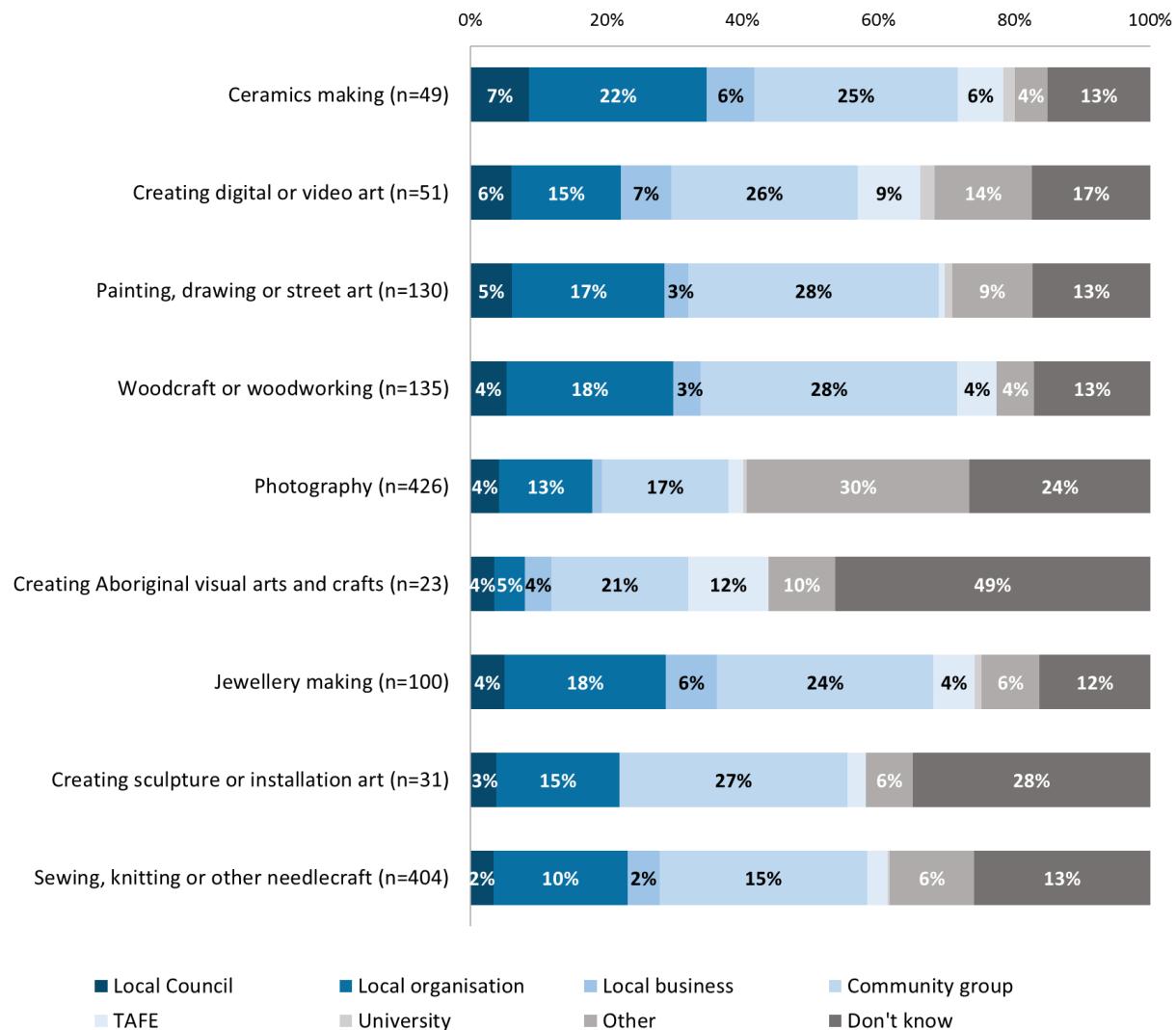
*Q11. On what basis do you pay for the art forms and creative pursuits you participate in, if at all? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

Men are more likely to pay per session/class attended for photography (12%; compared with 4% of women).

### Location of participation in visual arts and craft activities

Over the last 12 months, respondents have participated in visual arts and crafts at various locations. Considerable proportions have participated via local organisations and community groups.

**Figure 25: Location of participation in visual arts and craft**



*Q14. Where have you participated in these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY.*

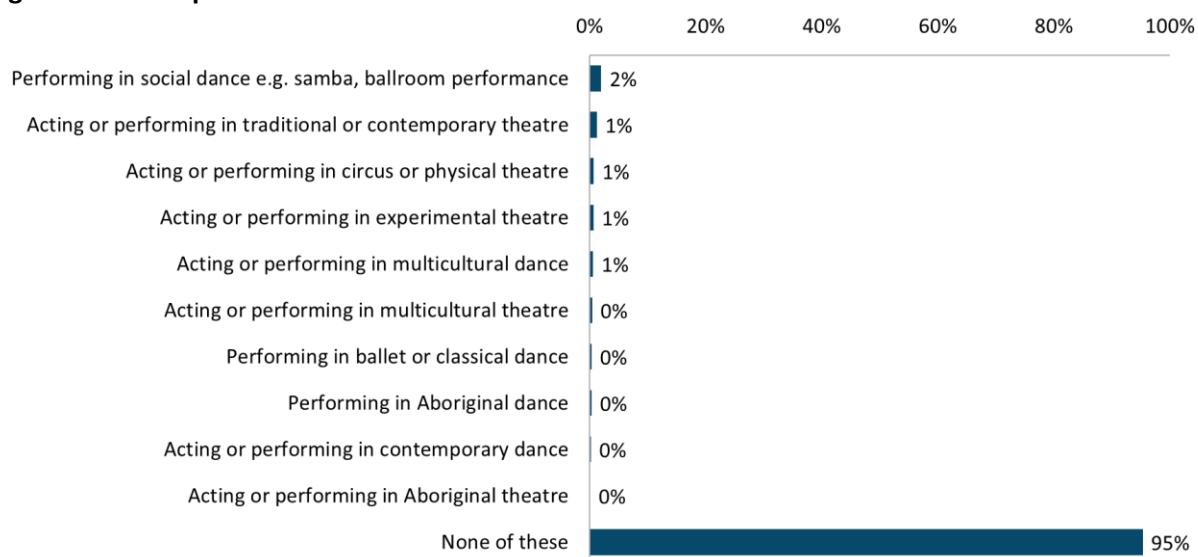
*Note: those who selected 'other' tended to participate at home. For those who selected photography, participation also occurred while travelling or while out and about.*

No significant differences were observed between subgroups in the location of participation in visual arts and crafts.

## 4.2.2 Theatre and dance participation

Very few respondents have participated in any theatre and dance activities in the last 12 months. Of the 5% of participants who have participated in theatre and dance activities, the greatest proportion have performed in social dance (2%).

**Figure 26: Participation in theatre and dance activities**



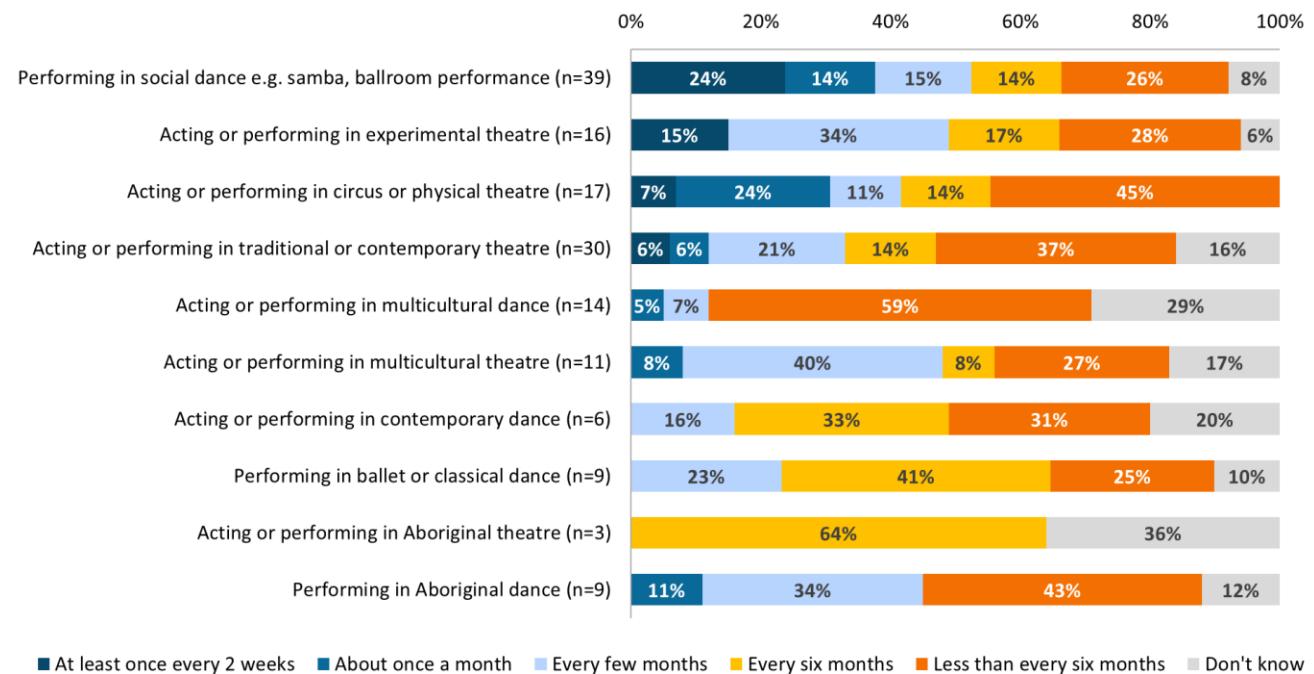
*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents n=2,203)*

Base sizes for this question are too low to undertake any meaningful sub-group analysis on these findings.

### Frequency of participation in theatre and dance activities

Frequency of participation varied among those actively engaging in theatre and dance. Considerable proportions only participated in the various theatre and dance activities every six months or less than every six months.

**Figure 27: Frequency of participation in theatre and dance activities in last 12 months**



■ At least once every 2 weeks ■ About once a month ■ Every few months ■ Every six months ■ Less than every six months ■ Don't know

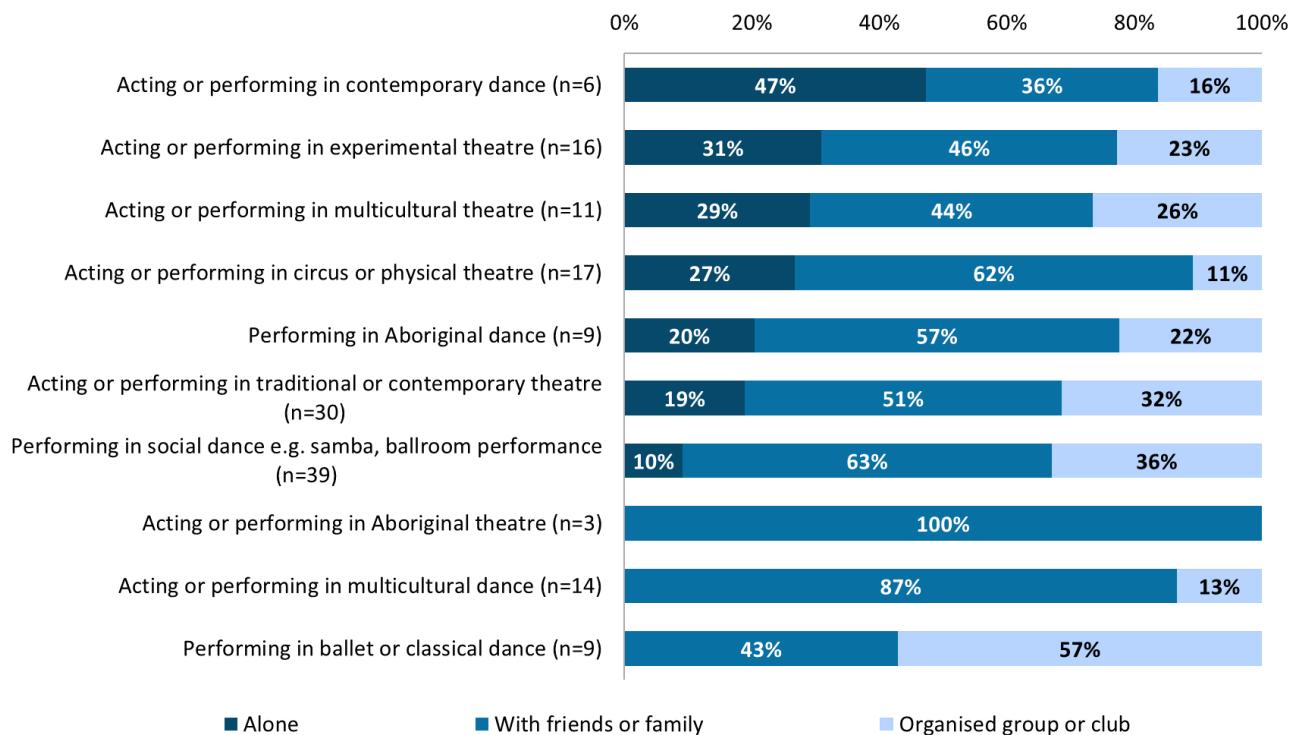
*Q9 Approximately how often have you participated in each of these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

Base sizes for this question are too low to undertake any meaningful sub-group analysis on these findings.

### Participation in theatre and dance activities alone, with friends or family, or with an organised group

For almost all theatre and dance related activities, the highest proportion participate with friends or family.

**Figure 28: Participation alone or with others**



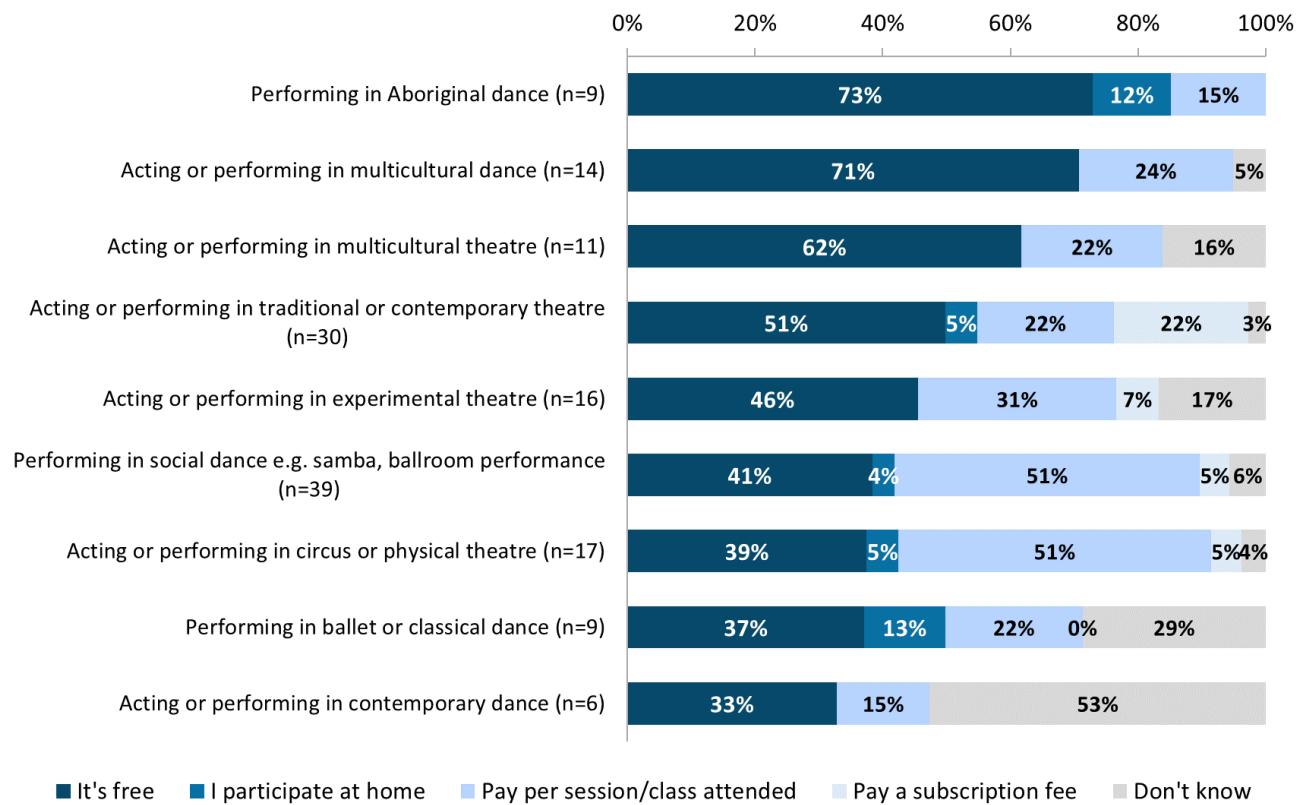
*Q10 Do you participate in these art forms and creative pursuits alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

Base sizes for this question are too low to undertake any meaningful sub-group analysis on these findings.

### Payment for participation in theatre and dance activities

Payment for participation tends to vary depending on the individual activity. However, due to low base sizes these findings should be treated as indicative only.

**Figure 29: Basis of payment for participation in theatre and dance activities**



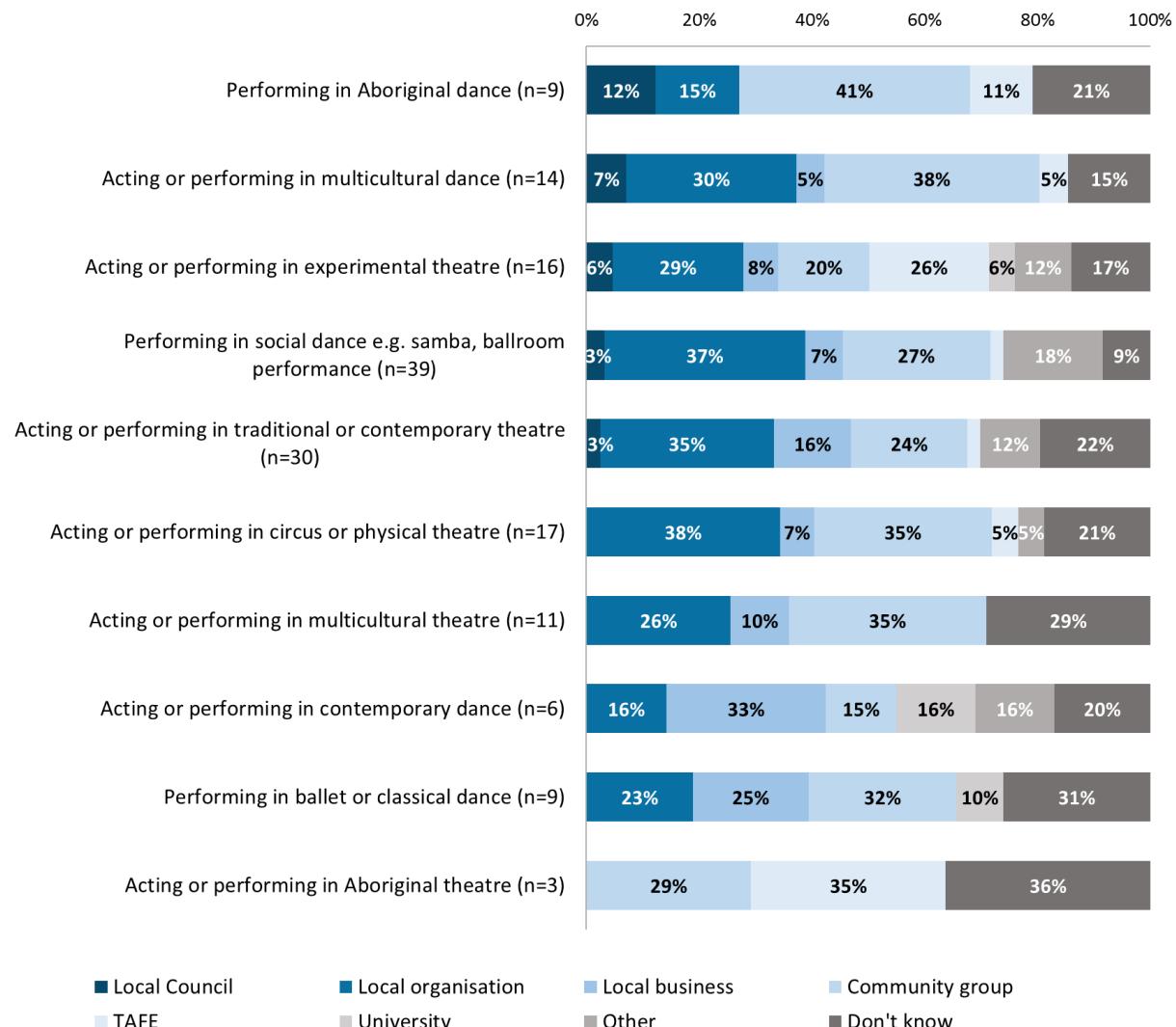
*Q11. On what basis do you pay for the art forms and creative pursuits you participate in, if at all? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

Base sizes for this question are too low to undertake any meaningful sub-group analysis on these findings.

### Location of participation in theatre and dance activities

Over the last 12 months, respondents participated in theatre and dance activities at various locations. The highest proportion participated in activities via local organisations, local businesses or community groups.

**Figure 30: Location of participation in theatre and dance activities**



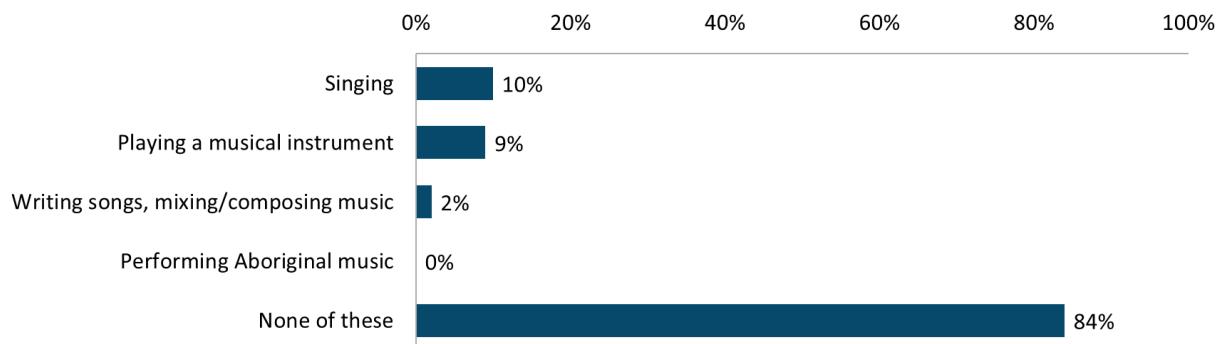
*Q14. Where have you participated in these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

Base sizes for this question are too low to undertake any meaningful sub-group analysis on these findings.

### 4.2.3 Music

Around one in ten respondents have personally participated in singing (10%) or have played a musical instrument (9%) in the last 12 months.

**Figure 31: Participation in musical pursuits**



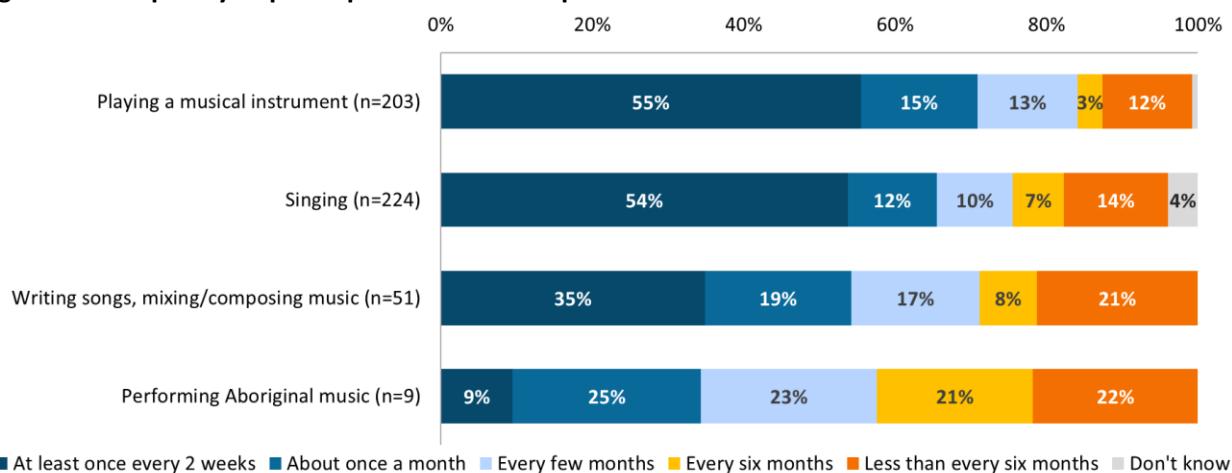
*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents n=2,203)*

Those who have played a musical instrument in the last 12 months are more likely to be currently employed (12%; compared with 5% of pensioners and 8% of retirees).

### Frequency of participation in musical pursuits

More than half of those who have played a musical instrument (55%) or have sung in the last 12 months (54%), do so at least once every two weeks.

**Figure 32: Frequency of participation in musical pursuits in last 12 months**



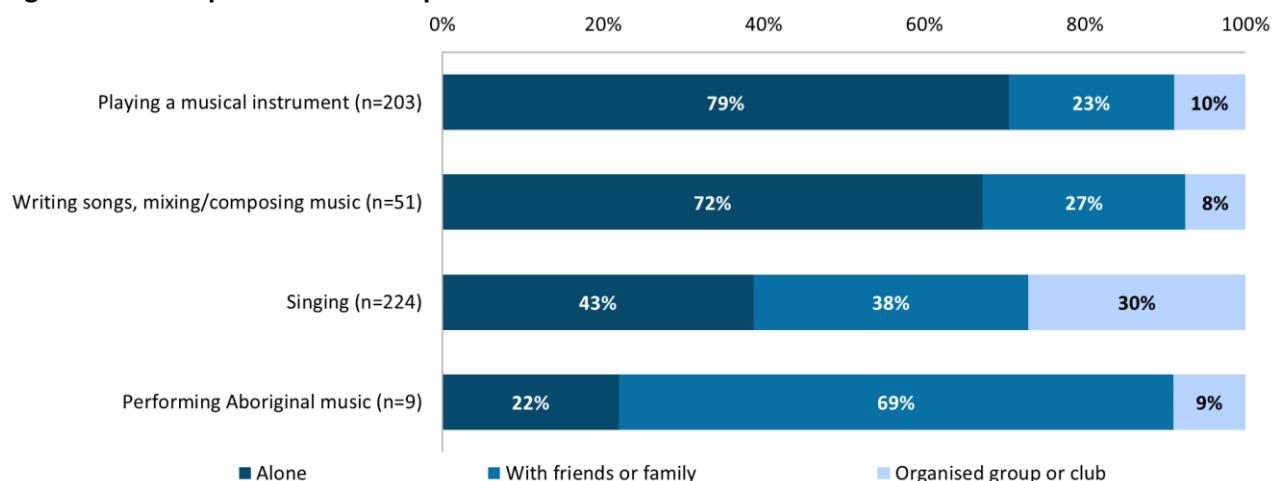
*Q9 Approximately how often have you participated in each of these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No differences were observed between demographic subgroups in frequency of participation in musical pursuits.

## Participation in musical pursuits alone, with friends or family, or with an organised group

More than three-quarters (79%) of those who play a musical instrument do so alone. A similar proportion (72%) of those writing songs or mixing/composing music also do so alone. Singing is an activity with comparable proportions of respondents participating alone (43%), with friends or family (38%) or with an organised group or club (30%).

**Figure 33: Participation in musical pursuits alone or with others**



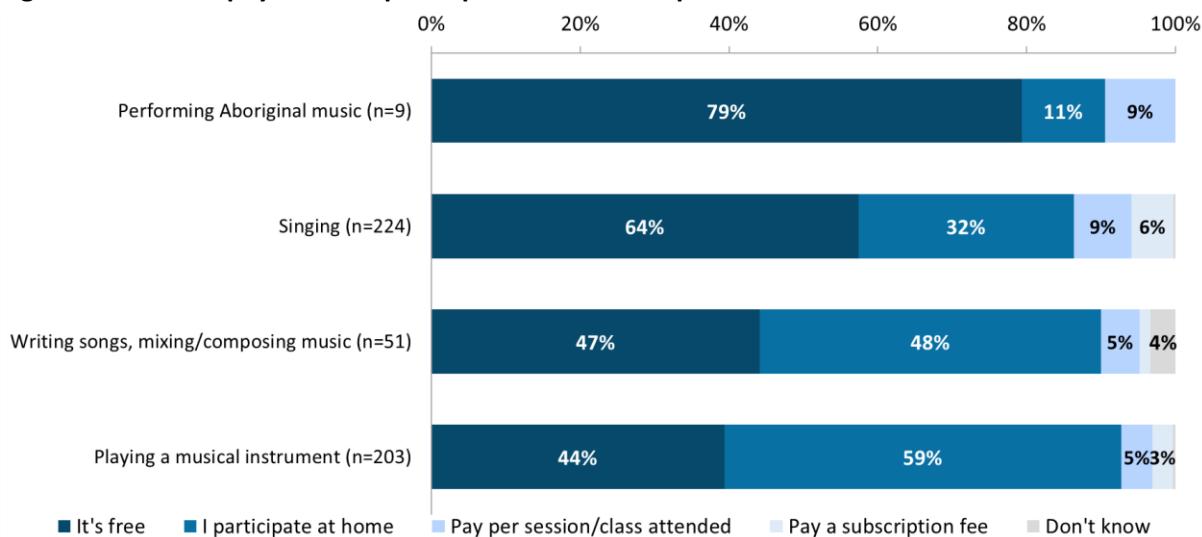
*Q10. Do you participate in these art forms and creative pursuits alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups in who musical pursuits are undertaken with.

## Payment for participation in musical pursuits

The vast majority of those participating in musical pursuits either do not pay to participate or participate at home. For those participating in singing, one in ten (9%) pay per session/class attended and six percent pay a subscription fee.

**Figure 34: Basis of payment for participation in musical pursuits**



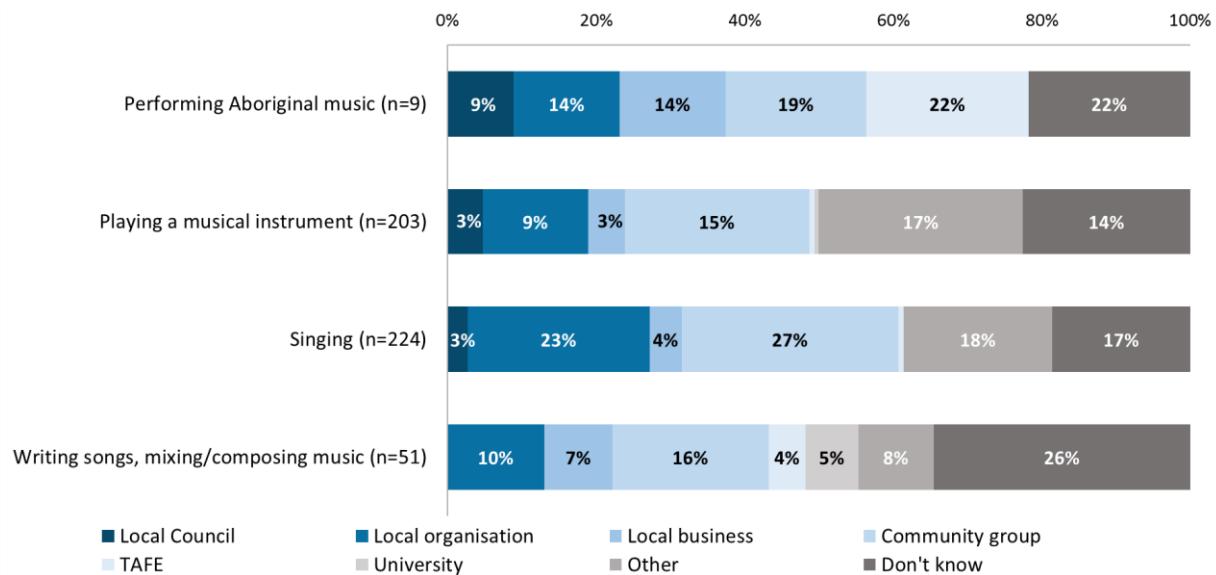
*Q11. On what basis do you pay for the art forms and creative pursuits you participate in, if at all? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups in the basis of payment for participation in musical pursuits.

### Location of participation in musical pursuits

Over the last 12 months, respondents participated in musical pursuits at various locations. Considerable proportions participated via local organisations, local businesses or community groups.

**Figure 35: Location of participation in musical pursuits**



*Q14. Where have you participated in these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

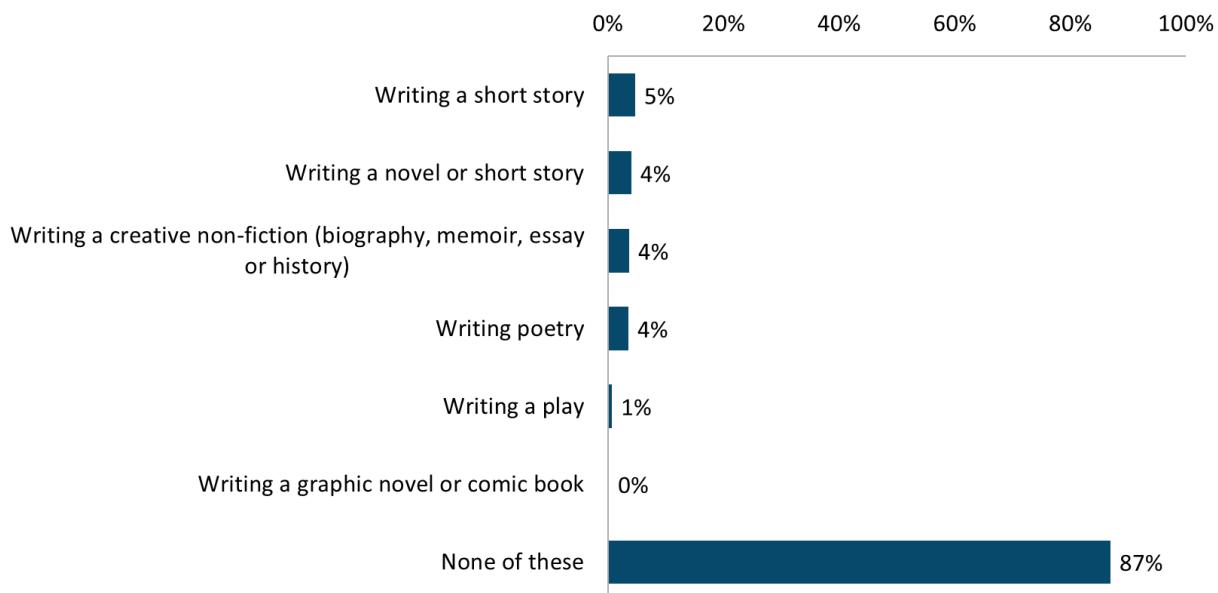
*Note: those who selected 'other' predominantly tended to participate at home. For those who selected playing a musical instrument or singing, participation also occurred as part of a band or church group.*

No differences were observed between subgroups for location of participation in musical pursuits.

#### 4.2.4 Literature

In the last 12 months, one in twenty respondents (5%) have participated in short story writing. Similar proportions have participated in novel or short story writing (4%), writing a creative non-fiction (4%), or writing poetry (4%).

**Figure 36: Literary pursuits participated in, in last 12 months**



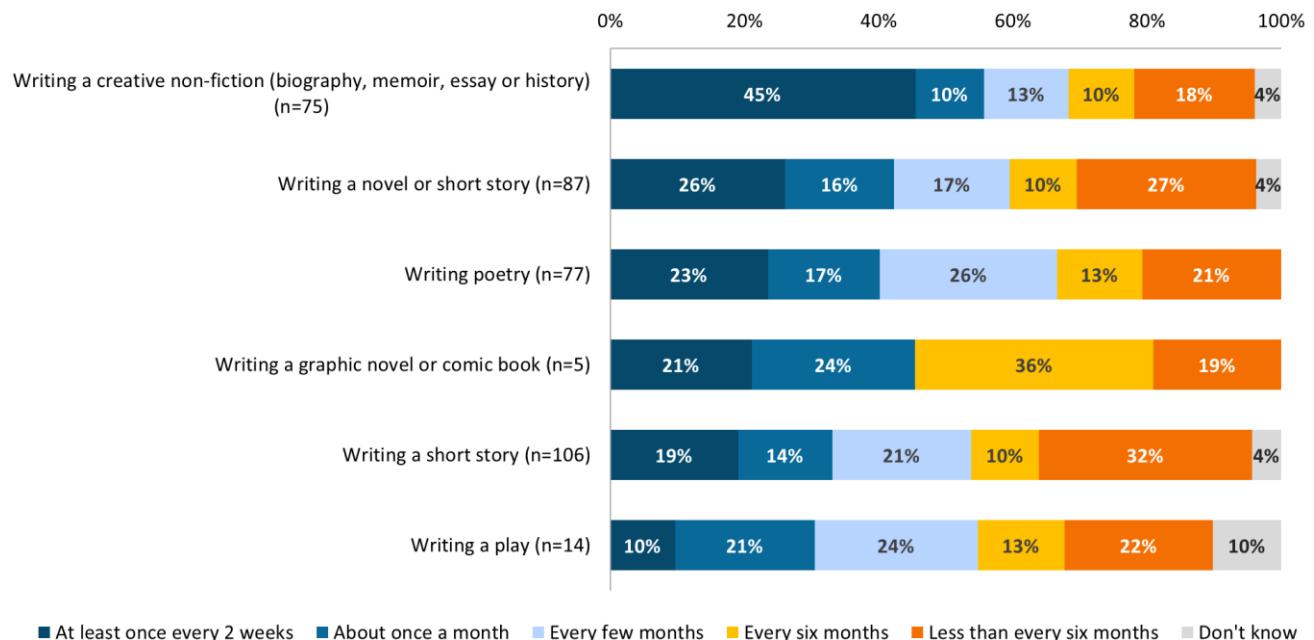
*Q8. Which of the following art forms and creative pursuits have you personally participated in, in the last 12 months? (Base: All respondents n=2,203)*

No significant differences were observed between demographic subgroups in participation in literary pursuits.

### Frequency of participation in literary pursuits

Those writing a creative non-fiction participate most frequently with almost half (45%) actively engaging at least once every two weeks. Additionally, around a quarter of those writing a novel or short story (26%) or writing poetry (23%) participate at least once every two weeks.

**Figure 37: Frequency of participation in literary pursuits in last 12 months**



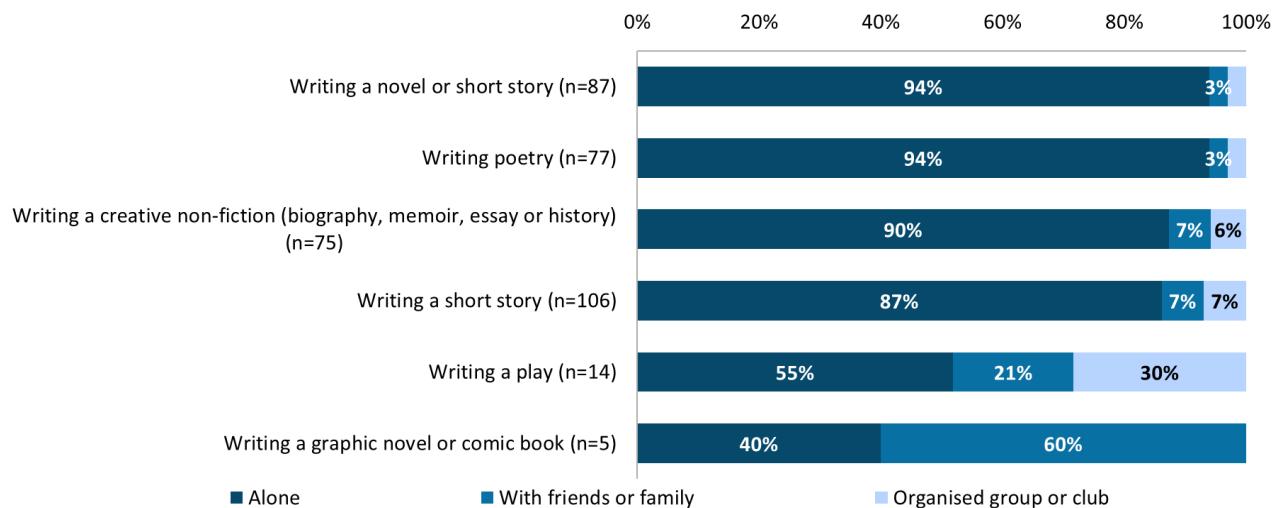
*Q9. Approximately how often have you participated in each of these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups in frequency of participation in literary pursuits.

### Participation in literary pursuits alone, with friends or family, or with an organised group

The majority of those participating in literary pursuits do so alone. Although, relatively high proportions of those writing plays participate with friends or family (21%) or participate with an organised group or club (30%). However, due to the low base size, these findings should be treated as indicative only.

**Figure 38: Participation in literature alone or with others**



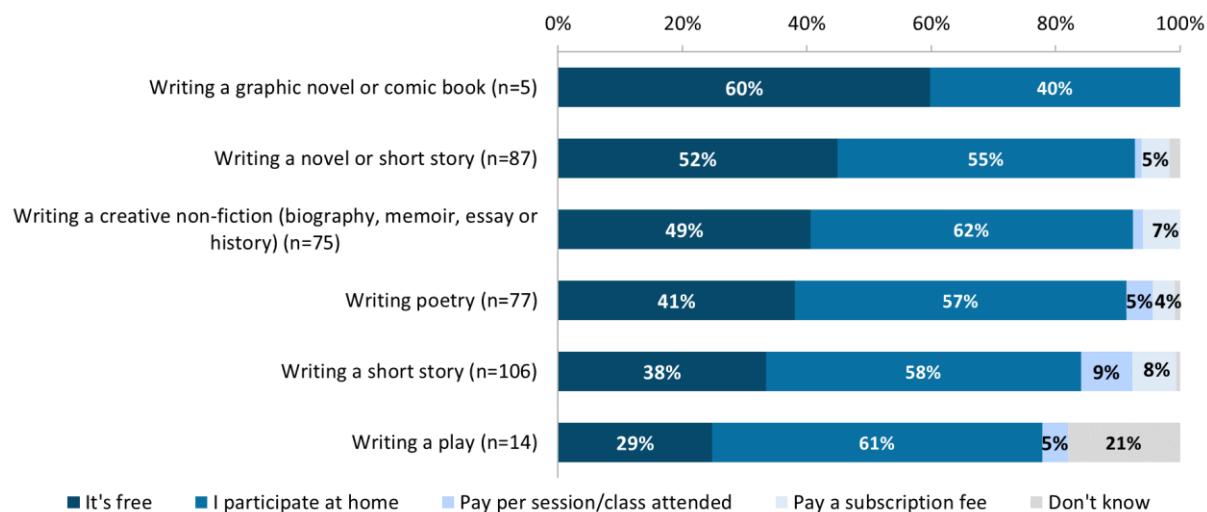
*Q10. Do you participate in these art forms and creative pursuits alone, with friends or family, and/or as part of an organised group or club? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups in who literary pursuits are undertaken with.

### Payment for participation in literary pursuits

The vast majority of those participating in literary pursuits are doing so for free and/or at home.

**Figure 39: Basis of payment for participation in literary pursuits**



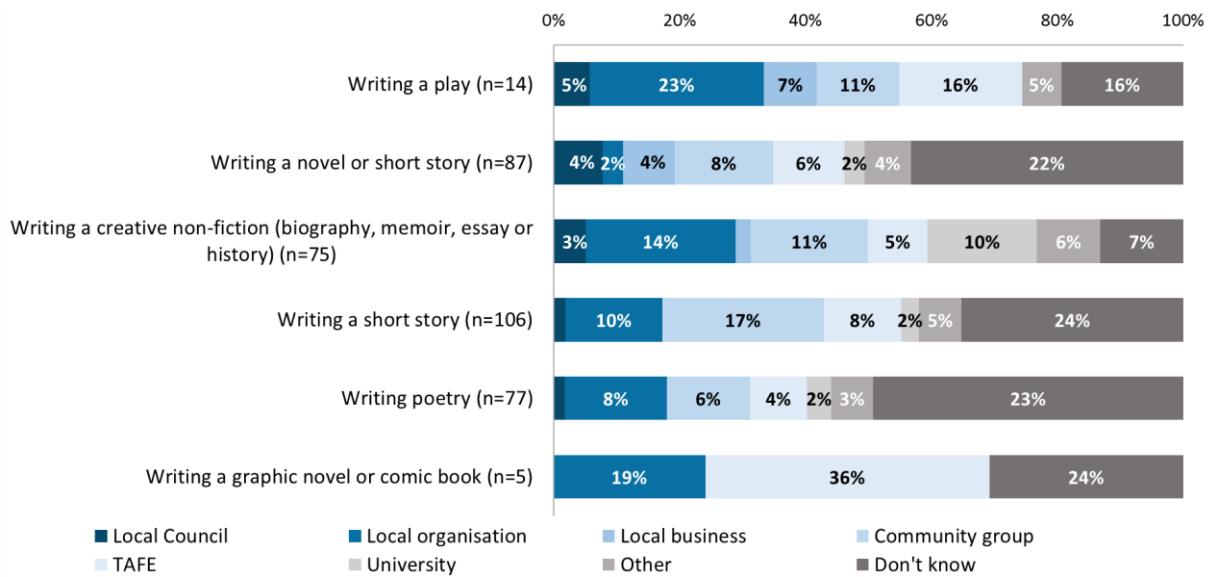
*Q11. On what basis do you pay for the art forms and creative pursuits you participate in, if at all? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY*

No significant differences were observed between demographic subgroups in the basis of payment for literary pursuits.

### Location of participation in literary pursuits

In the last 12 months, respondents have participated in literary pursuits at a variety of different locations. Similar to other creative pursuits, considerable proportions participated via local organisations, local businesses or community groups.

**Figure 40: Location of participation in literary pursuits**



*Q14. Where have you participated in these art forms and creative pursuits over the last 12 months? (Base displayed on chart for each individual activity) \*CAUTION WHERE n= IS LESS THAN 40 TREAT DATA AS INDICATIVE ONLY.*

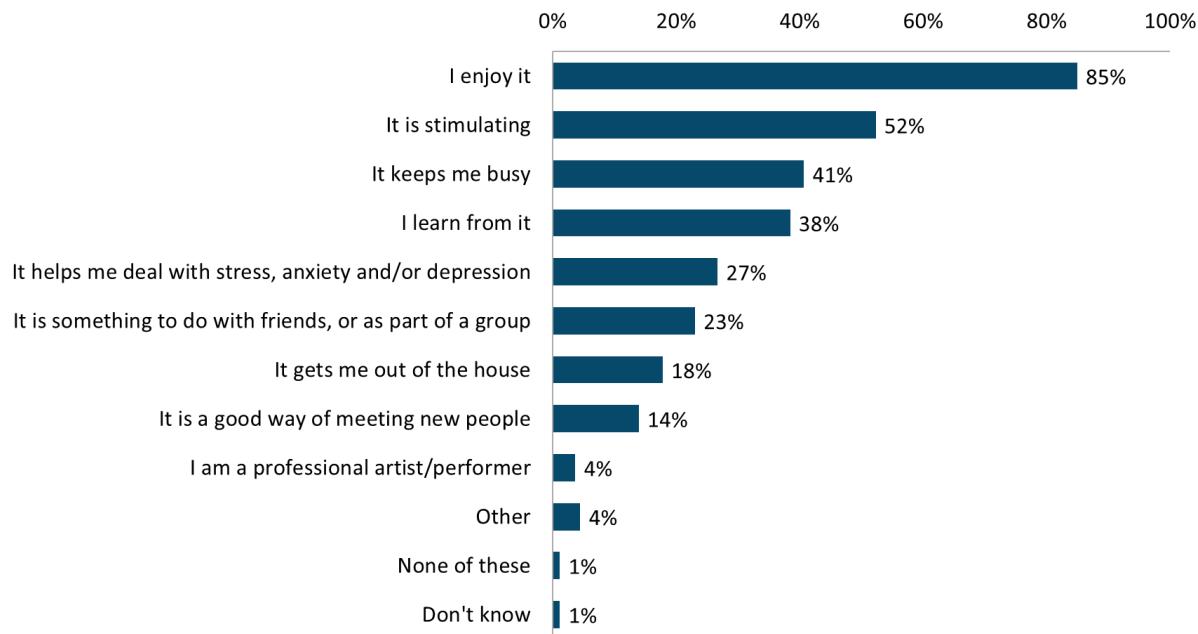
No significant differences were observed between subgroups in the location of participation in literary pursuits.

## 4.2.5 Motivations and barriers to participation in creative pursuits

### Motivations for participation

Among older NSW residents who actively participate in art forms and creative pursuits, most do so because they enjoy it (85%). Around half (52%) find creative participation stimulating and two in five (41%) participate to keep busy.

**Figure 41: Reasons for participating in art forms or creative pursuits**



*Q12. Which, if any, of the following best describe the reasons that you participate in the art forms and creative pursuits that you do? (Base: Those who currently participate in arts forms and creative pursuits (either visual arts and craft, theatre and dance, music or literature) n=1,065).*

Women are more likely to say they participate in the arts for the following reasons:

- I enjoy it (88%; compared with 81% of men); and
- It keeps me busy (46%; compared with 34% of men).

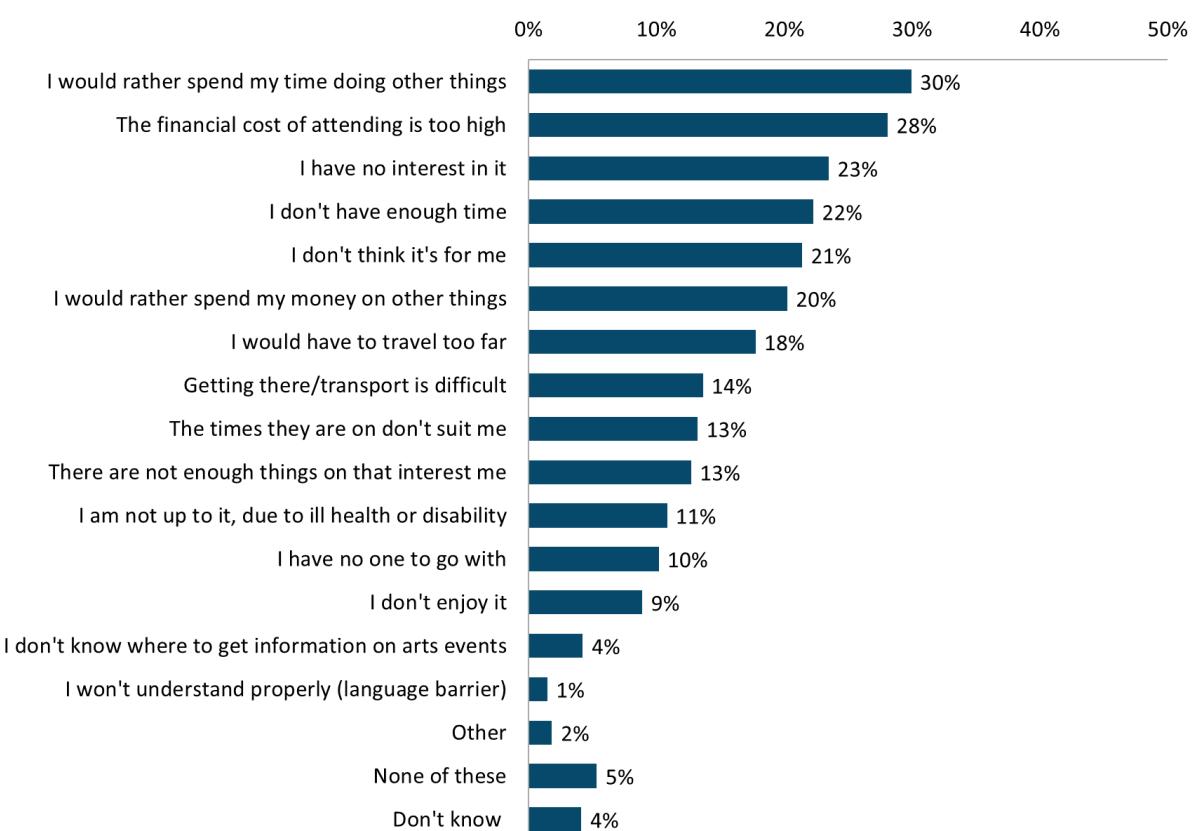
The following groups are more likely to say participating in the arts helps them deal with stress, anxiety and/or depression:

- pensioners (38%; compared with 24% of employed persons and 23% of retirees);
- carers (36%; compared with 24% of non-carers);
- those with a long-standing illness, disability or infirmity (38%; compared with 21% of those without a long-standing illness, disability or infirmity); and
- those with a household income of less than \$50,000 (33%; compared to 19% with a household income between \$50,000-\$99,000 and 24% with a household income over \$100,000).

## Barriers to participating more often

Among those who participate in creative pursuits, almost one third (30%) say they do not do so more often as they would rather spend time doing other things. Over one quarter (28%) believe the financial cost of participating in more pursuits is too high.

**Figure 42: Reasons for not participating in creative pursuits more often**



*Q13\_1. Which, if any, of the following best describe your reasons for not currently participating in other art forms and creative pursuits, or not doing so more often? (Base: Those who are not currently participating all creative pursuit categories n=1,031)*

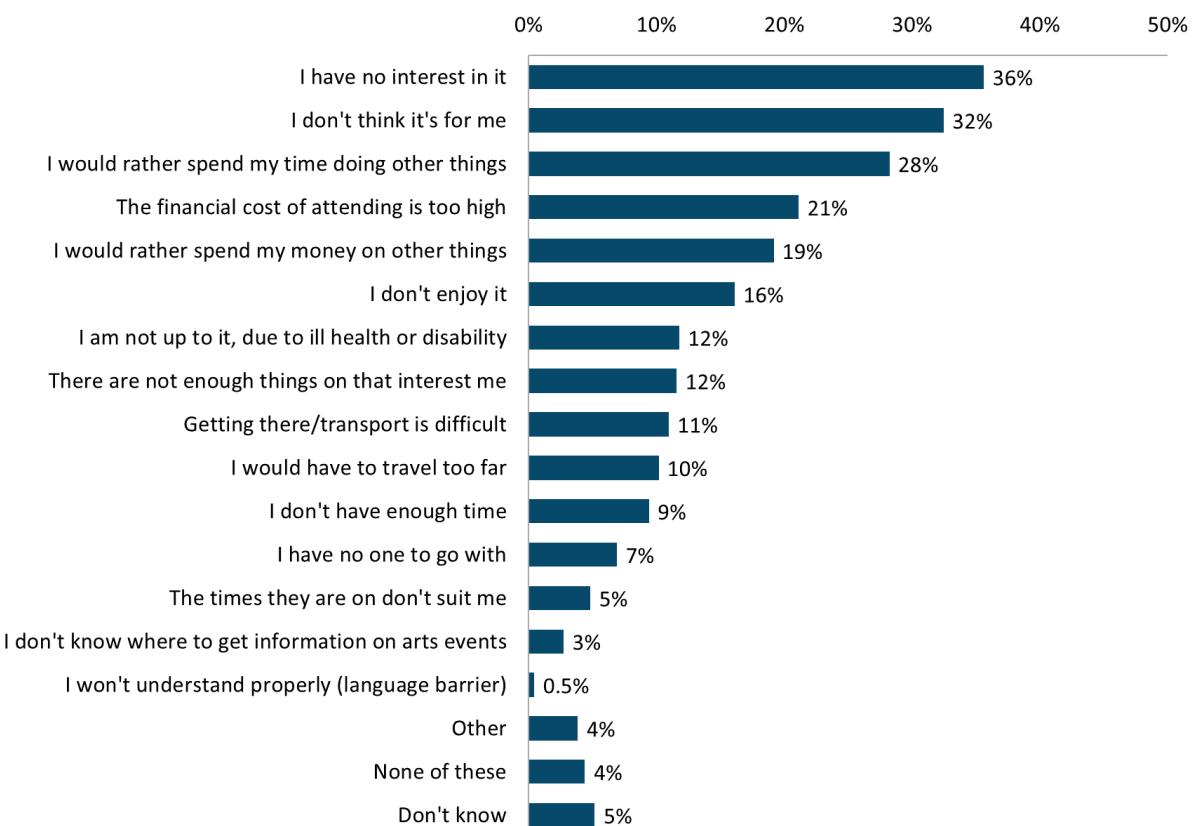
The following groups are more likely to cite not having enough time as a barrier to participating in more creative pursuits:

- carers (34%; compared with 19% of non-carers);
- those who are currently employed (32%; compared with 16% of pensioners, and 17% of retirees);
- those in their 50s (30%; compared with 16% of those in their 60s, and 19% in their 70s); and
- women (26%; compared with 17% of men).

## Reasons for not participating in arts or creative pursuits

Among those who have not participated in any creative pursuits in the last 12 months, approximately one third say they have no interest in the arts (36%) or that they don't think it's for them (32%). Monetary factors are a barrier for some; 21% say the financial cost of participating is too high and 19% would rather spend their money on other things.

**Figure 43: Reasons for not participating in creative pursuits**



*Q13\_2. Which, if any, of the following best describe your reasons for not currently participating in art forms and creative pursuits? (Base: Those who are not currently participating in any creative pursuits [visual arts and craft, theatre and dance, music and literature] n=1,138)*

The reasons for not participating in the arts vary significantly by both gender and work status, as outlined in Table 4 and Table 5 below.

**Table 4: Reasons for not participating in the arts by gender**

	Women	Men
I have no interest in it	29%↓	42%↑
The financial cost of attending is too high	27%↑	16%↓
I don't enjoy it	11%↓	21%↑
I have no one to go with	11%↑	3%↓

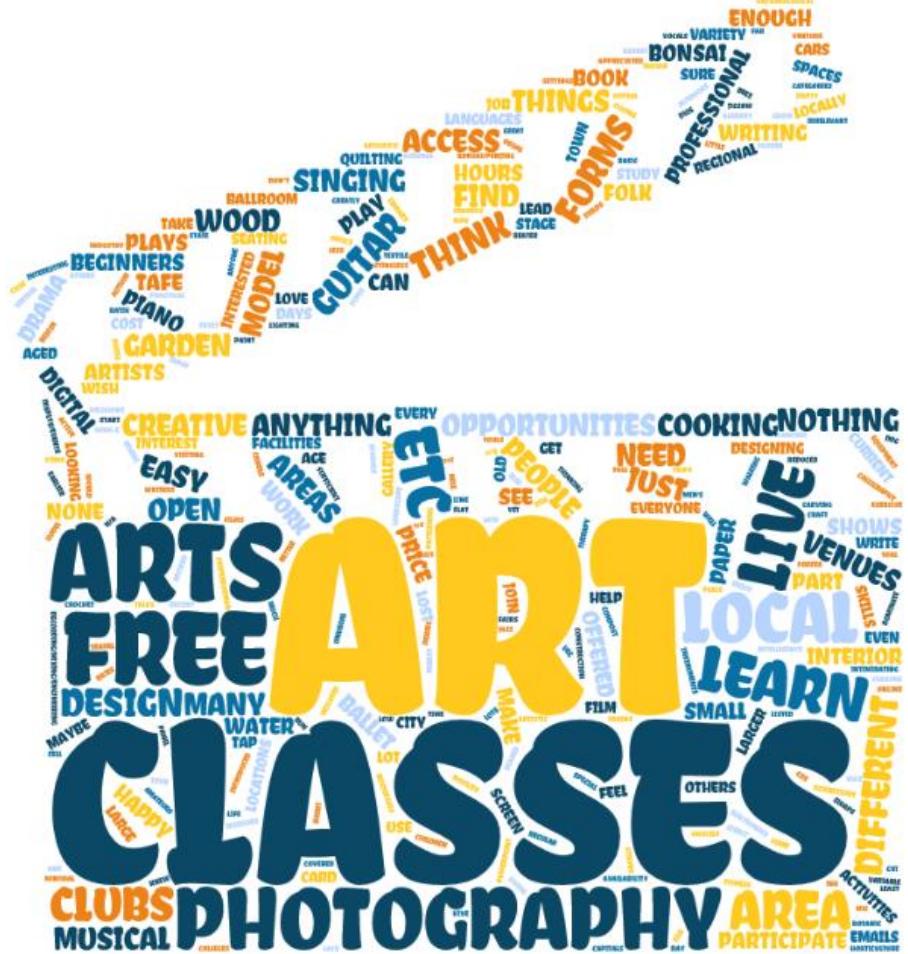
**Table 5: Reasons for not participating in the arts by work status**

	Currently employed	Pensioner	Retired
I don't think it's for me	31%	23%	40%↑
I would rather spend my time doing other things	26%	21%	35%↑
The financial cost of attending is too high	19%	31%↑	17%
I am not up to it, due to ill health or disability	4%↓	30%↑	12%
I don't have enough time	16%↑	5%	5%↓

## 4.3 Activities of interest

When asked unprompted the types of creative pursuits they would like to be made available to those over 50, respondents were most likely to mention art classes (13%), live music (8%), theatre (7%) and craft classes (6%).

**Figure 44: Areas of desired opportunities**



**Q23. What other art forms or creative pursuits would you like to see being offered or made more available to you? (Base: Those who entered a creative pursuit they would be interested in n=293) Note: Word size in an indication of the number of mentions i.e. the larger the word the more times it was mentioned in Q23 responses).**

Women were most interested in:

- art classes (19%); and
  - craft classes (10%).

**Men were most interested in:**

- more live music/concerts (8%); and
  - theatre (7%), computer courses (7%) and learning an instrument (7%).

Women were more likely than men to say they would like to see more of the following:

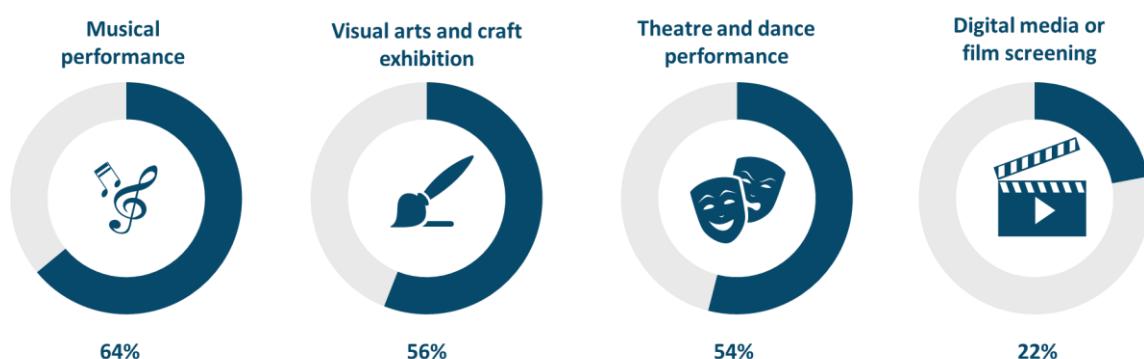
- art classes (19%; compared with 5% of men); and
- craft classes (10%; compared with 1% of men).

Men were instead more likely to say they would like to see opportunities to do with learning an instrument be made available (7%; compared with 1% of women).

## Arts and cultural areas of attendance interest

Despite relatively high attendance of creative exhibitions and performances, there is still an appetite among those aged over 50 to attend more. Almost two thirds (64%) would be interested in attending musical events, and over half are interested in visual arts and craft exhibitions (56%) and theatre or dance performances (54%).

**Figure 45: Arts and cultural areas of attendance interest**



*Q7. Which of the following would you be interested in attending? (Base: Those who have not attended any arts events or performances in the last 12 months n=820)*

The extent to which respondents are interested in attending arts and cultural exhibitions and performances differs by gender, age and education as seen below.

**Table 6: Arts and cultural areas of interest by gender**

	Women	Men
Musical performances	68%↑	60%↓
Visual arts and craft exhibitions	62%↑	50%↓
Theatre and dance performances	64%↑	44%↓
Digital media or film screenings	21%	24%

**Table 7: Arts and cultural areas of interest by age**

	<b>50-59</b>	<b>60-69</b>	<b>70+</b>
Musical performances	64%	61%	66%
Visual arts and craft exhibitions	57%	56%	56%
Theatre and dance performances	54%	54%	55%
Digital media or film screenings	27%↑	21%	18%

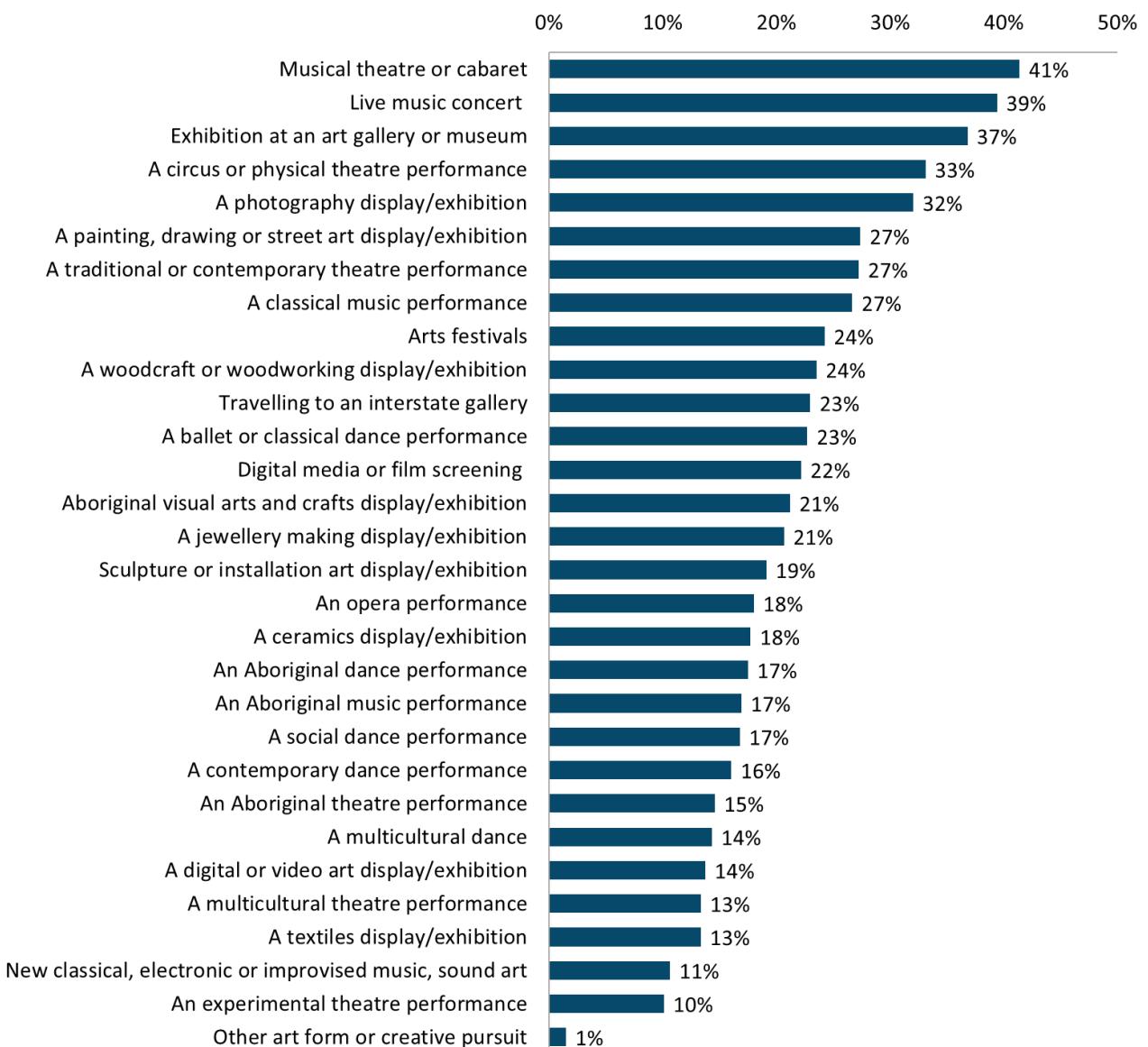
**Table 8: Arts and cultural areas of interest by education**

	<b>University</b>	<b>Certificate/TAFE</b>	<b>High school</b>
Musical performances	70%	66%	59%↓
Visual arts and craft exhibitions	61%	59%	52%
Theatre and dance performances	61%	54%	52%
Digital media or film screenings	26%	24%	18%↓

### Specific activities interested in attending

Among those who have not attended any arts events or performances in the last 12 months, there is an interest in attending a variety of art forms. The highest proportion of respondents are interested in musical performances including musical theatre or cabaret (41%) or live music (39%). A similar proportion is interested in art gallery or museum exhibitions (37%).

**Figure 46: Specific attendance activities of interest**



*Q7. Which of the following would you be interested in attending? (Base: Those who have not attended any arts events or performances in the last 12 months n=820)*

Interest varies significantly by both gender and work status as seen in Table 9 and Table 10 below. There is greater interest among women than among men in attending almost all types of activities and performances, with the largest difference being interest in theatre and dance performances.

(64% of women, compared to 44% of men). Those who are still working also show more interest in attending almost all types of activities and performances, than pensioners and retirees.

**Table 9: Attendance activities of interest by gender**

	Women	Men
A ceramics display/exhibition	24%↑	11%↓
A jewellery making display/exhibition	31%↑	10%↓
A textiles display/exhibition	20%↑	6%↓
A woodcraft or woodworking display/exhibition	21%↓	27%↑
A painting, drawing or street art display/exhibition	31%↑	23%↓
Sculpture or installation art display/exhibition	24%↑	14%↓
Aboriginal visual arts and crafts display/exhibition	26%↑	16%↓
Arts festivals	29%↑	19%↓
Exhibition at an art gallery or museum	41%↑	32%↓
Travelling to an interstate gallery	27%↑	19%↓
A traditional or contemporary theatre performance	32%↑	22%↓
A multicultural dance	18%↑	10%↓
A multicultural theatre performance	16%↑	10%↓
A contemporary dance performance	21%↑	11%↓
A ballet or classical dance performance	32%↑	13%↓
A social dance e.g. samba, ballroom performance	22%↑	11%↓
An Aboriginal theatre performance	18%↑	11%↓
An Aboriginal dance performance	22%↑	13%↓
Musical theatre or cabaret	49%↑	34%↓
An opera performance	22%↑	14%↓
An Aboriginal music performance	21%↑	12%↓
<b>TOTAL VISUAL ARTS/CRAFTS</b>	<b>62%↑</b>	<b>50%↓</b>
<b>TOTAL THEATRE AND DANCE</b>	<b>64%↑</b>	<b>44%↓</b>
<b>TOTAL MUSICAL PERFORMANCE</b>	<b>68%↑</b>	<b>60%↓</b>

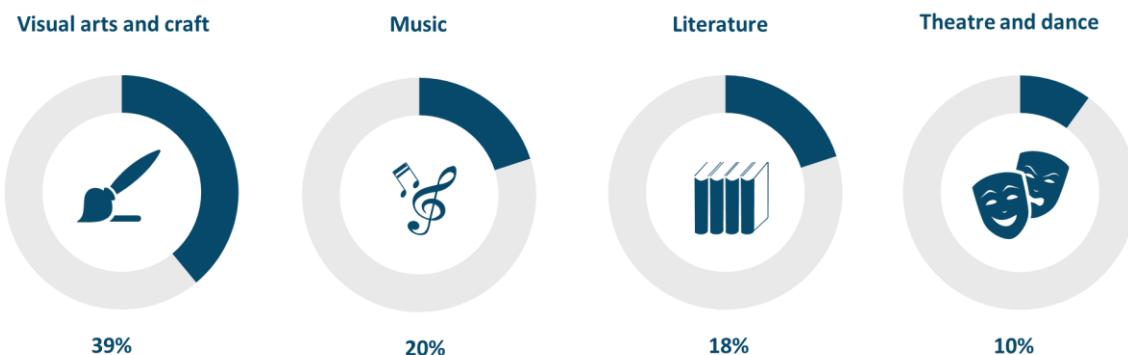
**Table 10: Attendance activities of interest by work status**

	Employed	Pensioner	Retiree
A photography display/exhibition	36%↑	24%↓	32%
A digital or video art display/exhibition	18%↑	12%	9%↓
Arts festivals	31%↑	13%↓	23%
Travelling to an interstate gallery	30%↑	13%↓	21%
An experimental theatre performance	15%↑	8%	7%↓
A multicultural dance	17%↑	13%	12%
A multicultural theatre performance	16%↑	10%	11%
A contemporary dance performance	22%↑	9%↓	14%
An Aboriginal theatre performance	17%↑	13%	12%↓
A classical music performance	28%	20%↓	30%
An opera performance	18%	11%↓	22%↑
New classical, electronic or improvised music, sound art	15%↑	8%	8%↓
Digital media screening e.g. film, animation	28%↑	20%	18%↓

### Arts and cultural areas of participation interest

Of those not currently participating in art forms or cultural pursuits, almost two in five respondents (39%) would be interested in participating in some kind of visual arts and craft. One in five (20%) would be interested in participating in music-related activities.

**Figure 47: Arts and cultural areas of participation interest**



*Q15. Which of the following art forms and creative pursuits would you be interested in participating in? (Base: Those who do not currently participate in any creative pursuits n=1,138)*

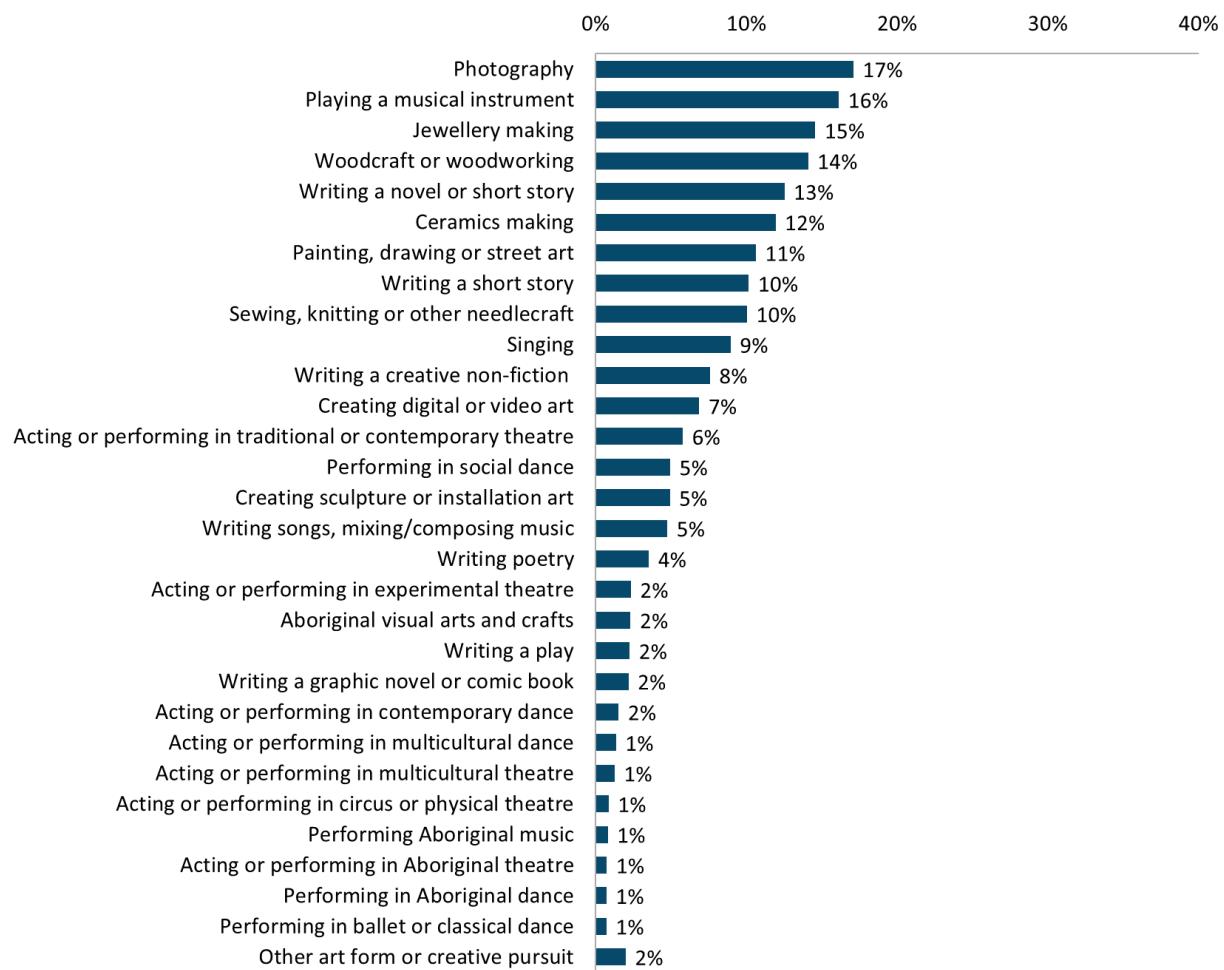
Women are more interested in participating in each of the following:

- visual arts and craft (48%; compared with 31% of men); and
- theatre or dance performances (13%; compared with 7% of men).

### Specific activities of participation interest

Among those who are not currently participating in any creative pursuits, there is an interest in picking up new activities. The highest proportion are interested in photography (17%), followed by playing a musical instrument (16%) and jewellery making (15%).

**Figure 48: Potential areas of interest for participation**



*Q15. Which of the following art forms and creative pursuits would you be interested in **participating** in? (Base: Those who do not currently participate in any creative pursuits n=1,138)*

Women are more likely to be interested in the following arts and craft based activities:

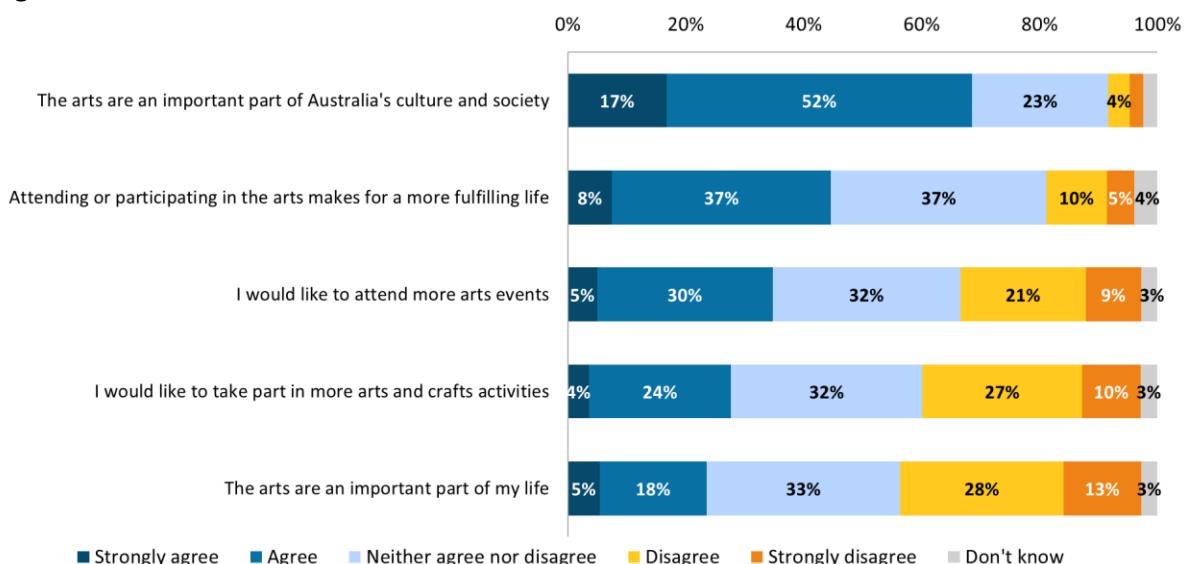
- jewellery making (24%; compared with 5% of men);
- sewing, knitting or needlecraft (22%; compared with 1% of men);
- ceramics making (17%; compared with 6% of men); and
- painting or drawing (13%; compared with 8% of men).

## 4.4 Attitudes towards the arts

### Positive sentiments towards the arts

More than two-thirds of respondents (69%) agree that the arts are an important part of Australia's culture and society. Additionally, almost half (45%) agree that attending or participating in the arts makes for a more fulfilling life.

**Figure 49: Positive sentiments towards the arts**



*Q20. To what extent do you agree or disagree with the following statements about the arts? (Base: All respondents n=2,203).*

The extent to which respondents have positive attitudes towards the arts varies significantly by gender, age and education as seen below.

**Table 11: Positive sentiment by gender**

	Women	Men
The arts are an important part of Australia's culture and society	73%↑	64%↓
Attending or participating in the arts makes for a more fulfilling life	49%↑	40%↓
I would like to attend more arts events	41%↑	28%↓
I would like to take part in more arts and craft activities	36%↑	19%↓

**Table 12: Positive sentiment by age**

	50-59	60-69	70+
I would like to attend more arts events	39%↑	34%	30%
I would like to take part in more arts and craft activities	33%↑	29%	21%↓
The arts are an important part of my life	28%↑	21%	21%

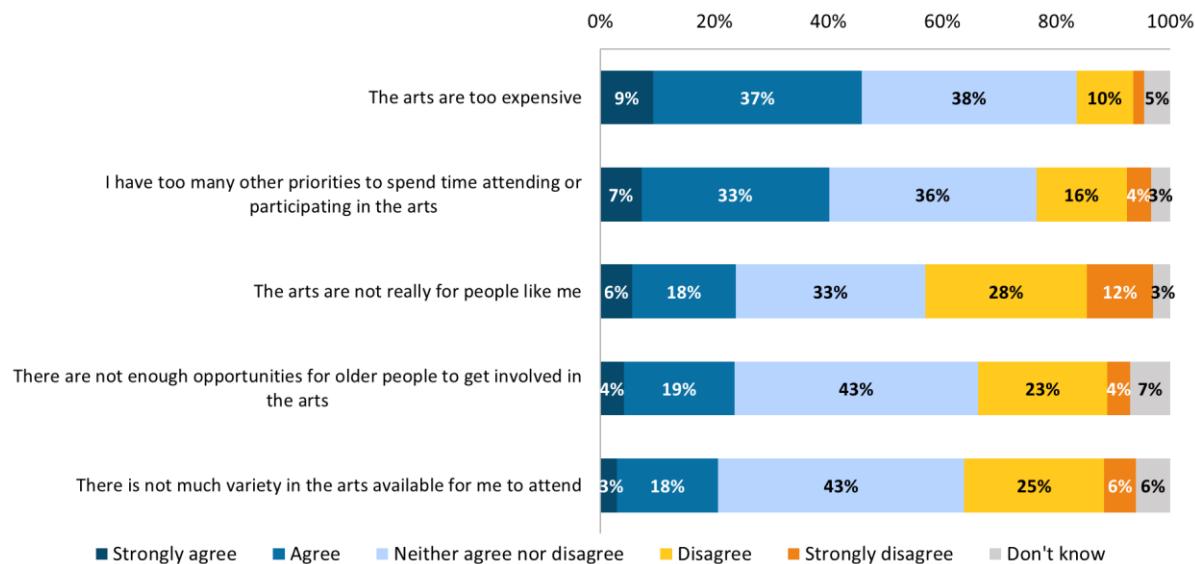
**Table 13: Positive sentiment by education**

	University	Certificate/TAFE	High school
The arts are an important part of Australia's culture and society	77%↑	66%	65%
Attending or participating in the arts makes for a more fulfilling life	62%↑	43%	34%↓
I would like to attend more arts events	50%↑	32%	26%↓
I would like to take part in more arts and crafts activities	35%↑	28%	22%↓
The arts are an important part of my life	41%↑	21%	14%↓

### Negative sentiments towards the arts

Almost half of respondents (46%) agreed with the statement that the arts are too expensive. Two in five (40%) respondents agree that they have too many other priorities to spend time attending or participating in the arts.

**Figure 50: Negative sentiments towards the arts**



*Q20. To what extent do you agree or disagree with the following statements about the arts? (Base: All respondents n=2,203).*

The extent to which respondents agree with the various negative sentiments varies significantly by gender as seen below.

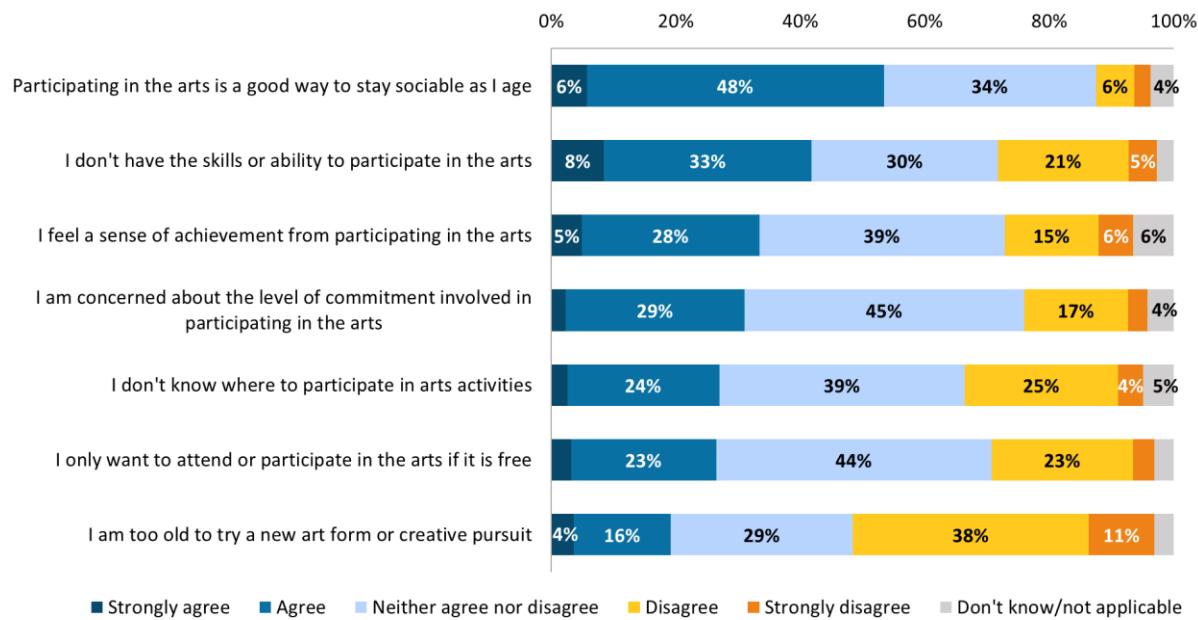
**Table 14: Negative sentiment by gender**

	Women	Men
The arts are too expensive	54%↑	37%↓
I have too many other priorities to spend time attending or participating in the arts	34%↓	46%↑
The arts are not really for people like me	18%↓	30%↑
There are not enough opportunities for older people to get involved in the arts	27%↑	20%↓

### Attitudes towards active participation in the arts

More than half of respondents (53%) agree that participating in the arts is a good way to stay sociable as they age. At the same time, two in five respondents (42%) agree that they don't have the skills or ability to participate in the arts.

**Figure 51: Attitudes towards participation**



*Q21. To what extent do you agree or disagree with the following statements about your participation in the arts? (Base: All respondents n=2,203).*

The extent to which respondents agree with the various attitudinal statements towards participation varies significantly by gender, work status and education.

**Table 15: Attitudes towards participation by gender**

	Women	Men
Participating in the arts is a good way to stay sociable as I age	59%↑	48%↓
I feel a sense of achievement from participating in the arts	38%↑	29%↓
I am concerned about the level of commitment involved in participating in the arts	35%↑	26%↓

**Table 16: Attitudes towards participation by work status**

	Employed	Pensioner	Retiree
Participating in the arts is a good way to stay sociable as I age	60%↑	45%↓	50%
I don't have the skills or ability to participate in the arts	36%↓	48%	44%
I feel a sense of achievement from participating in the arts	38%↑	30%	29%↓
I don't know where to participate in arts activities	25%	35%↑	22%↓
I only want to attend or participate in the arts if it is free	24%	34%↑	23%
I am too old to try a new art form or creative pursuit	14%↓	29%↑	20%

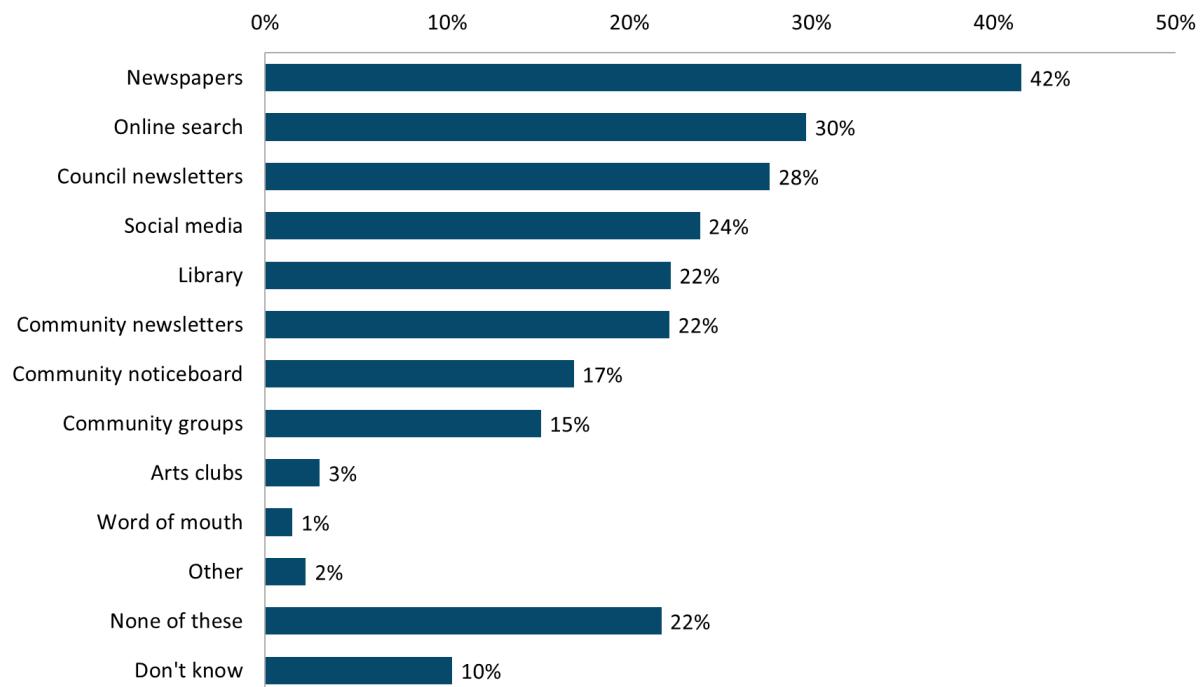
**Table 17: Attitudes towards participation by education**

	University	Certificate/TAFE	High school
Participating in the arts is a good way to stay sociable as I age	65%↑	53%	45%↓
I don't have the skills or ability to participate in the arts	34%↓	40%	50%↑
I feel a sense of achievement from participating in the arts	49%↑	32%	24%↓
I don't know where to participate in arts activities	22%↓	25%	33%↑
I am too old to try a new art form or creative pursuit	11%↓	20%	24%↑

## Information channels

Nearly four in five (78%) of those aged over 50 seek information about arts events and participation opportunities. Information is most commonly sought in newspapers (42%), online searches (30%) and council newsletters (28%). Almost one quarter (24%) are using social media to find information about the arts.

**Figure 52: Arts information channels**



*Q22. Which, if any, of the following channels do you use to find out about arts events or participation opportunities? (Base: All respondents n=2,203).*

The following groups are more likely to use their local library to find out about arts events or participation opportunities:

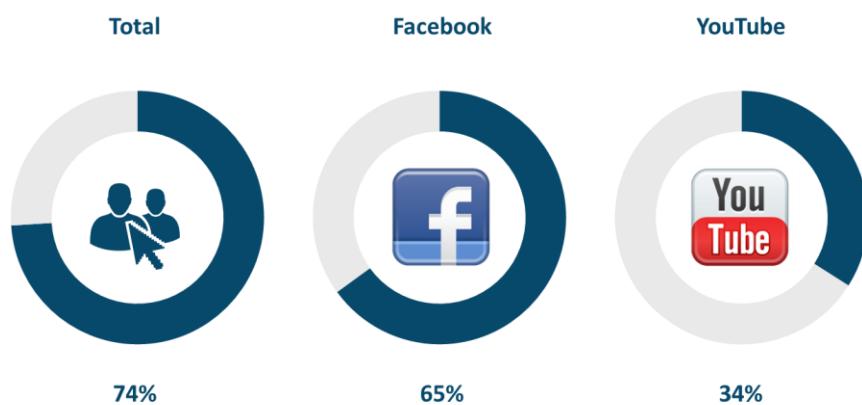
- those aged over 70 (30%; compared with 18% of those in their 50s, and 19% of those in their 60s)
- women (26%; compared with 18% of men); and
- retirees (26%; compared with 20% of pensioners, and 21% of those who are currently employed).

Social media is more likely to be used by the following groups to find information on arts events or participation opportunities:

- those in their 50s (30%; compared with 25% of those in their 60s, and 16% of those aged over 70); and
- those living outside of Sydney (27%; compared with 22% of those living in greater Sydney).

## Social media use

Three quarters (74%) of those surveyed use social media. Facebook (65%) is the most commonly used social media site, followed by YouTube (34%). *It should be noted that the data collection method (online surveying) and sample frame (online research panel) used in this research may mean that internet and/or social media use is higher among this sample than the wider population of 50-plus year olds.*



*Q33. Which, if any, of the following forms of social media do you use? (Base: All respondents n=2,203)*

Social media use is more prevalent among those in their 50s as displayed in Table 18 below.

**Table 18: Social media use across age cohorts**

	50-59 years	60-69 years	70+ years
Facebook	68%↑	66%	59%↓
YouTube	41%↑	33%	27%↓
LinkedIn	21%↑	14%	10%↓
Instagram	16%↑	10%	9%↓
Pinterest	15%↑	12%	7%↓
Twitter	11%↑	8%	7%↓
Snapchat	4%↑	1%	0.4%
<b>TOTAL SOCIAL MEDIA USE</b>	<b>81%↑</b>	<b>74%</b>	<b>67%↓</b>

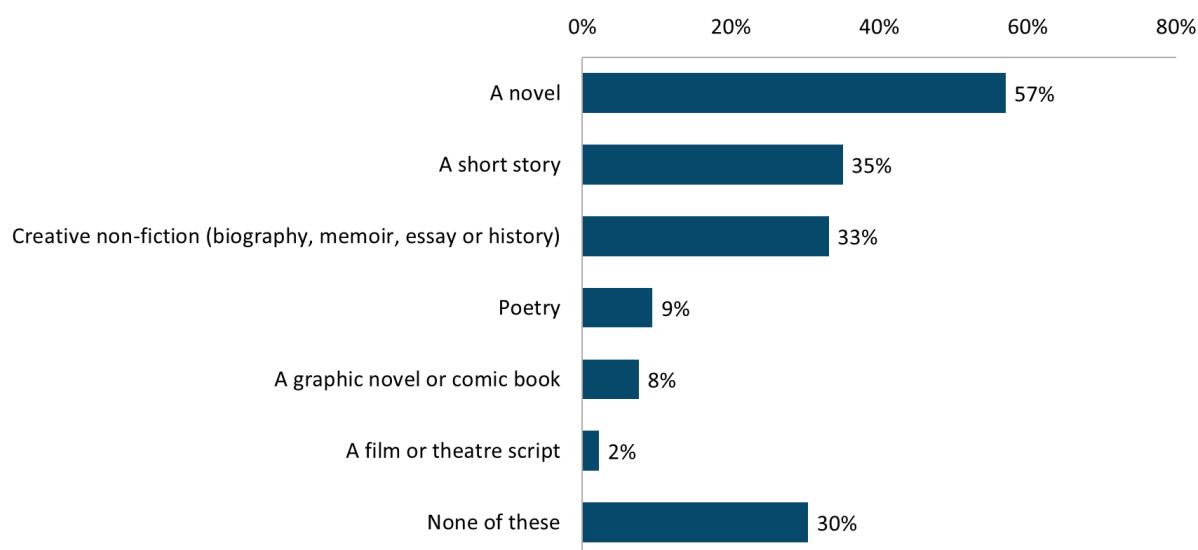
The use of various social media sites differs significantly between genders.

**Table 19: Social media use by gender**

	Women	Men
Facebook	71%↑	58%↓
YouTube	30%↓	38%↑
LinkedIn	11%↓	20%↑
Instagram	13%	10%
Pinterest	19%↑	4%↓
Twitter	7%	11%↑
Snapchat	3%	1%
<b>TOTAL SOCIAL MEDIA USE</b>	<b>78%↑</b>	<b>70%</b>

## 4.5 Reading and literature

More than half of respondents have read a novel in the last 12 months (57%). A third have read either a short story (35%) or creative non-fiction (33%).

**Figure 53: Types of literature read in the last 12 months**

*Q16. Which of the following, if any, have you read in the last 12 months? (Base: All respondents n=2,203)*

The following differences were observed between sub-groups.

Women are more likely to have read the following types of literature in the last 12 months:

- a novel (67%; compared with 47% of men); and
- poetry (11%; compared with 7% of men).

Those aged over 70 are more likely to have read:

- a novel (64%; compared with 50% of those aged 50-59 and 58% of those aged 60-69);
- a short story (43%; compared with 29% of those aged 50-59 and 34% of those aged 60-69);
- creative non-fiction (39%; compared with 29% of those aged 50-59 and 33% of those aged 60-69); and
- poetry (13%; compared with 8% of those aged 50-69 and 8% of those aged 60-69).

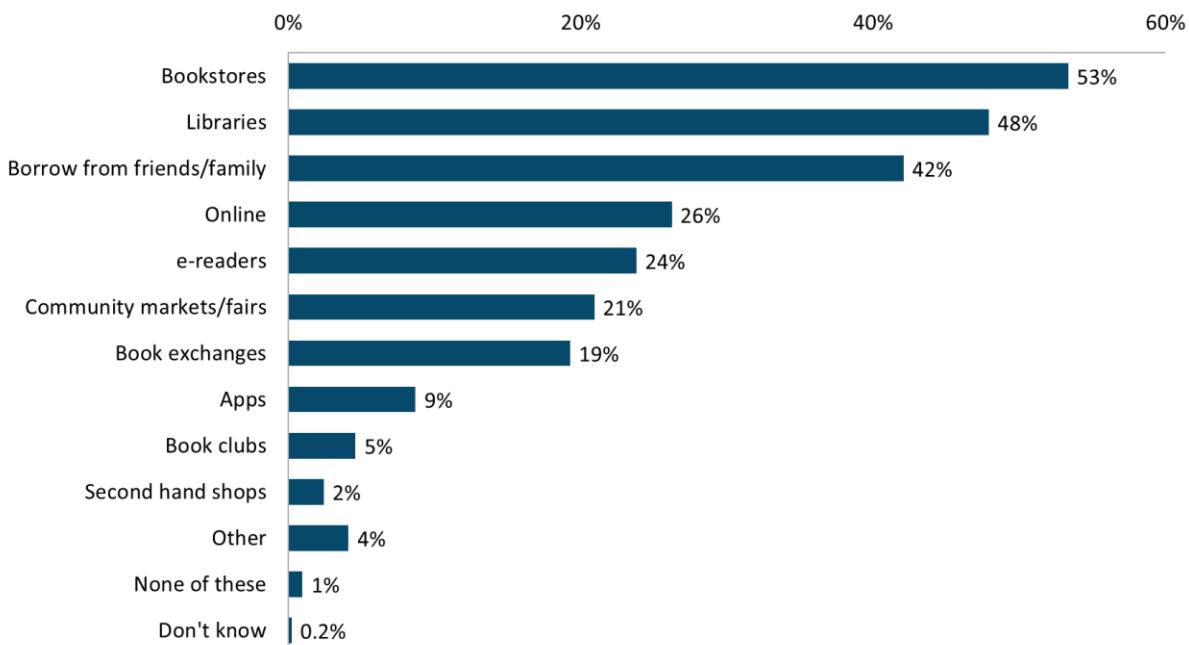
Those with a university education are more likely to have read the following types of literature:

- a novel (70%; compared to 52% with a high school education and 53% with a certificate/TAFE);
- a short story (45%; compared to 28% with a high school education and 35% with a certificate/TAFE);
- creative non-fiction (46%; compared to 24% with a high school education and 33% with a certificate/TAFE);
- poetry (17%; compared to 4% with a high school education and 9% with a certificate/TAFE); and
- a film theatre or script (4%; compared to 1% with a high school education and 2% with a certificate/TAFE).

## Means of accessing reading materials

Among those who have read some type of literature in the last 12 months, more than half (53%) access reading materials via bookstores. Almost half (48%) access reading materials through libraries and approximately two in five (42%) borrow from friends/family.

**Figure 54: Means of accessing reading materials**



*Q17. In which of the following ways do you access reading materials? (Base: Those who have read a piece of literature in the last 12 months n=1,503)*

Women are more likely to borrow from friends/family (48%; compared with 35% of men).

Those aged between 50-59 are more likely to access reading materials via:

- bookstores (59%; compared with 56% of those aged 60-69 and 46% of those aged 70+);
- online (31%; compared with 25% of those aged 60-69 and 23% of those aged 70+); and via
- apps (13%; compared with 7% of those aged 60-69 and 6% of those aged 70+).

Those aged 70+ are more likely to use libraries (55%; compared with 44% of those aged 50-59 and 45% of those aged 60-69).

Those with a university education are more likely to have accessed reading materials via:

- bookstores (63%; compared to 46% with a high school education and 51% with a certificate/TAFE);
- libraries (58%; compared to 41% with a high school education and 46% with a certificate/TAFE); and
- online (33%; compared to 18% with a high school education and 28% with a certificate/TAFE)

## Library memberships

Almost three in five (57%) have a library membership.

**Figure 55: Library membership**



*Q18. Do you have a library membership? (Base: All respondents n=2,203)*

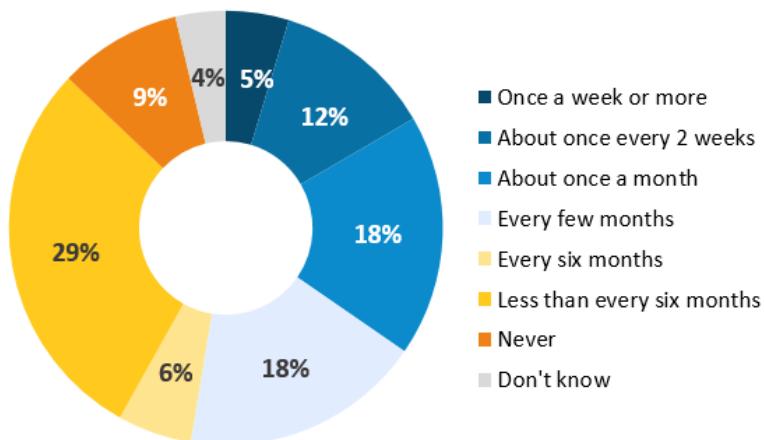
The following groups are more likely to have a library membership:

- women (63%; compared with 50% of men);
- those aged over 70 (63%; compared with 53% of those in their 50s and 55% of those in their 60s);
- those with a university education (64%; compared to 51% with a high school education, 57% with a certificate/TAFE); and
- those who attended a Seniors Festival event (72%; compared with 54% of those who did not).

## Borrowing books from the library

The frequency of borrowing books varies considerably among those with a library membership. One in twenty older NSW residents (5%) borrow a book once a week or more. However, the majority do so less than once a month (53%).

**Figure 56: Frequency of borrowing books from a library**



*Q19 How often do you borrow books from a library? (Base: Those with a library membership n=1,221)*

No significant differences were observed between subgroups.

## 4.6 NSW Seniors Festival

One in ten (11%) NSW residents aged over 50 attended a Seniors Festival event this year.

**Figure 57: Seniors Festival attendance**



*Q24. Which, if any, of the following NSW Seniors Festival events did you attend this year? (Base: All respondents n=2,203)*

The following groups are more likely to have attended a Seniors Festival event this year:

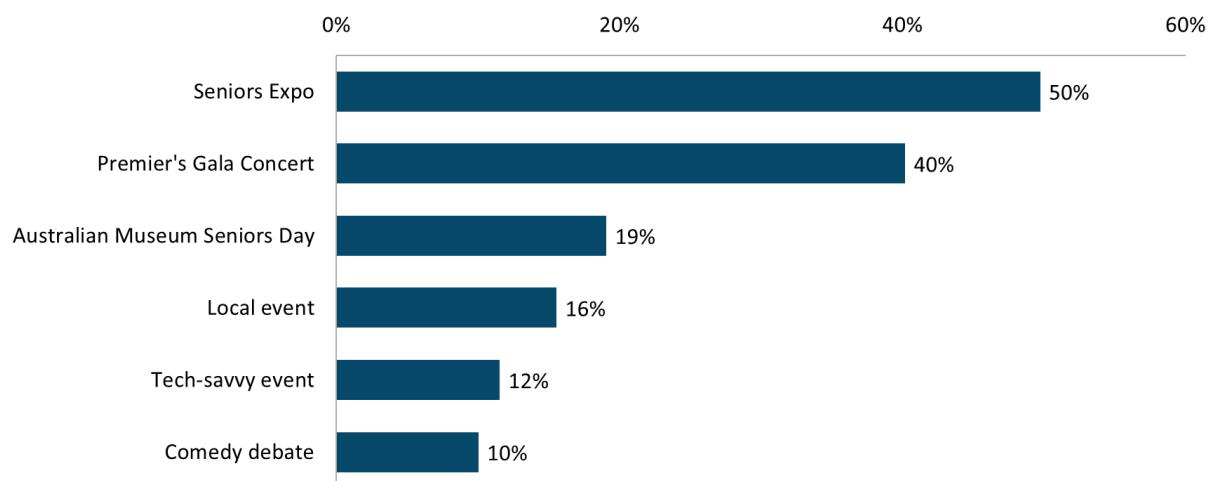
- those aged over 70 (19%; compared with 5% of those in their 50s, and 11% of those in their 60s);
- retirees (15%; compared with 7% of those who are employed and 12% of pensioners);
- Greater Sydney residents (13%; compared with 8% in the rest of NSW); and

- those who use social media (12%; compared with 7% of those who do not).

## Events attended

Among those who attended the NSW Seniors Festival, half (50%) attended the Seniors Expo and 40% attended the Premier's Gala Concert.

**Figure 58: Seniors Festival events attended**



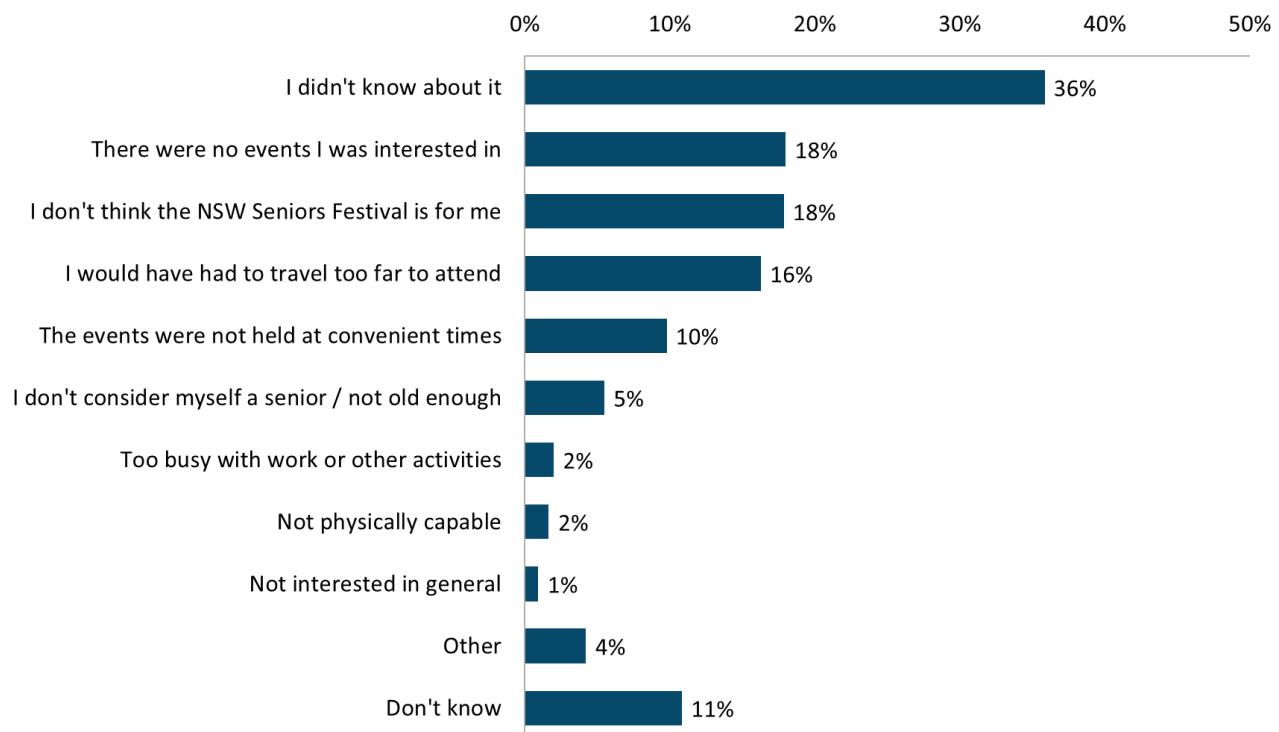
*Q24. Which, if any, of the following NSW Seniors Festival events did you attend this year? (Base: Those who attended at least one Seniors Festival Event n=199)*

No significant differences were observed between demographic subgroups in attendance of various Seniors Festival events.

## Reasons for not attending NSW Seniors Festival

Among those who did not attend the Seniors Festival this year, over one third (36%) said they didn't know about it. A further one in five (18%) said there were no events they were interested in, or that they didn't think the Seniors Festival is for them. One in twenty (5%) said that they don't consider themselves old enough for a Seniors Festival.

**Figure 59: Reasons for not attending Seniors Festival**



*Q25. Why have you not attended a NSW Seniors Festival event this year? (Base: Those who have not attended a Seniors Festival event this year n=1,930)*

Men were more likely to say there were no events that interested them (23%; compared with 13% of women).

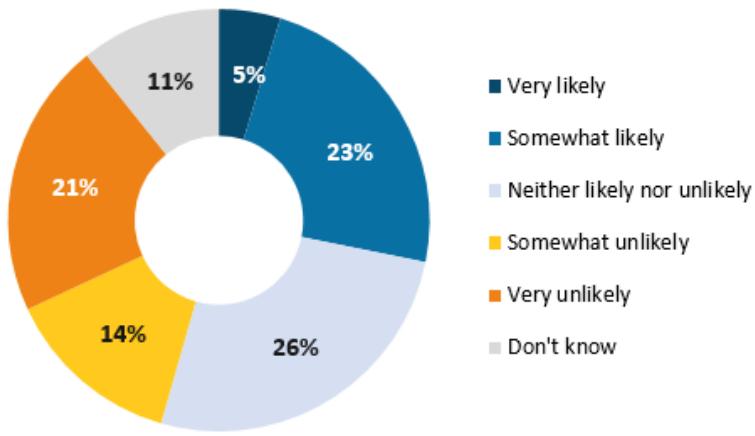
Those located outside of Sydney were more likely to say they would have had to travel too far to attend (28%; compared with 8% of Greater Sydney Residents).

Those in their 50s were more likely to say they don't consider themselves senior or old enough for the festival (13%; compared with 1% of those in their 60s and less than 1% in their 70s).

### Likelihood of attending Seniors Festival in future

Of those who did not attend a NSW Seniors event this year, more than a quarter (28%) said they would be likely (either very likely or somewhat likely) to attend an event in the future.

**Figure 60: Likelihood of attending future Seniors Festival events**



*Q26. How likely would you be to attend a NSW Seniors Festival event in the future? (Base: Those who have not attended a Seniors Festival event this year n=1,930)*

A higher proportion of the following groups are likely (either very likely or somewhat likely) to attend a NSW Seniors Festival event in the future:

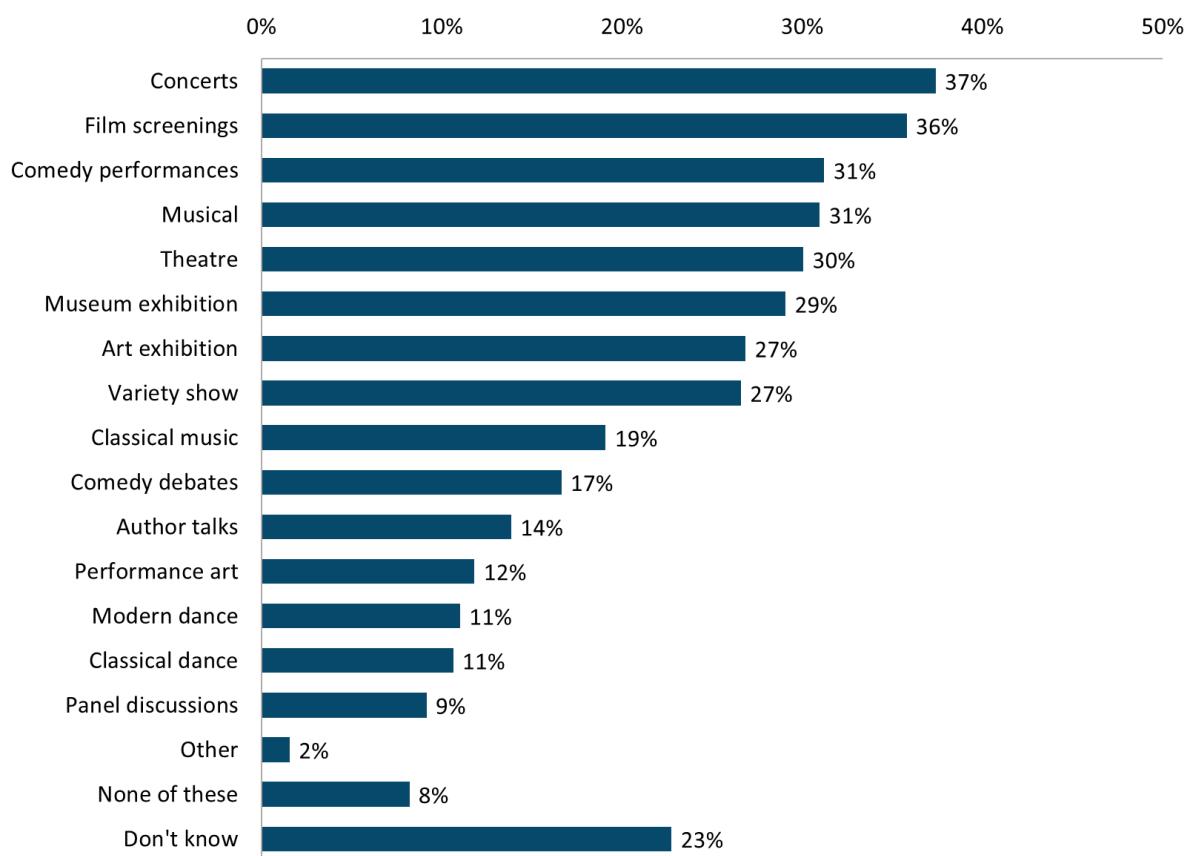
- women (32%; compared with 24% of men);
- Greater Sydney residents (32%; compared with 24% of those from the rest of NSW);
- those who use social media (31%; compared with 20% of those who don't use social media);
- those with a university education (36%; compared to 24% with a high school education and 27% with a certificate/TAFE).

#### 4.6.1 Future Seniors Festival events

##### Performances or exhibitions interested in, as a passive participant

The largest proportion of older NSW residents would like to see more concerts (37%) as part of the festival. A similar proportion would like to see film screenings (36%) closely followed by comedy performances (31%) and musicals (31%). Almost one quarter (23%) do not know what types of performances or exhibitions they would like to see as part of the festival.

**Figure 61: Performances or exhibitions interested in**



*Q27. In future, what kinds of performances or exhibitions would you like to see as part of the Festival? (Base: All respondents n=2,203)*

Interest varies significantly across age groups and work status as displayed in Table 20 and Table 21 below.

**Table 20: NSW Seniors Festival performances and exhibitions interested in, by age**

	<b>50-59</b>	<b>60-69</b>	<b>70+</b>
Comedy performances	36%↑	29%	28%
Variety shows	23%↓	26%	32%↑
Classical music	14%↓	18%	26%↑
Comedy debates	20%↑	17%	13%
Performance art	15%↑	11%	10%
Modern dance	14%↑	10%	8%

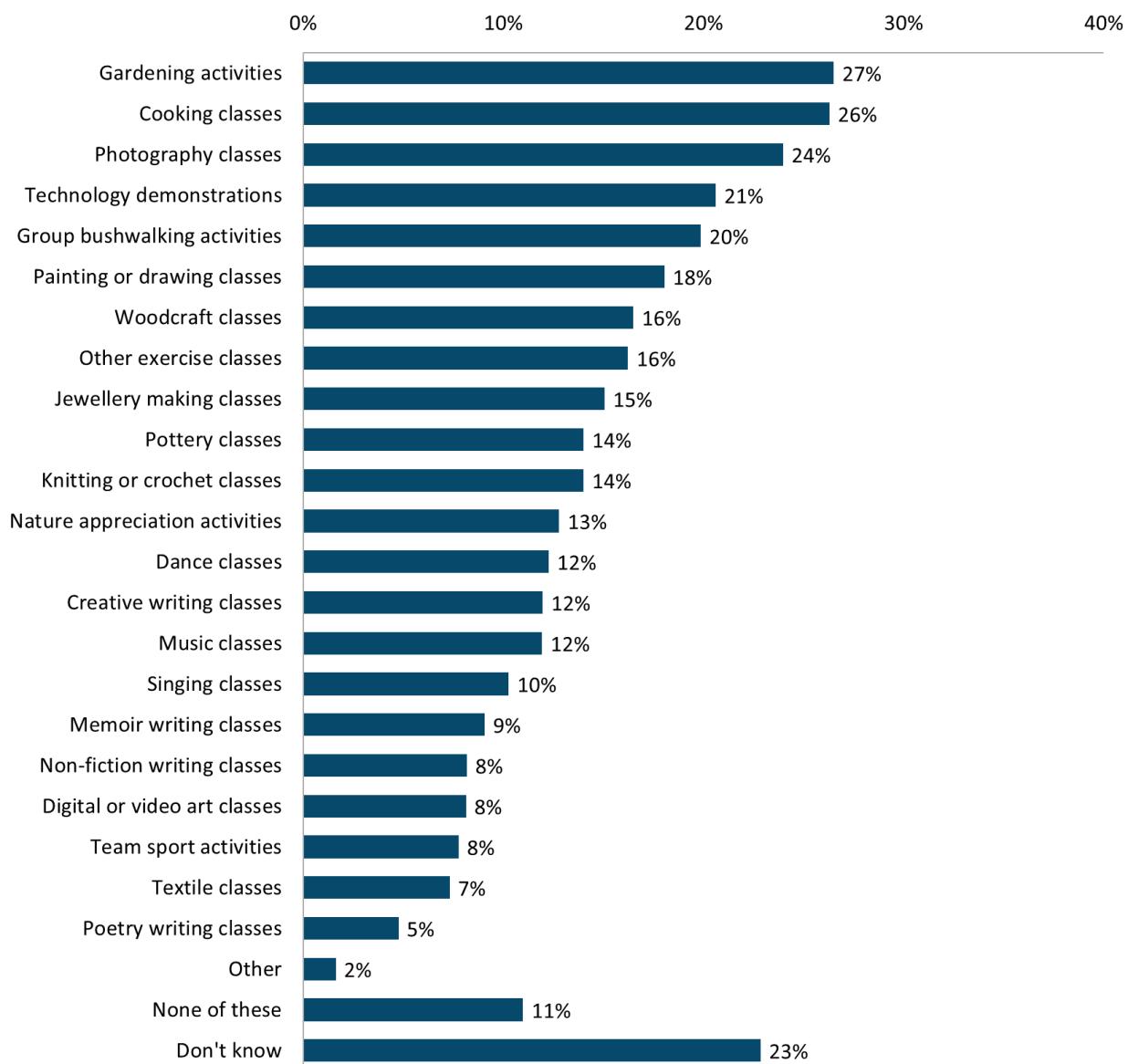
**Table 21: NSW Seniors Festival performances and exhibitions interested in, by work status**

	<b>Employed</b>	<b>Pensioner</b>	<b>Retired</b>
Variety show	23%	34%↑	27%
Comedy debates	21%↑	15%	14%
Art exhibition	29%	20%↓	28%
Author talks	17%↑	8%↓	13%
Performance art	15%↑	11%	9%
Modern dance	14%↑	11%	7%

### Seniors Festival participation opportunities interested in

Around one quarter of respondents would like to participate in gardening activities (27%), cooking classes (26%), and photography classes (24%) as part of the festival. Almost one quarter (23%) do not know what activities they would like to participate in as part of the festival.

**Figure 62: Participation opportunities interested in**



*Q28. And what kind of participation opportunities would you like to see as part of the Festival? (Base: All respondents n=2,203)*

Interest in participation opportunities at the Seniors Festival varies significantly by gender and age, as outlined in Table 22 and Table 23 below.

**Table 22: Participation opportunities interested in, by gender**

	Women	Men
Gardening activities	33%↑	19%↓
Cooking classes	32%↑	20%↓
Knitting or crochet classes	25%↑	2%↓
Jewellery making classes	23%↑	7%↓
Other exercise classes	22%↑	10%↓
Painting or drawing classes	22%↑	14%↓
Pottery classes	20%↑	8%↓
Dance classes	17%↑	7%↓
Nature appreciation activities	17%↑	8%↓
Technology demonstrations	17%↓	25%↑
Creative writing classes	15%↑	9%↓
Woodcraft classes	13%↓	20%↑
Singing classes	13%↑	7%↓
Memoir writing classes	12%↑	6%↓
Textile classes	12%↑	2%↓
Non-fiction writing classes	10%↑	6%↓
Poetry writing classes	7%↑	3%↓
Team sport activities	6%↓	9%↑

**Table 23: Participation opportunities interested in, by age**

	<b>50-59</b>	<b>60-69</b>	<b>70+</b>
Cooking classes	30%↑	30%↑	18%↓
Jewellery making classes	18%↑	14%	12%↓
Dance classes	15%↑	12%	8%↓
Creative writing classes	15%↑	12%	8%↓
Music classes	15%↑	13%	8%↓
Digital or video art classes	12%↑	7%	5%↓
Non-fiction writing classes	11%↑	9%	5%↓
Team sport activities	10%↑	7%	5%↓
Textile classes	9%↑	7%	5%

### Seniors Festival event and activity pricing

Almost half of those aged over 50 would be willing to pay for a NSW Seniors Festival event (48%) or local seniors festival event (47%). Ticket prices that are considered to be both cheap and expensive do not vary greatly between whether the event is State or localised.

**Table 24: Willingness to pay for NSW Seniors Festival events**

	<b>NSW Seniors Festival Event</b>	<b>Local NSW Seniors Festival Event</b>
Total % who would pay to attend an event	48%	47%
Cheap ticket price (Mean \$)	\$12.70	\$10
Cheap ticket price (Median \$)	\$10	\$10
Expensive ticket price (Mean \$)	\$37	\$32.60
Expensive ticket price (Median \$)	\$25	\$25

*Q29. If you were required to pay to attend a NSW Seniors Festival event (e.g. Seniors Expo, Premier's Gala Concert) what admission price would you consider to be cheap? (Base: All respondents n=2,203)*

*Q30. And what admission price would you consider to be expensive? (Base: All respondents n=2,203)*

*Q31. If you were required to pay to attend a local NSW Seniors Festival event (e.g. workshops, seminars, classes etc.) what admission price would you consider to be cheap? (Base: All respondents n=2,203)*

*Q32. And what admission price would you consider to be expensive? (Base: All respondents n=2,203)*

The following groups are more likely to say they would pay to attend a local event:

- Women (56%; compared with 49% of men);

- Social media users (56%; compared with 43% of those who do not use social media); and
- those who attended the Seniors Festival this year (64%; compared with 51% of those who did not).

The following groups are more likely to say they would pay for a NSW event:

- those with a household income greater than \$100,000 (61%; compared with 55% of those with a household income less than \$50,000, and 55% of those with a household income between \$50,000-\$99,999); and
- those with a university education (60%; compared to 48% with a high school education, and 51% with a certificate/TAFE education).

## 5 Conclusions and recommendations

### Current levels of involvement in the arts

This research showed that **most over 50 year olds are passively involved in the arts**: six in ten had attended at least one arts or cultural activity or event in the past 12 months (62%), and half had participated in a creative pursuit (49%). Involvement in the arts increases among **women** and with **educational attainment**; those with University degrees are most likely to attend and participate in the arts. Attendance of arts and cultural activities increases with **income**, and decreases with age.

### Attitudes towards arts and culture

**Attitudes towards the arts are generally positive**, with most over 50 year olds agreeing that the arts are an important part of Australia's culture and society (69%) and/or that participation in the arts is a good way to stay sociable as they age (53%). Women, those aged 50-59, and those with a University education appear to place higher value on the arts. Overall, positive attitudes towards the arts are more prevalent than involvement in the arts is, suggesting that there is potential to increase attendance and participation rates without the need for a significant shift in attitudes.

### Barriers to involvement in the arts

**Lack of interest** in the arts is the main barrier to involvement (particularly among men), preventing over a third from attending (35%) or participating (36%) in the arts at all.

**Financial cost** is also prohibitive for many, especially for pensioners and women. The research showed that attendance of arts and cultural activities is higher among high income households, and that cost is a barrier preventing nearly a third (32%) of non-attendees from attending any arts or cultural activities (rising among pensioners to 43%) and a fifth from participating in the arts (21%, rising to 31% among pensioners). Having to **travel too far** to attend arts events also prevented a quarter of those with a low income from attending (24%).

### Opportunities for increasing involvement

The high prevalence of positive attitudes towards the arts, coupled with a desire among many to increase their attendance and participation, indicates that **there is an opportunity to increase involvement in the arts** among the over 50s. While over a third (35%) would like to attend more arts events and over a quarter (28%) would like to take part in more, cost is emerging as a key deterrent. There is a perception among nearly half (46%) of over 50 year olds that the arts are too expensive.

The research also reveals that there is a perception that **the arts are only for certain types of people** with certain skills and abilities. Two fifths (41%) think that they lack the skills or ability to participate

in the arts. Further, some are of the view that the arts is ‘not for me’, and this is preventing 24% from attending and 32% from participating at all.

A significant minority feel there is a lack of opportunity for older people to get involved in the arts (23%), and/or a lack of variety in the arts available to attend (21%).

## Communication channels

Most older people are currently seeking information about opportunities for involvement in the arts (78%). Traditional channels (such as newspapers, council/community newsletters, and libraries) are commonly used for information about the arts, in addition to online sources, including 24% seeking information on social media. Overall, three quarters (74%) of those surveyed use social media (and this rises to 81% among those in their 50s), with Facebook being the most used. This presents an opportunity to provide more information on involvement in the arts via social media, to reach those who are currently using social media but are not currently seeking information on the arts using this channel.

## Seniors Festival

Just over one in ten (11%) had attended a Seniors Festival event this year. Those aged over 70 and Sydney residents were most likely to attend a Seniors Festival event. Only 5% of 50-59 year olds attended, with one in ten not attending because they do not consider themselves old enough for the festival.

Importantly, a considerable proportion of those who did not attend the festival lacked awareness (36% said that they didn’t know about it). Additionally, one in five referred to a lack of interest, stating that there were no events that they were interested in (18%) or not considering the Seniors Festival as being for them (18%).

Nevertheless, of those respondents who did not attend the NSW Seniors event this year, more than a quarter (28%) would be likely to attend an event in the future.

## Recommendations

1. Capitalise on positive attitudes and interest in the arts to increase involvement among older people, and help overcome the cost barrier, by ensuring that there are sufficient opportunities for involvement that are low cost or free of charge; and promote the opportunities that already exist.
2. Promote involvement in the arts as inclusive and open to all, not only those with recognised skills and abilities, the highly educated, those with a high income, women, and those in their 50s.

3. Ensure there are sufficient opportunities for involvement, or improve and promote current opportunities, in the areas of most interest to older people: musical performances (musical theatre or cabaret and live music concerts in particular), art/museum exhibitions, participation in photography, playing a musical instrument, and jewellery making.
4. Promote involvement in the arts based on the main motivations for participation. Go beyond enjoyment, stimulation, and learning (which appeal most to those who are highly educated), and emphasise the social aspects of involvement. Frame involvement in the arts as something to do with friends and a way to meet new people.
5. Promote the benefits of involvement in the arts in dealing with stress and anxiety, which is particularly motivational among pensioners, carers, those with a long standing illness, disability or infirmity, and low income households.
6. Provide more information on involvement in the arts via social media, to reach the three quarters of older people who are currently using social media but are not currently seeking information on the arts using this channel.
7. Raise awareness of the Seniors Festival, to drive attendance among the significant proportion of older people who were unaware of it but who are interested in attending in the future. Target social media users, who are among those who are most likely to attend the Seniors Festival in the future.
8. Promote the Seniors Festival among 50-59 year olds, making it clear that it is for their age group as well as 60-plus year olds.
9. Grow the Seniors Festival in regional areas, to drive regional attendance and overcoming the barrier for over a quarter of regional non-attendees of the Festival who would have had to travel too far to an event.
10. Ensure that the Seniors Festival offer a diverse range of passive as well as participatory events that are of interest to the target audience (and in particular, 50-59 year olds, to drive attendance among this group). For example, there is significant interest in more concerts, film screenings, gardening activities, cooking classes and photography classes as part of the Festival program.

# Appendix A Questionnaire

## Creative Ageing Research – ONLINE

<b>Job book Number</b>	17-014912-01
<b>Job Name</b>	Creative Ageing
<b>Client</b>	NSW Family and Community Services
<b>Date</b>	1 June 2017
<b>Version Number</b>	FINAL
<b>Authors</b>	HR, CM, HW, NR

### Quotas

#### 50-69

Demographic	Category	QUOTA
Gender	Female	1013
	Male	987
Age	50-54	567
	55-59	533
	60-64	473
	65-69	427
Location	Greater Sydney	1111
	Rest of NSW	889
<b>TOTAL</b>		<b>n=2,000</b>

#### 70+

Demographic	Category	QUOTA
Gender	Female	110
	Male	90
Location	Greater Sydney	111

	Rest of NSW	89
<b>TOTAL 70+</b>		<b>n=200</b>

Note that quotas are flexible within ±10% if need be.

## SECTION A: SCREENER QUESTIONS [DO NOT SHOW HEADINGS]

S1. Are you...?

{SINGLE RESPONSE}

[RECRUIT TO QUOTA, RANDOMISE ROWS]

Female	1
Male	2
Prefer not to say	3

S2. In what year were you born?

{NUMERICAL}

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[RECRUIT TO QUOTA, TERMINATE IF UNDER 50 YEARS OLD I.E. BORN IN YEARS 1968-2017]

I'd prefer not to say	98	TERMINATE
{EXCLUSIVE}		

S3. And what is the postcode where you live?

[RECRUIT 2000-2999 ONLY, TERMINATE IF NOT 2000-2999]

{NUMERICAL}

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[RECRUIT TO QUOTA]

Don't know/not applicable	99	TERMINATE
{EXCLUSIVE}		

## SECTION A: Attendance

**Q1** Which of the following have you **attended** in the last 12 months?

By attend, we mean being present at a cultural activity, that is, as an audience member.

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ORDER OF SECTIONS EXCEPT 'OTHER' – KEEP LAST, NEW SCREEN PER SECTION]

Visual arts and craft:	
A ceramics display/exhibition	1
A jewellery making display/exhibition	2
A textiles display/exhibition	3
A woodcraft or woodworking display/exhibition	4
A photography display/exhibition	5
A painting, drawing or street art display/exhibition	6
A digital or video art display/exhibition	7
Sculpture or installation art display/exhibition	8
Aboriginal visual arts and crafts display/exhibition	9
None of these {EXCLUSIVE WITHIN SECTION}	10
Theatre and dance:	
A traditional or contemporary theatre performance	11
A circus or physical theatre performance	12
An experimental theatre performance	13
A multicultural dance	14
A multicultural theatre performance	15
A contemporary dance performance	16
A ballet or classical dance performance	17
A social dance e.g. samba, ballroom performance	18
An Aboriginal theatre performance	19
An Aboriginal dance performance	20

None of these {EXCLUSIVE WITHIN SECTION}	21
Music:	
Musical theatre or cabaret	22
A classical music performance	23
An opera performance	24
New classical, electronic or improvised music, sound art	25
Other live music, e.g. pop/rock/country/dance/jazz	26
An Aboriginal music performance	27
None of these {EXCLUSIVE WITHIN SECTION}	28
Other:	
Digital media screening e.g. film, animation	29
Arts festivals	30
Exhibition at an art gallery or museum	31
Travelled to interstate gallery	32
Other art form or creative pursuit – please specify [SPECIFY]	97
None of these {EXCLUSIVE WITHIN SECTION}	98

[ASK IF Q1~=(10, 21, 28 AND 98)]

**Q2** Approximately how often have you **attended** each of these art forms over the last 12 months?

By attend, we mean being present at a cultural activity, that is, as an audience member.

Please select one response per row.

{SINGLE RESPONSE PER ROW}

[KEEP SAME ROW ORDER AS Q1, ONLY SHOW RESPONSES SELECTED AT Q1, REVERSE 1-6 FOR HALF OF PARTICIPANTS]

		Once a week or more	About once every 2 weeks	About once a month	Every few months	Every six months	Less than every six months	Don't know/not sure
A	Ceramics display/exhibition	1	2	3	4	5	6	99
B	Jewellery making display/exhibition	1	2	3	4	5	6	99
C	Textiles display/exhibition	1	2	3	4	5	6	99

D	Woodcraft or woodwork display/exhibition	1	2	3	4	5	6	99
E	Photography display/exhibition	1	2	3	4	5	6	99
F	Painting, drawing or street art display/exhibition	1	2	3	4	5	6	99
G	Digital or video art display/exhibition	1	2	3	4	5	6	99
H	Sculpture or installation art display/exhibition	1	2	3	4	5	6	99
I	Aboriginal visual arts and crafts display/exhibition	1	2	3	4	5	6	99
J	Traditional or contemporary theatre performance	1	2	3	4	5	6	99
K	Circus or physical theatre performance	1	2	3	4	5	6	99
L	Experimental theatre performance	1	2	3	4	5	6	99
M	Multicultural dance	1	2	3	4	5	6	99
N	Multicultural theatre performance	1	2	3	4	5	6	99
O	Contemporary dance performance	1	2	3	4	5	6	99
P	Ballet or classical dance performance	1	2	3	4	5	6	99
Q	Social dance e.g. samba, ballroom performance	1	2	3	4	5	6	99
R	Aboriginal theatre performance	1	2	3	4	5	6	99
S	Aboriginal dance performance	1	2	3	4	5	6	99
T	Musical theatre or cabaret	1	2	3	4	5	6	99
U	Classical music performance	1	2	3	4	5	6	99
V	Opera performance	1	2	3	4	5	6	99
W	New classical, electronic or improvised music, sound art	1	2	3	4	5	6	99
X	Other live music, e.g.	1	2	3	4	5	6	99

	pop/rock/country/dance/jazz							
Y	Aboriginal music performance	1	2	3	4	5	6	99
Z	Digital media e.g. film, animation screening	1	2	3	4	5	6	99
AA	Arts festivals	1	2	3	4	5	6	99
AB	Exhibition at an art gallery or museum	1	2	3	4	5	6	99
AC	Travelled to interstate gallery	1	2	3	4	5	6	99
	[PIPE Q1 OTHER SPECIFY RESPONSE]	1	2	3	4	5	6	99

[ASK IF Q1~=(10, 21, 28 AND 98)]

- Q3** Have you **attended** these art forms alone, with friends or family, and/or as part of an organised group or club?

By attend we mean being present at a cultural activity, that is, as an audience member.

Please select all that apply per row.

{MULTI RESPONSE PER ROW}

[KEEP SAME ROW ORDER AS Q1. ONLY SHOW RESPONSES SELECTED AT Q1]

		Alone	With friends or family	As part of an organised group or club e.g. seniors club, arts club
A	Ceramics display/exhibition	1	2	3
B	Jewellery making display/exhibition	1	2	3
C	Textiles display/exhibition	1	2	3
D	Woodcraft or woodwork display/exhibition	1	2	3
E	Photography display/exhibition	1	2	3
F	Painting, drawing or street art display/exhibition	1	2	3
G	Digital or video art display/exhibition	1	2	3
H	Sculpture or installation art display/exhibition	1	2	3
I	Aboriginal visual arts and crafts display/exhibition	1	2	3
J	Traditional or contemporary theatre performance	1	2	3

K	Circus or physical theatre performance	1	2	3
L	Experimental theatre performance	1	2	3
M	Multicultural dance	1	2	3
N	Multicultural theatre performance	1	2	3
O	Contemporary dance performance	1	2	3
P	Ballet or classical dance performance	1	2	3
Q	Social dance e.g. samba, ballroom performance	1	2	3
R	Aboriginal theatre performance	1	2	3
S	Aboriginal dance performance	1	2	3
T	Musical theatre or cabaret	1	2	3
U	Classical music performance	1	2	3
V	Opera performance	1	2	3
W	New classical, electronic or improvised music, sound art	1	2	3
X	Other live music, e.g. pop/rock/country/dance/jazz	1	2	3
Y	Aboriginal music performance	1	2	3
Z	Digital media e.g. film, animation screening	1	2	3
AA	Arts festivals	1	2	3
AB	Exhibition at an art gallery or museum	1	2	3
AC	Travelled to interstate gallery	1	2	3
	[PIPE Q1 OTHER SPECIFY RESPONSE]	1	2	3

[ASK IF Q1~=(10, 21, 28 AND 98)]

**Q4** On what basis do you pay for the art forms you **attend**, if at all?

By attend we mean being present at a cultural activity, that is, as an audience member.

Please select all that apply per row.

{MULTIPLE RESPONSE PER ROW FOR CODES 1-3 AND 97 EXCLUSIVE}

[KEEP SAME ROW ORDER AS Q1, ONLY SHOW RESPONSES SELECTED AT Q1]

		Pay a subscription/ membership	Pay per session/event attended	It's free	Don't know/ not sure

		fee			
A	Ceramics display/exhibition	1	2	3	99
B	Jewellery making display/exhibition	1	2	3	99
C	Textiles display/exhibition	1	2	3	99
D	Woodcraft or woodwork display/exhibition	1	2	3	99
E	Photography display/exhibition	1	2	3	99
F	Painting, drawing or street art display/exhibition	1	2	3	99
G	Digital or video art display/exhibition	1	2	3	99
H	Sculpture or installation art display/exhibition	1	2	3	99
I	Aboriginal visual arts and crafts display/exhibition	1	2	3	99
J	Traditional or contemporary theatre performance	1	2	3	99
K	Circus or physical theatre performance	1	2	3	99
L	Experimental theatre performance	1	2	3	99
M	Multicultural dance	1	2	3	99
N	Multicultural theatre performance	1	2	3	99
O	Contemporary dance performance	1	2	3	99
P	Ballet or classical dance performance	1	2	3	99
Q	Social dance e.g. samba, ballroom performance	1	2	3	99
R	Aboriginal theatre performance	1	2	3	99
S	Aboriginal dance performance	1	2	3	99
T	Musical theatre or cabaret	1	2	3	99
U	Classical music performance	1	2	3	99
V	Opera performance	1	2	3	99
W	New classical, electronic or improvised music, sound art	1	2	3	99
X	Other live music, e.g. pop/rock/country/dance/jazz	1	2	3	99
Y	Aboriginal music performance	1	2	3	99

Z	Digital media e.g. film, animation screening	1	2	3	99
AA	Arts festivals	1	2	3	99
AB	Exhibition at an art gallery or museum	1	2	3	99
AC	Travelled to interstate gallery	1	2	3	99
	[PIPE Q1 OTHER SPECIFY RESPONSE]	1	2	3	99

[ASK IF Q1~=(10, 21, 28 AND 98)]

**Q5** Which, if any, of the following best describe the reasons that you **attend** the art forms that you do?

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-9]

It is stimulating	1
I enjoy it	2
It is something to do with friends, or as part of a group	3
It is a good way of meeting new people	4
I learn from it	5
It keeps me active	6
It gets me out of the house	7
It helps me deal with stress, anxiety or depression	8
To support family/friends	9
Other – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

[TWO VERSIONS OF WORDING BASED ON ANSWER TO Q1 RESPONSE]

**Q6** [ASK IF Q1=(10,21,28 OR 98)] Which, if any, of the following best describe your reasons for not currently **attending** other art forms or performances, or not attending more often?

[ASK IF Q1=(10 AND 21 AND 28 AND 98)] (Which, if any, of the following best describe your reasons for not currently **attending** art forms or performances?)

Please select all that apply

{MULTIPLE RESPONSE CODES 1-97}

[RANDOMISE ROWS 1-17]

I don't enjoy it	1
I have no interest in it	2
I don't have enough time	3
The times they are on don't suit me	4
The financial cost of attending is too high	5
I would rather spend my time doing other things	6
I would rather spend my money on other things	8
There are not enough things on that interest me	9
I would have to travel too far	10
Getting there/transport is difficult	11
I have no one to go with	12
I am not up to it, due to ill health or disability	13
I won't understand properly (language)	14
I don't know where to get information on arts events	15
I don't think it's for me	16
I have never done it before	17
Other – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

**Q7** Which of the following would you be interested in **attending?**

By attend, we mean being present at a cultural activity, that is, as an audience member.

Please select all that apply.

{MULTIPLE RESPONSE}

[SHOW SECTIONS IN SAME ORDER AS Q1, NEW SCREEN PER SECTION, ONLY SHOW CODES NOT SELECTED AT Q1]

<b>Visual arts and craft:</b>	
A ceramics display/exhibition	1
A jewellery making display/exhibition	2
A textiles display/exhibition	3
A woodcraft display/exhibition	4
A photography display/exhibition	5
A painting, drawing or street art display/exhibition	6
A digital or video art display/exhibition	7
Sculpture or installation art display/exhibition	8
Aboriginal visual arts and crafts display/exhibition	9
<b>None of these {EXCLUSIVE WITHIN SECTION}</b>	10
<b>Theatre and dance:</b>	
A traditional or contemporary theatre performance	11
A circus or physical theatre performance	12
An experimental theatre performance	13
A multicultural dance	14
A multicultural theatre performance	15
A contemporary dance performance	16
A ballet or classical dance performance	17
A social dance e.g. samba, ballroom performance	18
An Aboriginal theatre performance	19
An Aboriginal dance performance	20
<b>None of these {EXCLUSIVE WITHIN SECTION}</b>	21
<b>Music:</b>	
Musical theatre or cabaret	22
A classical music performance	23
An opera performance	24
New classical, electronic or improvised music, sound art	25
Other live music, e.g. pop/rock/country/dance/jazz	26

An Aboriginal music performance	27
None of these {EXCLUSIVE WITHIN SECTION}	28
Other:	
Digital media screening e.g. film, animation	29
Arts festivals	30
Exhibition at an art gallery or museum	31
Travelling to an interstate gallery	32
Other art form or creative pursuit – please specify [SPECIFY]	97
None of these {EXCLUSIVE WITHIN SECTION}	98

## SECTION C: Creative participation

- Q8** Which of the following art forms and creative pursuits have you personally **participated** in, in the last 12 months?

By participated, we mean doing or making. This could be as a hobby or as a professional in areas such as performing arts, visual arts, and crafts, etc.

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ORDER OF SECTIONS, NEW SCREEN PER SECTION]

Visual arts and craft:	
Ceramics making	1
Jewellery making	2
Sewing, knitting or other needlecraft	3
Woodcraft or woodworking	4
Photography	5
Painting, drawing or street art	6
Creating digital or video art	7
Creating sculpture or installation art	8
Creating Aboriginal visual arts and crafts	9
None of these {EXCLUSIVE WITHIN SECTION}	10
Theatre and dance:	
Acting or performing in traditional or contemporary theatre	11
Acting or performing in circus or physical theatre	12
Acting or performing in experimental theatre	13
Acting or performing in multicultural dance	14
Acting or performing in multicultural theatre	15
Acting or performing in contemporary dance	16
Performing in ballet or classical dance	17
Performing in social dance e.g. samba, ballroom performance	18
Acting or performing in Aboriginal theatre	19

Performing in Aboriginal dance	20
None of these {EXCLUSIVE WITHIN SECTION}	21
Music:	
Playing a musical instrument	22
Singing	23
Writing songs, mixing/composing music	24
Performing Aboriginal music	25
None of these {EXCLUSIVE WITHIN SECTION}	26
Literature:	
Writing a novel or short story	27
Writing a creative non-fiction (biography, memoir, essay or history)	28
Writing a short story	29
Writing poetry	30
Writing a graphic novel or comic book	31
Writing a play	32
Other art form or creative pursuit – please specify [SPECIFY]	97
None of these {EXCLUSIVE WITHIN SECTION}	98

[ASK IF Q8~=(10, 21, 26 OR 98)]

**Q9** Approximately how often have you **participated** in each of these art forms and creative pursuits over the last 12 months?

By participated we mean doing, making or performing. This could be as a hobby or as a professional in areas such as performing arts, visual arts, and crafts, etc.

Please select one response per row.

{SINGLE RESPONSE PER ROW}

[KEEP SAME ROW ORDER AS Q8, ONLY SHOW RESPONSES SELECTED AT Q8, USE COLUMN ORDER FROM Q2]

		Once a week or more	About once every 2 weeks	About once a month	Every few months	Every six months	Less than every six months	Don't know/not sure

A	Ceramics making	1	2	3	4	5	6	99
B	Jewellery making	1	2	3	4	5	6	99
C	Sewing, knitting or other needlecraft	1	2	3	4	5	6	99
D	Woodcraft or woodworking	1	2	3	4	5	6	99
E	Photography	1	2	3	4	5	6	99
F	Painting, drawing or street art	1	2	3	4	5	6	99
G	Creating digital or video art	1	2	3	4	5	6	99
H	Creating sculpture or installation art	1	2	3	4	5	6	99
I	Creating Aboriginal visual arts and crafts	1	2	3	4	5	6	99
J	Acting or performing in traditional or contemporary theatre	1	2	3	4	5	6	99
K	Acting or performing in circus or physical theatre	1	2	3	4	5	6	99
L	Acting or performing in experimental theatre	1	2	3	4	5	6	99
M	Acting or performing in multicultural dance	1	2	3	4	5	6	99
N	Acting or performing in multicultural theatre	1	2	3	4	5	6	99
O	Acting or performing in contemporary dance	1	2	3	4	5	6	99
P	Performing in ballet or classical dance	1	2	3	4	5	6	99
Q	Performing in social dance e.g. samba, ballroom performance	1	2	3	4	5	6	99
R	Acting or performing in Aboriginal theatre	1	2	3	4	5	6	99
S	Performing in Aboriginal dance	1	2	3	4	5	6	99
T	Playing a musical instrument	1	2	3	4	5	6	99
U	Singing	1	2	3	4	5	6	99
V	Writing songs,	1	2	3	4	5	6	99

	mixing/composing music							
W	Performing Aboriginal music	1	2	3	4	5	6	99
X	Writing a novel or short story	1	2	3	4	5	6	99
Y	Writing a creative non-fiction (biography, memoir, essay or history)	1	2	3	4	5	6	99
Z	Writing a short story	1	2	3	4	5	6	99
AA	Writing poetry	1	2	3	4	5	6	99
AB	Writing a graphic novel or comic book	1	2	3	4	5	6	99
AC	Writing a play	1	2	3	4	5	6	99
AD	[PIPE Q8 OTHER SPECIFY RESPONSE]	1	2	3	4	5	6	99

[ASK IF Q8~=(10, 21, 26 OR 98)]

**Q10** Do you **participate** in these art forms and creative pursuits alone, with friends or family, and/or as part of an organised group or club?

By participate we mean doing, making or performing. This could be as a hobby or as a professional in areas such as performing arts, visual arts, and crafts, etc.

Please select all that apply per row.

{MULTI RESPONSE PER ROW}

[KEEP SAME ROW ORDER AS Q8, ONLY SHOW RESPONSES SELECTED AT Q8]

		Alone	With friends or family	As part of an organised group or club
A	Ceramics making	1	2	3
B	Jewellery making	1	2	3
C	Sewing, knitting or other needlecraft	1	2	3
D	Woodcraft or woodworking	1	2	3
E	Photography	1	2	3
F	Painting, drawing or street art	1	2	3
G	Creating digital or video art	1	2	3
H	Creating sculpture or installation art	1	2	3

I	Creating Aboriginal visual arts and crafts	1	2	3
J	Acting or performing in traditional or contemporary theatre	1	2	3
K	Acting or performing in circus or physical theatre	1	2	3
L	Acting or performing in experimental theatre	1	2	3
M	Acting or performing in multicultural dance	1	2	3
O	Acting or performing in theatre	1	2	3
P	Acting or performing in contemporary dance	1	2	3
Q	Performing in ballet or classical dance	1	2	3
R	Performing in social dance e.g. samba, ballroom performance	1	2	3
S	Acting or performing in Aboriginal theatre	1	2	3
T	Performing in Aboriginal dance	1	2	3
U	Playing a musical instrument	1	2	3
V	Singing	1	2	3
W	Writing songs, mixing/composing music	1	2	3
X	Performing Aboriginal music	1	2	3
Y	Writing a novel or short story	1	2	3
Z	Writing a creative non-fiction (biography, memoir, essay or history)	1	2	3
AA	Writing a short story	1	2	3
AB	Writing poetry	1	2	3
AC	Writing a graphic novel or comic book	1	2	3
AD	Writing a play	1	2	3
AE	[PIPE Q7 OTHER SPECIFY RESPONSE]	1	2	3

[ASK IF Q8~=(10, 21, 26 OR 98)]

**Q11** On what basis do you pay for the art forms and creative pursuits you **participate** in, if at all?

Please select all that apply per row.

{MULTIPLE RESPONSE PER ROW FOR CODES 1-4 AND 97 EXCLUSIVE}

[KEEP SAME ROW ORDER AS Q8, ONLY SHOW RESPONSES SELECTED AT Q8]

		Pay a subscription/ semester/ short course/ membership fee	Pay per session/ class attended	It's free	I participate at home	Don't know/ not sure
A	Ceramics making	1	2	3	4	97
B	Jewellery making	1	2	3	4	97
C	Sewing, knitting or other needlecraft	1	2	3	4	97
D	Woodcraft or woodworking	1	2	3	4	97
E	Photography	1	2	3	4	97
F	Painting, drawing or street art	1	2	3	4	97
G	Creating digital or video art	1	2	3	4	97
H	Creating sculpture or installation art	1	2	3	4	97
I	Creating Aboriginal visual arts and crafts	1	2	3	4	97
J	Acting or performing in traditional or contemporary theatre	1	2	3	4	97
K	Acting or performing in circus or physical theatre	1	2	3	4	97
L	Acting or performing in experimental theatre	1	2	3	4	97
M	Acting or performing in multicultural dance/theatre	1	2	3	4	97
N	Acting or performing in contemporary dance	1	2	3	4	97
O	Performing in ballet or classical dance	1	2	3	4	97
P	Performing in social dance e.g. samba, ballroom performance	1	2	3	4	97
Q	Acting or performing in Aboriginal theatre	1	2	3	4	97

R	Performing in Aboriginal dance	1	2	3	4	97
S	Playing a musical instrument	1	2	3	4	97
T	Singing	1	2	3	4	97
U	Writing songs, mixing/composing music	1	2	3	4	97
V	Performing Aboriginal music	1	2	3	4	97
W	Writing a novel or short story	1	2	3	4	97
X	Writing a creative non-fiction (biography, memoir, essay or history)	1	2	3	4	97
Y	Writing a short story	1	2	3	4	97
Z	Writing poetry	1	2	3	4	97
AA	Writing a graphic novel or comic book	1	2	3	4	97
AB	Writing a play	1	2	3	4	97
AC	[PIPE Q8 OTHER SPECIFY RESPONSE]	1	2	3	4	97

[ASK IF Q8=(10, 21, 26 OR 98)]

**Q12** Which, if any, of the following best describe the reasons that you participate in the art forms and creative pursuits that you do?

Please select any that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-10]

It is stimulating	1
I enjoy it	2
It is something to do with friends, or as part of a group	3
It is a good way of meeting new people	4
I learn from it	5
It keeps me busy	6
It gets me out of the house	7
It is stimulating	8
It helps me deal with stress, anxiety and/or depression	9
I am a professional artist/performer	10
Other (please specify) [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

[TWO WORDING VERSIONS BASED ON ANSWERS TO Q8]

**Q13** [SHOW IF Q8=(10, 21, 26 OR 98)] Which, if any, of the following best describe your reasons for not currently participating in other art forms and creative pursuits, or not doing so more often?

[SHOW IF Q8=(10 AND 21 AND 26 AND 98)] Which, if any, of the following best describe your reasons for not currently participating in art forms and creative pursuits?

Please select all that apply.

{MULTIPLE RESPONSE CODES 1-97}

[RANDOMISE ROWS 1-15]

I don't enjoy it	1
I have no interest in it	2
I don't have enough time	3
The times they are on don't suit me	4

The financial cost of attending is too high	5
I would rather spend my time doing other things	6
I would rather spend my money on other things	7
There are not enough things on that interest me	8
I would have to travel too far	9
Getting there/transport is difficult	10
I have no one to go with	11
I am not up to it, due to ill health or disability	12
I won't understand properly (language)	13
I don't know where to get information on arts events	14
I don't think it's for me	15
Other – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

[ASK IF Q8~=(10, 21, 26 OR 98)]

**Q14** Where have you participated in these art forms and creative pursuits over the last 12 months?

Please select all that apply per row.

{MULTIPLE RESPONSE PER ROW FOR CODES 1-96 AND 97 EXCLUSIVE}

[KEEP SAME ROW ORDER AS Q8, ONLY SHOW RESPONSES SELECTED AT Q8]

		Local Council	Local organisation	Local business	Community group	TAFE	University	Other (please specify)	Don't know/can't remember
A	Ceramics making	1	2	3	4	5	6	96	97
B	Jewellery making	1	2	3	4	5	6	96	97
C	Sewing, knitting or other needlecraft	1	2	3	4	5	6	96	97
D	Woodcraft or	1	2	3	4	5	6	96	97

	woodworking								
E	Photography	1	2	3	4	5	6	96	97
F	Painting, drawing or street art	1	2	3	4	5	6	96	97
G	Creating digital or video art	1	2	3	4	5	6	96	97
H	Creating sculpture or installation art	1	2	3	4	5	6	96	97
I	Creating Aboriginal visual arts and crafts	1	2	3	4	5	6	96	97
J	Acting or performing in traditional or contemporary theatre	1	2	3	4	5	6	96	97
K	Acting or performing in circus or physical theatre	1	2	3	4	5	6	96	97
L	Acting or performing in experimental theatre	1	2	3	4	5	6	96	97
M	Acting or performing in multicultural dance/theatre	1	2	3	4	5	6	96	97
N	Acting or performing in contemporary dance	1	2	3	4	5	6	96	97
O	Performing in ballet or classical dance	1	2	3	4	5	6	96	97
P	Performing in social dance e.g.	1	2	3	4	5	6	96	97

	samba, ballroom performance								
Q	Acting or performing in Aboriginal theatre	1	2	3	4	5	6	96	97
R	Performing in Aboriginal dance	1	2	3	4	5	6	96	97
S	Playing a musical instrument	1	2	3	4	5	6	96	97
T	Singing	1	2	3	4	5	6	96	97
U	Writing songs, mixing/composing music	1	2	3	4	5	6	96	97
V	Performing Aboriginal music	1	2	3	4	5	6	96	97
W	Writing a novel or short story	1	2	3	4	5	6	96	97
X	Writing a creative non-fiction (biography, memoir, essay or history)	1	2	3	4	5	6	96	97
Y	Writing a short story	1	2	3	4	5	6	96	97
Z	Writing poetry	1	2	3	4	5	6	96	97
A A	Writing a graphic novel or comic book	1	2	3	4	5	6	96	97
A B	Writing a play	1	2	3	4	5	6	96	97
A C	[PIPE Q8 OTHER SPECIFY RESPONSE]	1	2	3	4	5	6	96	97

**Q15** Which of the following art forms and creative pursuits would you be interested in **participating** in?

By participate, we mean doing or making. This could be as a hobby or as a professional in areas such as performing arts, visual arts, and crafts, etc.

Please select all that apply.

**{MULTIPLE RESPONSE}**

[SAME SECTION ORDER AS Q8, NEW SCREEN PER SECTION, ONLY SHOW CODES NOT SELECTED AT Q8]

Visual arts and craft:	
Ceramics making	1
Jewellery making	2
Sewing, knitting or other needlecraft	3
Woodcraft or woodworking	4
Photography	5
Painting, drawing or street art	6
Creating digital or video art	7
Creating sculpture or installation art	8
Creating Aboriginal visual arts and crafts	9
None of these {EXCLUSIVE WITHIN SECTION}	10
Theatre and dance:	
Acting or performing in traditional or contemporary theatre	11
Acting or performing in circus or physical theatre	12
Acting or performing in experimental theatre	13
Acting or performing in multicultural dance	14
Acting or performing in theatre	15
Acting or performing in contemporary dance	16
Performing in ballet or classical dance	17
Performing in social dance e.g. samba, ballroom performance	18
Acting or performing in Aboriginal theatre	19
Performing in Aboriginal dance	20

None of these {EXCLUSIVE WITHIN SECTION}	21
Music:	
Playing a musical instrument	22
Singing	23
Writing songs, mixing/composing music	24
Performing Aboriginal music	25
None of these {EXCLUSIVE WITHIN SECTION}	26
Literature:	
Writing a novel or short story	27
Writing a creative non-fiction (biography, memoir, essay or history)	28
Writing a short story	29
Writing poetry	30
Writing a graphic novel or comic book	31
Writing a play	32
Other art form or creative pursuit – please specify [SPECIFY]	97
None of these {EXCLUSIVE WITHIN SECTION}	98

## SECTION D: Reading and literature

**Q16** Which of the following, if any, have you read in the last 12 months?

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS]

A novel	1
Creative non-fiction (biography, memoir, essay or history)	2
A short story	3
Poetry	4
A graphic novel or comic book	5

A film or theatre script	6
None of these	98

[ASK IF Q16~=98]

**Q17** In which of the following ways do you access reading materials?

Please select any that apply per row.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-9]

Bookstores	1
Online	2
Apps	3
Libraries	4
Borrow from friends/family	5
e-readers	6
Book exchanges	7
Book clubs	8
Community markets/fairs	9
Other – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

**Q18** Do you have a library membership?

{SINGLE RESPONSE}

Yes	1
No	2
Don't know/not sure	99

<ASK IF Q18 = 1>

**Q19** How often do you borrow books from a library?

{SINGLE RESPONSE}

[REVERSE 1-6 FOR HALF OF PARTICIPANTS]

Once a week or more	1
About once every 2 weeks	2
About once a month	3
Every few months	4
Every six months	5
Less than every six months	6
Never	98
Don't know/not sure	99

## SECTION E Attitudes towards the arts

**Q20** To what extent do you agree or disagree with the following statements about the arts?

Please select one response per row

{SINGLE RESPONSE PER ROW}

[RANDOMISE ROWS, REVERSE 1-5 FOR HALF OF PARTICIPANTS]

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/not applicable
A	The arts are an important part of Australia's culture and society	1	2	3	4	5	99
B	Attending or participating in the arts makes for a more fulfilling life	1	2	3	4	5	99
C	The arts are too expensive	1	2	3	4	5	99
D	The arts are an important part of my life	1	2	3	4	5	99
E	The arts are not really for people like me	1	2	3	4	5	99
F	The arts are mainly for young people	1	2	3	4	5	99
G	I would like to attend more arts events	1	2	3	4	5	99
H	I would like to take part in more arts and crafts activities	1	2	3	4	5	99

I	I have too many other priorities to spend time attending or participating in the arts	1	2	3	4	5	99
J	There are not enough opportunities for older people to get involved in the arts	1	2	3	4	5	99
K	There is not much variety in the arts available for me to attend	1	2	3	4	5	99

**Q21** To what extent do you agree or disagree with the following statements about your participation in the arts? Please select one response per row  
**{SINGLE RESPONSE PER ROW}**

[RANDOMISE ROWS, USE COLUMN ORDER FROM Q20]

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/not applicable
A	I am too old to try a new art form or creative pursuit	1	2	3	4	5	99
B	Participating in the arts is a good way to stay sociable as I age	1	2	3	4	5	99
C	I feel a sense of achievement from participating in the arts	1	2	3	4	5	99
E	I am concerned about the level of commitment involved in participating in the arts	1	2	3	4	5	99
F	I don't have the skills or ability to participate in the arts	1	2	3	4	5	99
G	I don't know where to participate in arts activities	1	2	3	4	5	99
H	I only want to attend or participate in the arts if it is free	1	2	3	4	5	99

**Q22** Which, if any, of the following channels do you use to find out about arts events or participation opportunities?

Please select all that apply.

**{MULTIPLE RESPONSE}**  
[b]RANDOMISE ROWS 1-9]

Online search	1
Community groups	2
Community newsletters	3
Library	4
Arts clubs	5
Newspapers	6
Social media	7
Council newsletters	8
Community noticeboard	9
Other – please specify <b>[SPECIFY]</b>	97
None of these <b>{EXCLUSIVE}</b>	98
Don't know/not sure <b>{EXCLUSIVE}</b>	99

**Q23** What other art forms or creative pursuits would you like to see being offered or made more available to you?

{OPEN}

Nothing [EXCLUSIVE]	97
Don't know [EXCLUSIVE]	99

## SECTION F: Seniors Festival

**Q24** Which, if any, of the following NSW Seniors Festival events did you attend this?

Please select all that apply

{MULTIPLE RESPONSE}

[randomise rows 1-5]

Seniors Expo	1
Premier's Gala Concert	2
Comedy debate	3
Australian Museum Seniors Day	4
Tech-savvy event	5
Local event (please specify)	97
None of these	98
Don't know/not sure	99

<ASK IF Q24=98>

**Q25** Why have you not attended a NSW Seniors Festival event this year?  
Please select all that apply

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-5]

I didn't know about it	1
There were no events I was interested in	2
I would have had to travel too far to attend	3
The events were not held at convenient times	4
I don't think the NSW Seniors Festival is for me	5
Other – please specify [SPECIFY]	97
Don't know/not sure {EXCLUSIVE}	99

<ASK IF Q24=98>

**Q26** How likely would you be to attend a NSW Seniors Festival event in the future?  
{MULTIPLE RESPONSE}

Very likely	1
Somewhat likely	2
Neither likely nor unlikely	3
Somewhat unlikely	4
Very unlikely	5
Don't know/not sure	99

<ASK ALL>

**Q27** In future, what kinds of performances or exhibitions would you like to see as part of the Festival?

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-15]

Classical music	1
Concerts	2
Comedy debates	3
Comedy performances	4
Variety show	5
Musical	6
Theatre	7
Film screenings	8
Modern dance	9
Classical dance	10
Performance art	11
Author talks	12
Panel discussions	13
Art exhibition	14
Museum exhibition	15
Other – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

<ASK ALL>

**Q28** And what kind of **participation** opportunities would you like to see as part of the Festival?

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-22]

Pottery classes	1
Jewellery making classes	2
Textile classes	3
Knitting or crochet classes	4
Woodcraft classes	5
Music classes	6
Photography classes	7
Painting or drawing classes	8
Digital or video art classes	9
Dance classes	10
Singing classes	11
Team sport activities	12
Group bushwalking activities	13
Other exercise classes	14
Nature appreciation activities, e.g. bird watching	15
Creative writing classes	16
Poetry writing classes	17
Memoir writing classes	18
Non-fiction writing classes, e.g. biography, essay, history	19
Gardening activities	20
Cooking classes	21
Technology demonstrations	22
Other - please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99

<ASK ALL>

**Q29** If you were required to pay to attend a NSW Seniors Festival event (e.g. Seniors Expo, Premier's Gala Concert) what admission price would you consider to be cheap?

Please record price in dollars.

\$	{NUMERIC RESPONSE, CAP AT 500}	
	I would not pay to attend a NSW Seniors Festival event {EXCLUSIVE}	98

<ASK IF Q29~=98>

**Q30** And what admission price would you consider to be expensive?

Please record price in dollars.

\$	{NUMERIC RESPONSE, CAP AT 1000, MUST BE HIGHER THAN Q29 RESPONSE}	
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<ASK ALL>

**Q31** If you were required to pay to attend a local NSW Seniors Festival event (e.g. workshops, seminars, classes etc.) what admission price would you consider to be cheap?

Please record price in dollars.

\$	{NUMERIC RESPONSE, CAP AT 500}	
	I would not pay to attend a NSW Seniors Festival event {EXCLUSIVE}	98

<ASK IF Q29~=98>

**Q32** And what admission price would you consider to be expensive?

Please record price in dollars.

\$	{NUMERIC RESPONSE, CAP AT 1000, MUST BE HIGHER THAN Q29 RESPONSE}	
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## DEMOGRAPHICS

**Q33** Which, if any, of the following forms of social media do you use?

Please select all that apply

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-7]

Facebook	1
Twitter	2
Instagram	3
Snapchat	4
YouTube	5
Pinterest	6
LinkedIn	7
Other (please specify)	97
I don't use social media	98
Don't know	99

**Q34** Which of the following best describes your work status?

{SINGLE RESPONSE}

[REVERSE 1-5 FOR HALF OF PARTICIPANTS]

Working full time (more than 30 hours per week)	1
Working part time (less than 30 hours per week)	2
Casual	3
Student	4
Unemployed	5
Pensioner	6
Retired	7
Don't know/not sure	99

**Q35** What is your approximate annual household income before tax? That is, the combined income of all members of your household.

{SINGLE RESPONSE}

[REVERSE 1-6 FOR HALF OF PARTICIPANTS]

Less than \$25,000	1
Between \$25,000 and \$49,999	2
Between \$50,000 and \$74,999	3
Between \$75,000 and \$99,999	4
Between \$100,000 and \$149,999	5
\$150,000 or more	6
I'd prefer not to say	98

**Q36** What is the highest level of education that you have completed?

{SINGLE RESPONSE}

[REVERSE 1-8 FOR HALF OF PARTICIPANTS]

Year 10 or under	1
Year 11	2
Year 12	3
Certificate (TAFE)	4
Advanced Diploma or Diploma	5
Bachelor Degree (Undergraduate, Honours)	6
Graduate Diploma or Graduate Certificate	7
Postgraduate Degree (Masters, PhD)	8
I'd prefer not to say	98

**Q37** Do you speak a language other than English at home?

{SINGLE RESPONSE}

Yes – please specify [SPECIFY]	1
No, but my parents speak/spoke a language other than English at home – please specify [SPECIFY]	2
No	0
I'd prefer not to say	98

**Q38** Do you identify as being of Aboriginal origin, Torres Strait Islander origin, or both?

{SINGLE RESPONSE}

[REVERSE 1-3 FOR HALF OF PARTICIPANTS]

Yes, Aboriginal	1
Yes, Torres Strait Islander	2

Yes, both Aboriginal and Torres Strait Islander	3
No	0
I'd prefer not to say	98

**Q39** Do you have any long-standing illness, disability or infirmity?

By long-standing, we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.

{MULTIPLE RESPONSE CODES 1-2, SINGLE RESPONSE CODE 3}

Yes– long-standing illness	1
Yes– long-standing disability or infirmity	2
No	3

**Q40** Are you currently a carer for any of the following?

By 'carer', we mean providing **regular** care for someone. For example, a grandchild or grandchildren, or providing ongoing support for someone who needs it because of disability, mental illness, a chronic health condition, dementia or ageing.

Please select all that apply.

{MULTIPLE RESPONSE}

[RANDOMISE ROWS 1-6]

Your parent/parents	1
Your older relative (e.g. aunt, uncle)	2
Your spouse or partner	3
Your child/children	4
Your grandchild/grandchildren	5
Your friend/friends	6
Someone else – please specify [SPECIFY]	97
None of these {EXCLUSIVE}	98
Don't know/not sure {EXCLUSIVE}	99