



Queenslanders are engaged in the arts

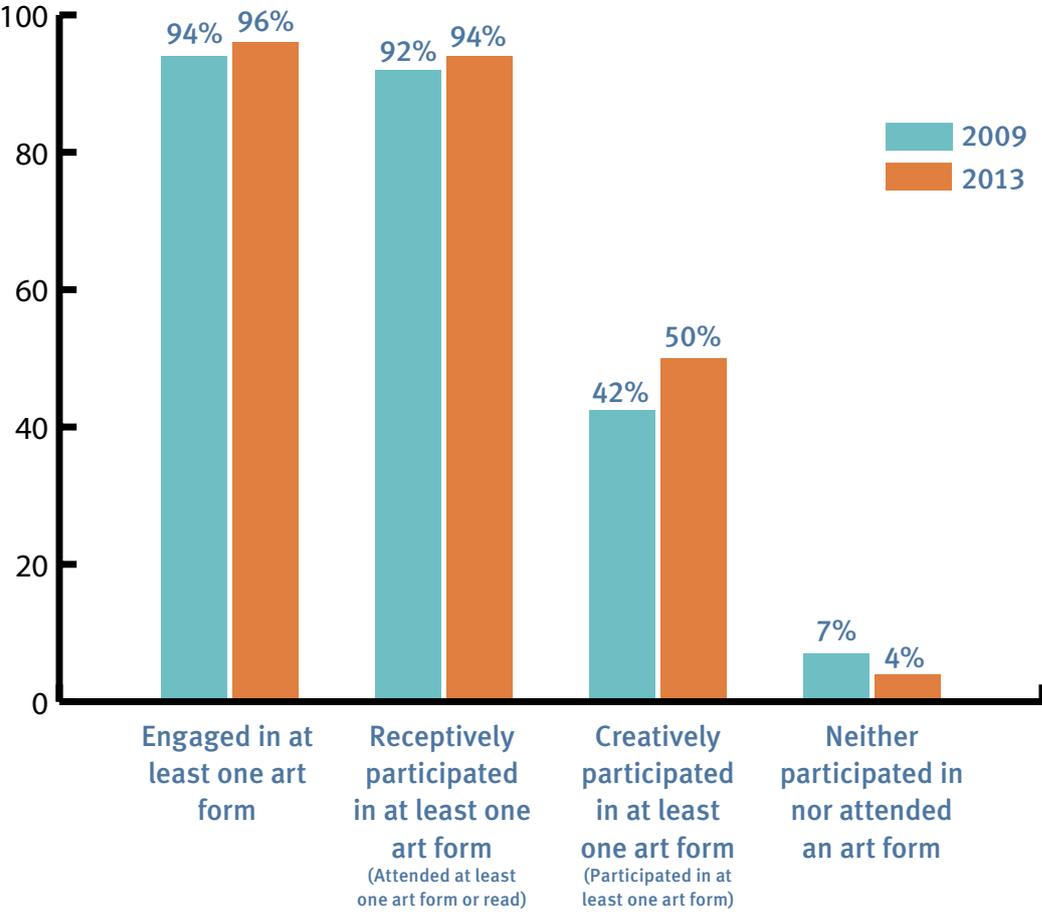
Arts in Daily Life: Queenslanders and the arts provides a comprehensive look at how Queenslanders engage in the arts as well as their opinions and beliefs about the arts. This research continues from the 2009 research *More than bums on seats: Queenslanders and the arts*.

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

Almost all Queenslanders engage in the arts

Over 4 million, or nine in 10, Queenslanders participated in or attended at least one art activity or read creative writing in 2013. Ninety-four per cent attended a gallery or live music event, theatre, dance or read literature, and 50 per cent participated by making or creating art. Only a small percentage of people, four per cent, neither attended nor made art (Figure 1).

Figure 1: Levels of participation and attendance (including reading) (Queensland 2009 and 2013)





More Queenslanders are actively participating in the arts

Over 2 million Queenslanders (50 per cent) are making art or are actively involved in an arts activity. This has increased from 42 per cent in 2009.

Increased participation in the arts has been most noticeable in visual arts and music (Table 1). This increase corresponds with a decline in the number of people who only attend visual arts and craft and music events,

suggesting that more people are both attending and participating in these art forms.

Visual arts remains the most popular art form in which Queenslanders actively participate. Since 2009, more Queenslanders are participating in or making craft like ceramics, jewellery, sewing or woodcraft (14 per cent), and painting, drawing or street art (13 per cent).

Many Queenslanders are also involved in playing a musical instrument (16 per cent), singing (9 per cent), and writing a novel or short story (8 per cent).

Table 1: Engagement with the arts by main art form (Queensland 2009 and 2013)

	Engagement		Participation only		Attendance only + Reading		Neither participated or attended		Total Participation		Total attendance + Reading	
	'09	'13	'09	'13	'09	'13	'09	'13	'09	'13	'09	'13
Visual arts and craft	10%	14%	13%	17%	25%	21%	53%	49%	22%	31%	35%	35%
Theatre and dance	5%	5%	3%	3%	32%	30%	59%	61%	8%	8%	37%	35%
Literature	14%	15%	2%	1%	68%	73%	16%	12%	15%	15%	82%	88%
Music	9%	14%	6%	7%	46%	39%	39%	40%	15%	21%	55%	53%

Note: Blue figures indicate statistically significant difference from 2009 to 2013 at 95% confidence.

Base: 2009 weighted sample = 998 2013 weighted sample = 1118

Arts attendance is high

Ninety-four per cent of Queenslanders engaged in the arts as attendees at live arts events, or by reading literature.

Attendance at visual arts and craft events, theatre and dance and music has remained similar since 2009. Eighty-eight per cent of Queenslanders are reading, an increase from 82 per cent in 2009.

Arts digital engagement is high

Two in three Queenslanders are engaging with arts online. This predominantly includes watching and downloading arts (54 per cent) or researching, interacting or engaging with artists, arts events or arts related communities (37 per cent). One in five Queenslanders create, upload or sell art online.