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PUBLIC ATTITUDES TO THE ARTS: 1992

**Report of Surveys of Public Opinion
for the Australia Council**

J S McDonnell

**Institute of Applied Economic and Social Research
University of Melbourne**



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Preface

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An understanding of the relevance of the arts to contemporary Australian life requires information about the attitudes of the Australian public to the arts and artists.

What do people mean by “the arts”? Who in the community benefits from arts activities? What contribution do the arts make to social cohesion? How should the arts be financed? These and other questions are worth asking on a regular basis, to provide a measure of the way Australians value their cultural life.

The Australia Council’s eleven statutory functions include two which provide for regular monitoring of public attitudes to the arts. These functions are: providing and encouraging provision of opportunities for persons to practise the arts; and promoting appreciation, understanding and enjoyment of the arts.

This report documents the results of questions about the public perception of the arts asked of a representative sample of adult Australians. The interpretation of the results should, of course, recognise the constraints which apply to all public opinion surveys.

The surveys reported in this publication are part of a series conducted for the Australia Council by the Institute of Applied Economic and Social Research at the University of Melbourne. On behalf of the Council I would like to thank John McDonnell and the Institute for their report, which I know will be used extensively by arts planners and arts agencies throughout Australia. And I thank also Des Walsh, of Des Walsh and Associates, for his valuable editorial assistance and advice on the preparation of the report.

Max Bourke
General Manager
Australia Council

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Introduction

In May, June and July 1992 a series of public opinion surveys was conducted for the Australia Council by the Institute of Applied Economic and Social Research. The surveys were part of the regular omnibus surveys conducted by the NEWSPOLL market research organisation.

Five questions were asked from 15 to 31 May 1992, three from 12 to 14 June and two from 10 to 12 July. Some questions asked in 1992 were asked in previous surveys and the results included in the 1989 and 1990 Australia Council publications *Public Attitudes to the Arts*. A question asked in the 1988-89 survey, to establish an understanding of the public frame of reference for the term "the arts", was not repeated in 1990, although the 1988-89 results were incorporated in the 1990 report under the heading "Defining the Arts". This question has now been asked again and the new results are included under the heading "Public Concepts of the Arts" (pp 4-5).

Comments on some factors to be considered in comparing results of questions asked in 1989, 1990 and 1992 are included as Appendix 4: *Some Comparisons with Earlier Surveys*.

Three new questions were asked in 1992. The questions and summary results are reported under the headings:

Are arts events boring? (pp 10-11)

The arts bring people together (pp 18-19)

What if our community lost its arts activities? (pp 20-21)

The NEWSPOLL omnibus survey is conducted fortnightly. In each survey 1200 people aged 18 years and older are interviewed by phone. The representative sample is national, covering all States (except the Northern Territory) and the ACT. Both capital city and non-capital city areas are included. Details of the methodology are presented in Appendix 2.

A brief commentary on the results of each question is presented in the body of this report, together with a statistical summary. Detailed statistical results are shown in Appendix 5.

Surveys of this kind are subject to a variety of influences which can affect the accuracy of the results. Interpreting any particular result should be done with caution. The size of the sample is one important factor. Advice about interpreting these results is presented in Appendix 3: *Sampling Variability*.

Availability of information about the arts



Australians find it much easier to get information about sport and the environment than about the arts.

At 12 per cent, information about the arts was ranked the most difficult to obtain, with science information almost equally difficult. Finding out about the law and the environment is easier at 20 and 34 per cent respectively, and sporting information is much more accessible at 72 per cent.

Women have less difficulty than men in getting information about the arts.

As in all other subjects except the law, it is easier for people with higher levels of education to find out about the arts than for those who left school before they were 15 years old.

People in the 18-24 age bracket find it easier than people in older age groups to get information about the arts, science and the law.

**Which of the following subjects do you think it's easy to get information about?
Which others?**

	Total Australia	Men	Women
	%	%	%
Science	13	12	14
The arts	12	11	14
Sport	72	73	72
The environment	34	33	35
The law	20	19	20
None/Can't say	6	5	8

	Age			
	18-24 years	25-34 years	35-49 years	50+ years
	%	%	%	%
Science	19	12	13	12
The arts	16	12	14	10
Sport	74	80	76	64
The environment	34	34	36	33
The law	24	18	21	17
None/Can't say	4	3	4	12

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Science	9	14	18
The arts	6	16	15
Sport	64	75	79
The environment	31	36	36
The law	21	21	15
None/Can't say	12	4	4

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Public concepts of the arts

Public ideas about what sort of activities constitute “the arts” give significant prominence to the same three major groupings which featured in 1988-89.

However, there are considerably fewer now who think of “music, concerts, orchestra, opera, singing” as part of the arts, but more who think of “performing arts, drama, plays, ballet, dance, theatre” in this way.

The most frequently mentioned group of activities typifying the arts is painting, drawing, sculpture and galleries. Younger people and those with higher levels of education mention this group more often than others.

The “performing arts, drama, plays, ballet, dance, theatre” group rates highest with the mid-age groups (25-49 years) and with those who have had more education. The same applies to “music, concerts, orchestra, opera, singing”.

As in 1988-89, only about one in ten include “literature, books, poetry” in their concept of the arts, with a similar level of response for “crafts, pottery, weaving”.

The cinema is mentioned more often by the younger age group (18-24 years).

A significant 25 per cent of responses, double the percentage in 1988-89, indicated other categories or did not know.

What types of activities would you include in 'the arts'?

	Total Australia		Age			
	1992	1988	18-24 years	25-34 years	35-49 years	50+ years
	%	%	%	%	%	%
Painting, drawing, sculpture, galleries	65	65	66	68	62	65
Performing arts, drama, plays, ballet, dance, theatre	64	60	56	71	68	59
Music, concerts, orchestra, opera, singing	43	54	37	49	46	39
Literature, books, poetry	11	14	8	13	12	10
Crafts, pottery, weaving	9	11	8	7	8	13
Films, cinema, movies	9	11	15	11	11	5
Museums, science museums	5	5	5	6	7	2
Photography, photo exhibitions	2	5	4	1	2	2
Architecture, design	3	4	3	3	2	2
Sport	3	3	3	4	3	3
Other	12	3	20	11	10	11
No idea	13	9	15	9	12	16

Education Level: Age left school

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Painting, drawing, sculpture, galleries	60	66	70
Performing arts, drama, plays, ballet, dance, theatre	52	65	77
Music, concerts, orchestra, opera, singing	30	44	57
Literature, books, poetry	9	8	19
Crafts, pottery, weaving	10	9	9
Films, cinema, movies	5	9	17
Museums, science museums	3	5	7
Photography, photo exhibitions	1	3	2
Architecture, design	4	1	4
Sport	4	3	3
Other	11	11	16
No idea	19	11	9

SOURCE: IAESR University of Melbourne, Roy Morgan Research Centre and NEWSPOLL Market Research

Access to cultural activities

For arts organisations, the question of the relative ease of access to venues is a crucial variable in the marketing of venues, exhibitions and performances.

The survey showed that many Australians find it difficult to get to performing arts venues and art galleries. For over one third of people, the three public venues most difficult to reach from home are: a concert hall for orchestras, a public art gallery and a theatre for plays or musicals.

By way of comparison, only 6 per cent of people in the capital cities find shopping centres difficult to get to. For the same group of people, there were 34 per cent finding public art galleries and concert halls for orchestras hard to reach.

Access to all the venues asked about is more difficult for country people, but especially so for performing arts venues and art galleries.

Australians find cinemas and major sports arenas relatively more accessible and only 12 per cent believe it is difficult to get to public libraries.

A high 30 per cent indicated that either they have no difficulty in reaching any of the venues listed, or else they do not know.

Those who left school before 15 years of age have more difficulty than those with higher levels of education to get to cinemas, public libraries and theatres.

Which of the following places are difficult to get to from your home?

	Total Australia		Capital Cities*		Country Australia**	
	1992	1990	1992	1990	1992	1990
	%	%	%	%	%	%
Shopping centre	10	n.a.	6	n.a.	16	n.a.
Golf course	n.a.	14	n.a.	15	n.a.	12
Public art gallery	38	40	34	35	44	48
Cinema/movies	22	24	15	19	32	33
Concert hall for orchestras	41	43	34	38	52	51
Major sports arena	28	32	24	29	35	36
Public library	12	11	10	10	15	12
Theatre for plays/musicals	34	35	29	33	41	40
None/Don't know	30	32	35	37	22	25

* The *Capital Cities* area comprises the statistical divisions of the five capital cities: Sydney, Melbourne, Brisbane, Adelaide and Perth

** *Country Australia* refers to the rest of Australia outside these cities plus the ACT and Tasmania

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Shopping centre	12	9	7
Public art gallery	37	41	32
Cinema/movies	26	22	15
Concert hall for orchestras	40	43	38
Major sports arena	30	28	23
Public library	17	10	9
Theatre for plays/musicals	36	34	29
None/Don't know	32	27	32

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Who benefits from the arts?

The most frequent response to the question, *Who benefits from the arts?* is that everyone, or society in general, benefits.

The more education people have received, the more likely they are to feel that everyone benefits - 42 per cent of those who left at 17 years plus and 30 per cent of those who left at 15-16 years of age feel this way, compared with 22 per cent for those who finished school at 14 or less.

People who are employed, whether full time or part time, are more likely to think the arts are beneficial to society in general.

Around one in five believe that those participating in the arts are beneficiaries.

In your opinion, who benefits from the arts?

	Work status		
	Total	Employed	Not
	Australia	Employed	Employed*
	%	%	%
Everyone, society	30	34	26
The participants	19	19	18
The elite, arty	20	22	18
Young people	4	5	3
The sponsors	3	3	2
No one	5	4	6
Other answers	17	17	19
Don't know	21	17	26

* including home duties

	Education Level: Age left school		
	less than	15-16	17+
	15	15-16	17+
	years	years	years
	%	%	%
Everyone, society	22	30	42
The participants	16	20	19
The elite, arty	17	21	23
Young people	2	4	7
The sponsors	1	4	2
No one	7	5	2
Other answers	21	15	21
Don't know	29	20	12

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Are arts events boring?

P eople were asked if they personally agreed or disagreed with the statement: *Arts events are boring?* This was a new question in 1992.

The great majority of Australians – nearly three quarters – do not agree with the proposition that arts events are boring.

Three out of four women, and two in every three men, reject the notion that the arts are boring.

People in 'blue collar' occupations disagree with the *arts events are boring* statement at a ratio of two to one, and there are four people in 'white collar' employment who disagree for every one of their group who thinks the arts are boring.

The more education people have, the more likely they are to think that arts events are not boring.

Please tell me if you personally agree or disagree with ...
... arts events are boring

	Total Australia	Men	Women
	%	%	%
Agree	24	29	19
Disagree	71	66	76
Don't know	5	5	5

	Occupation	
	White	Blue
	%	%
Agree	17	28
Disagree	79	66
Don't know	3	6

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Agree	28	25	16
Disagree	63	72	81
Don't know	9	3	2

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

The arts on television

People were asked whether current affairs, news, sport and the arts were not shown enough on television. As in the 1990 survey, there is a higher level of dissatisfaction with the amount of television coverage of the arts than for any of the other categories. In the five largest capital cities this view is more predominant than elsewhere.

There is significantly less dissatisfaction than in 1990 with the extent of current affairs and news coverage.

48 per cent of women, compared with 38 per cent of men, think the arts are not on television enough.

Better educated respondents express a higher level of dissatisfaction about the amount of arts coverage than those who left school earlier than 15 years of age.

For dissatisfaction with the level of sports coverage, there is little difference between the 9 per cent figure for 1992 and the 8 per cent recorded in the previous surveys.

Which, if any, of the following programs do you believe are not on television enough?

	Total Australia			
	1992	1990	Men	Women
	%	%	%	%
Current affairs	22	28	20	24
News	8	11	10	7
Sport	9	8	14	4
The arts	43	41	38	48
Don't know	25	28	26	25

	Capital Cities*	Country Australia**
	%	%
Current affairs	18	28
News	8	8
Sport	8	9
The arts	48	36
Don't know	23	29

* The *Capital Cities* area comprises the statistical divisions of the five capital cities: Sydney, Melbourne, Brisbane, Adelaide and Perth

** *Country Australia* refers to the rest of Australia outside these cities plus the ACT and Tasmania

	Education Level: Age left school		
	less than	15-16	17+
	15 years	years	years
	%	%	%
Current affairs	29	20	17
News	10	8	7
Sport	9	9	8
The arts	34	46	50
Don't know	27	25	24

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Conveying impressions of the Australian way of life

Sporting events are seen as the pre-eminent means of conveying a good impression of the Australian way of life. Television news also scores highly - 37 per cent as against 42 per cent for sporting events.

Men are more likely than women to believe that sporting events give a good impression of our way of life, but women's responses are more favourable than men's in relation to television news.

People mentioned books, newspapers, films, television drama series, magazines, and television advertisements, in descending order of favourability, as conveying a good impression of the Australian way of life. The responses ran from 29 per cent for books down to 13 per cent for television advertisements.

People in paid employment were more likely than those not employed to think that books, newspapers, films, television drama series and television advertisements, in descending order of favourability, give good impressions of the Australian way of life.

Which of the following things do you think give a good impression of the Australian way of life?

	Total		
	Australia		
	1992	Men	Women
	%	%	%
Books	29	28	31
Films	23	24	22
Magazines	17	16	18
Newspapers	28	27	29
Sporting events	42	45	38
TV ads	13	11	15
TV drama series	19	17	21
TV news	37	33	40
None/Don't know	8	9	7

	Work Status	
	Employed	Not Employed
	%	%
Books	33	25
Films	28	17
Magazines	17	16
Newspapers	30	25
Sporting events	43	40
TV ads	16	11
TV drama series	22	16
TV news	37	36
None/Don't know	8	9

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Pride in Australian artistic achievement



Australians are overwhelmingly of the opinion that the success of our painters, singers, writers and actors gives us a sense of pride in Australian achievement.

The better educated people are, the more they agree with this view, up to a figure of 94 per cent for those who left school at 17 years of age or later.

The mid-age groups (25-49 years) have a stronger sense of pride in Australian artistic achievement than do younger and older people.

Question 3 of 3 on 29-31 May 1992

4 of 6 on 13-15 July 1990

Please tell me if you personally agree or disagree with ...

... The success of Australian painters, singers, writers and actors gives people a sense of pride in Australian achievement

	Total Australia	
	1992	1990
	%	%
Agree	91	88
Disagree	5	9
Don't know	3	2

	Age group			
	18-24 years	25-34 years	35-49 years	50+ years
	%	%	%	%
Agree	86	95	94	89
Disagree	9	3	5	4
Don't know	5	1	1	6

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Agree	89	92	94
Disagree	4	6	5
Don't know	7	2	1

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

The arts bring people together

People were asked whether they personally agreed or disagreed with the statement: "Arts activities help to bring people together in local communities."

At a time of unprecedented social and cultural diversity in Australia's history, the responses to this question, asked for the first time in the 1992 survey, are interesting for the strength of responses agreeing with the statement.

Australians overwhelmingly believe that arts activities help to bring people together in local communities. This view is held by seven out of eight Australians. In the country, 91 per cent believe this, compared with 85 per cent in the city.

Men hold this opinion strongly, with seven who agree for every one who disagrees, but women are even more definite in their agreement.

Although the category "Age Left School" showed varied results across most attitudinal questions on the arts, the sentiment that the arts help bring people together is noticeably consistent across educational levels, from 87 per cent to 89 per cent.

Please tell me if you personally agree or disagree with ...
... arts activities help to bring people together in local communities

	Total Australia 1992	Men	Women
	%	%	%
Agree	88	84	91
Disagree	9	12	6
Don't know	4	4	3

	Capital Cities*	Country Australia**
	%	%
Agree	85	91
Disagree	11	6
Don't know	4	3

* The *Capital Cities* area comprises the statistical divisions of the five capital cities: Sydney, Melbourne, Brisbane, Adelaide and Perth

** *Country Australia* refers to the rest of Australia outside these cities plus the ACT and Tasmania

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Agree	89	87	87
Disagree	7	10	10
Don't know	4	4	3

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

What if our community lost its arts activities?

People were asked whether they personally agreed or disagreed with the statement: "If my home area lost its arts activities, people living there would lose something of value."

This new question provided interesting data on the significance Australians attach to the arts as a part of local community life.

Most people would be upset if their community were to lose its arts activities. A high proportion, 77 per cent, think that they would have lost something of value.

Country people, at 80 per cent, are even more concerned than city people, at 76 per cent, about the effect of losing arts activities from their home area.

Concern that something of value would be lost increases proportionately with higher levels of education, but a large majority at all levels of education agree that their community would be the poorer if it were to lose its arts activities.

Please tell me if you personally agree or disagree with ...

... If my home area lost its arts activities, people living there would lose something of value

	Total Australia	Capital Cities*	Country Australia**
	%	%	%
Agree	77	76	80
Disagree	16	16	14
Don't know	7	8	6

* The *Capital Cities* area comprises the statistical divisions of the five capital cities: Sydney, Melbourne, Brisbane, Adelaide and Perth

** *Country Australia* refers to the rest of Australia outside these cities plus the ACT and Tasmania

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Agree	74	76	83
Disagree	17	16	12
Don't know	8	8	5

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

Financing the arts

In spite of the current economic climate, there are more people now than in 1990 who believe that live theatre, opera, ballet and art galleries should not have to earn all their funds from ticket sales alone. Less than one third now believe that these activities should be made to survive without additional support.

The view that the arts should not have to survive solely on ticket sales, which is implicitly more favourable to public financing of the arts, is supported more strongly by women than by men.

Opinion in the lower education group is fairly evenly divided, but support for public financing of the arts increases dramatically with increased levels of education.

Four out of five of those with higher levels of education reject the “ticket sales alone” solution to financing the arts.

Question 2 of 3 on 29-31 May 1992
 3 of 6 on 13-15 July 1990

Please tell me if you personally agree or disagree with ...

... All live theatre, opera and ballet companies and public art galleries should be made to survive on their ticket sales alone

	Total Australia		Men	Women
	1992	1990		
	%	%	%	%
Agree	32	38	37	27
Disagree	59	56	55	62
Don't know	9	5	9	10

Education Level: Age left school

	less than		
	15 years	15-16 years	17+ years
	%	%	%
Agree	40	32	19
Disagree	43	61	77
Don't know	17	7	4

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

The arts and quality of life

Most people believe that arts activities help to enrich the quality of our lives. For every one person who disagrees with this there are six who agree.

Significantly more women than men agree with the potential of the arts to improve Australian life.

A very high 87 per cent of people in 'white collar' occupations, as against 79 per cent in 'blue collar' employment, agree that the arts enrich the quality of Australian life.

People with higher levels of education agree that the arts help enrich the quality of life more readily than do those with the lowest level of education.

Question 2 of 4 on 15-17 May 1992

Please tell me if you personally agree or disagree with ...
... arts activities help enrich the quality of our lives

	Total Australia	Men	Women
	%	%	%
Agree	82	77	86
Disagree	13	16	10
Don't know	5	6	3

	Occupation	
	White	Blue
	%	%
Agree	87	79
Disagree	11	15
Don't know	2	6

	Education Level: Age left school		
	less than 15 years	15-16 years	17+ years
	%	%	%
Agree	75	85	85
Disagree	16	12	13
Don't know	9	3	2

SOURCE: IAESR University of Melbourne and NEWSPOLL Market Research

APPENDICES

Appendix 1

Questionnaires

SECTION C - ASK ALL RESPONDENTS

C1 Now some questions about "the Arts" and what you think is meant by "the Arts".
What types of activities would you include in "the Arts"? Which others?
PROBE FULLY

PERFORMING ARTS, DRAMA, PLAYS, BALLET, DANCE, THEATRE	01
MUSIC, CONCERTS, ORCHESTRA, OPERA, SINGING	02
PAINTING, DRAWING, SCULPTURE, ART GALLERIES	03
PHOTOGRAPHY	04
LITERATURE, BOOKS, POETRY	05

FILMS, CINEMA, MOVIES	06
CRAFTS, POTTERY, WEAVING	07
SPORT	08
MUSEUMS	09
ARCHITECTURE/DESIGN	10
OTHER (SPECIFY)	11

NONE/DON'T KNOW	12

C2 Here are some statements other people have made about the Arts. For each one,
please tell me if you personally agree or disagree with it?
READ OUT AND ROTATE A-C

AGREE DISAGREE DON'T KNOW

A) ARTS ACTIVITIES HELP ENRICH THE QUALITY OF OUR LIVES	1	2	3
B) ARTS ACTIVITIES HELP TO BRING TOGETHER PEOPLE IN LOCAL COMMUNITIES	1	2	3
C) ARTS EVENTS ARE BORING	1	2	3

C1 Thinking now about the arts. Here are some statements other people have made
about the Arts. For each one, please tell me if you personally agree or
disagree with it. Firstly READ OUT AND ROTATE A-C

A) IF MY HOME AREA LOST ITS ARTS ACTIVITIES, PEOPLE LIVING THERE WOULD LOSE SOMETHING OF VALUE	<u>AGREE</u>	<u>DISAGREE</u>	<u>DON'T KNOW</u>
	1	2	3
B) ALL LIVE THEATRE, OPERA AND BALLET COMPANIES AND PUBLIC ART GALLERIES SHOULD BE MADE TO SURVIVE ON THEIR TICKET SALES ALONE	1	2	3
C) THE SUCCESS OF AUSTRALIAN PAINTERS, SINGERS, WRITERS AND ACTORS GIVES PEOPLE A SENSE OF PRIDE IN AUSTRALIAN ACHIEVEMENT	1	2	3

SECTION A - ASK ALL RESPONDENTS

A16 Thinking now about different types of television programs. Which, if any, of the following programs do you believe are not on television enough?
 READ OUT AND ROTATE 1-4

	CURRENT AFFAIRS	1
	NEWS	2
	SPORT	3
	THE ARTS	4
	NONE/DON'T KNOW	5

A17 Which of the following subjects do you think it's easy to get information about? Which others?
 READ OUT AND ROTATE 1-5

	SCIENCE	1
	THE ARTS	2
	SPORT	3
	THE ENVIRONMENT	4
	THE LAW	5
	NONE/DON'T KNOW	6

A18 Next, a question about places which are difficult to get to. Which of the following places are difficult for you to get to from your home?
 READ OUT AND ROTATE 1-7

	A SHOPPING CENTRE	1
	A PUBLIC ART GALLERY	2
	A CINEMA OR MOVIE THEATRE	3
	A CONCERT HALL FOR ORCHESTRAS	4

	A MAJOR SPORTS ARENA	5
	A PUBLIC LIBRARY	6
	A THEATRE FOR PLAYS OR MUSICALS	7
	NONE/DON'T KNOW	8

ASK ALL RESPONDENTS

A11 Which of the following things do you think give a good impression of the Australian way of life?
 READ OUT AND ROTATE 1-8

	BOOKS	1
	FILMS	2
	MAGAZINES	3
	NEWSPAPERS	4

	SPORTING CONTESTS	5
	TV ADS	6
	TV DRAMA SERIES	7
	TV NEWS	8
	NONE/DON'T KNOW	9

A12 Thinking next about the Arts. In your opinion who benefits from the Arts? Who else?

	ARTISTS/THOSE PARTICIPATING	1
	ARTY PEOPLE/ELITE/UPPER CLASS	2
	EVERYONE/SOCIETY/MOST PEOPLE	3
	OLD PEOPLE	4

	SPONSORS	5
	YOUNG PEOPLE	6
	OTHER (SPECIFY)	7
	NO ONE	8
	DON'T KNOW	9

DEMOGRAPHICS

1	Are you aged under or over 40? Into which of the following age groups do you belong? READ OUT 01-05 IF UNDER 40 AND 06-10 OVER 40.	18-20	01	40-44	06
		21-24	02	45-49	07
		25-29	03	50-54	08
		30-34	04	55-59	09
		35-39	05	60+	10
				REFUSED	11
2	RECORD SEX			MALE	1
				FEMALE	2
3	Are you the person in the household who is most responsible for doing the weekly food shopping?			YES	1
				NO	2
4(a)	How many people aged 18 years or over live in your household?			-4(a)- <u>ADULTS</u>	-4(b)-- <u>CHILDREN</u>
		ONE	1	1	1
4(b)	And how many children under 17 years or younger live in your household?	TWO	2	2	2
		THREE	3	3	3
		FOUR	4	4	4
		FIVE	5	5	5
		SIX +	6	6	6
		NONE	7	7	7
		REFUSED/DON'T KNOW	8	8	8
5	How old were you when you completed your school education, excluding any technical, college or university studies?	DID NOT ATTEND	01	17 YEARS	07
		12 YEARS OR LESS	02	18 YEARS	08
		13 YEARS	03	19 YEARS	09
		14 YEARS	04	STILL AT SCHOOL	10
		15 YEARS	05	REFUSED	11
		16 YEARS	06		
6	Which of the following best describes your present marital status? READ OUT 1-6	NEVER MARRIED	1	SEPARATED- <u>NOT</u> DIVORCED	4
		DEFACTO/LIVE TOGETHER	2	DIVORCED	5
		MARRIED	3	WIDOWED	6
7	Do you work full time, part time or not at all?			FULL TIME	1
				PART TIME	2
				NOT AT ALL	3
8	Could I please have the occupation of the main income earner of your household?				
	Could I also have the position or job title of the main income earner of your household?				

FOR OFFICE USE ONLY			WHITE COLLAR	1	
			BLUE COLLAR	2	

9	Are you yourself the main income earner in your household or is someone else the main income earner?			SELF	1
				SOMEONE ELSE	2
				DON'T KNOW	3

Appendix 2

Methodology

SAMPLE SPECIFICATIONS

Newspoll's omnibus survey involves a national representative sample of 1200 people aged 18 years and over. The sample covers:

- Six States
- Both capital city and non-capital city areas
- Men and women aged 18 years and over.

The following is a breakdown of the sample:

	Capital City	Rest of State	Total
New South Wales	200	150*	350
Victoria	200	100	300
Queensland	100	100	200
South Australia	100	50	150
Western Australia	100	50	150
Tasmania	(incl. city & country)		50
	TOTAL SAMPLE		1,200

* including ACT

SAMPLE SELECTION

The respondents, all aged 18 years and over, are selected by means of a stratified random sample. This involves:

1. A quota set for each city and non-city area within each state.
2. Random selection of telephone numbers drawn from the telephone directories. This system ensures that each area is represented in the final sample in proportion to the size of the telephone directory, thereby its population.
3. Random selection of an individual in each household by a simple screening question.

INTERVIEWING

A total number of 1200 interviews are conducted nationally on weekends. Interviewing is conducted on the telephone by trained and experienced interviewers.

To ensure the sample included those people who tend to spend a lot of time away from their homes, a system of call backs and appointments is used.

WEIGHTING

To reflect the population distribution, these data have been weighted by a combination of two methods:

1. Age within age left school
2. Sex within area

Appendix 3

Sampling Variability

The results reported here are of sample surveys of the Australian population. Because a sample does not elicit answers from every member of the population the results are subject to sampling variability. In other words, the results obtained from a sample may be different to the results which would have been obtained if every member of the population had been interviewed.

The strength of a random sample is that it is known exactly how the results will vary (in accordance with the formula listed below for the sampling distribution - or 'Normal distribution' - of a sample proportion) and so calculations can be made about how widely the result is likely to vary around the true population proportion.

The formula is not important here but it shows that a result will be more accurate when the sample is larger. It is for this reason that, when comparing the results from sub-groups within the sample (such as women only or respondents from country areas), the size of that sub-group is the relevant sample size and not the overall sample size.

The table below gives the various allowances which should be made when assessing the accuracy of a particular sample proportion. This table assumes a required 95 per cent confidence level about a result; that is, how much should be allowed by way of possible variability between the sample result and the true population percentage and be correct 95 times out of 100.

HOW TO READ THIS TABLE

If we are looking to a percentage around 50 per cent and our sample size is 1200 then we can be 95 per cent confident that the correct population percentage is within 3 per cent. If, however, the percentage is around 10 per cent and our sample size is 600, then we can be 95 per cent confident that the true proportion is within 2 per cent of our sample result.

Allowances for Sampling Variability

The formula for a Normal sample proportion is:

$$A = 2 \times \sqrt{\frac{P(100-P)}{N}}$$

Where

A = estimated variability allowance

P = survey percentage result

N = size of sample

Sample Percentage (P) is close to:	Size of Sample (N)						
	1200	1000	800	600	400	200	100
%	%	%	%	%	%	%	%
5	1	1	2	2	2	3	4
10	2	2	2	2	3	4	5
20	2	3	3	3	4	6	8
30	3	3	3	4	4	6	9
40	3	3	3	4	5	7	10
50	3	3	3	4	5	7	10
60	3	3	3	4	5	7	10
70	3	3	3	4	4	6	9
80	2	3	3	3	4	6	8
90	2	2	2	2	3	4	6
95	1	1	2	2	2	3	4

Appendix 4

Some comparisons with earlier surveys

A comparison with 1990 results

Who benefits from the arts?

In 1992, the question *Who benefits from the arts?* drew a 30 per cent response for the answer, everyone, or society in general. This was a notable variation from the 54 per cent answering in this way two years previously.

It may be significant that in 1990 each of the five questions which preceded the question *Who benefits from the arts?* dealt in some way with the arts. In 1992, the question *Who benefits from the arts?* was preceded by only one question, about what things give a good impression of the Australian way of life.

The five preceding questions in 1990 would have heightened awareness of the arts and made people think about them more intently: in particular, the earlier questions included a detailed one about how much people should earn, and included several kinds of artistic personnel. Respondents would thus have been more disposed to provide the response that everyone, or society in general, benefits from the arts.

However, the evidence available does not permit firm, comprehensive conclusions to be drawn about the reasons for the variation in the results over two years. This could well be a useful subject for further investigation.

	Total Australia	
	1992 %	1990 %
Everyone, society	30	54
The participants	19	22
The elite, arty	20	20
Young people	4	6
The sponsors	3	4
No one	5	2
Other answers	18	12
Don't know	21	9

Some comparisons with 1989 responses

Comparison of the 1992 responses with those published in 1989 are interesting. Examination of the results of two questions put to Australians in 1989 and 1992 helps to illustrate some of the factors to be considered in making comparisons. The questions were on: a) the availability of information about the arts and other areas of activity such as the environment; and b) activities which are seen to convey a good impression of the Australian way of life.

Although the questions referred to were essentially the same for the 1989 and 1992 surveys, there is a need for caution in comparing the results.

The 1989 survey was by interviewers in a face-to-face situation, using showcards on which were printed the choices which the interview respondent could make. The 1992 interviews were by telephone.

It is generally acknowledged that in face-to-face interviews the respondent is influenced by the presence of the interviewer. Experienced researchers know that for some questions there will be a notable 'prestige' or 'halo' effect, in that respondents feel they would like to make a good impression on the interviewer - as they would with any other person. This effect can be present also in telephone interviews, but to a much reduced extent because of the more restricted personal contact.

Availability of information about the arts

In 1992, more people found it easy to get information about the environment, while a few less than in 1988-89 had difficulty with obtaining sporting information.

Generally there is not a lot of difference between the responses to this question in the two surveys. As the question is quite factual, it can be assumed that there is only a minor prestige effect operating here.

Conveying impressions of the Australian way of life

The different styles in which the question was put can explain the higher levels of 'good impressions' in 1989. In the first survey, the question was presented face-to-face with the use of showcards and with prompts of 'any others?', whereas in 1992 there was a telephone interview, with sequential reading of each option, and a pause for a Yes or No response. The 1988-89 survey had a response of 2.4 good impressions per respondent, compared with 2.1 in 1992: this boosts the 1989 survey results overall.

Some external factors may also be relevant. For example, the mention of sporting events in 1992 may well have been heavily influenced by the lead-up to the Olympic Games and the spate of recent sporting successes for Australians - rugby, cricket, motorcycling.

Reasons for the quite low levels recorded in 1992 for books and films are not available from the data for this study. This is a subject that may merit further research.

Question 2 of 3 on 12-14 June 1992

Which of the following subjects do you think it's easy to get information about? Which others?

Question 3 of 3 on 13-14 May 1989

Still looking at the blue card. Which, if any, of those things listed do you think it's easy to get information about? Any others?

	Total	
	Australia	
	1992	1989
	%	%
Science	13	14
The arts	12	13
Sport	72	76
The environment	34	30
The law	20	20
None/Can't say	6	5

Question 1 of 2 on 12-14 July 1992

Which of the following things do you think give a good impression of the Australian way of life?

Question 2 of 2 on 20-21 May 1989

Looking at the next blue card. Which, if any, of those things do you think give a good impression of the Australian way of life? Any others?

	Total	
	Australia	
	1992	1989
	%	%
Books	29	47
Films	23	39
Magazines	17	22
Newspapers	28	29
Sporting events	42	32
TV ads	13	9
TV drama series	19	22
TV news	37	40
None/Don't know	8	4

SOURCE: IAESR University of Melbourne, Roy Morgan Research Centre and NEWSPOLL Market Research

Appendix 5

Detailed statistical results

NEWSPOLL - 15/17 MAY 1992

NEWSPOLL
TABLE 1

STANDARD ANALYSIS PANEL I *BY* QC1.WHAT MEANT BY THE ARTS
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	159	278	374	389	745	455	501	699	808	392	536	191	473
WTD. RESP.(000'S)	11358	5605	5753	1840	2584	3085	3849	7139	4219	4465	6893	7330	4028	4781	1730	4847
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC1.WHAT MEANT BY THE ARTS</u>																
PERFORMING/DRAMA/ PLAYS/BALLET/DANCE/ THEATRE	7239 63.7%	3398 60.6%	3841 66.8%	1037 56.4%	1835 71.0%	2096 67.9%	2271 59.0%	4685 65.6%	2554 60.5%	3182 71.3%	4057 58.9%	4810 65.6%	2429 60.3%	3227 67.5%	1218 70.4%	2794 57.6%
MUSIC/CONCERTS/ ORCHESTRA/OPERA/ SINGING	4858 42.8%	2355 42.0%	2503 43.5%	674 36.6%	1259 48.7%	1418 46.0%	1507 39.1%	3200 44.8%	1658 39.3%	1994 44.7%	2864 41.5%	3114 42.5%	1744 43.3%	2213 46.3%	845 48.9%	1799 37.1%
PAINTING/DRAWING/ SCULPTURE/ART GALLERIES	7405 65.2%	3608 64.4%	3797 66.0%	1222 66.4%	1757 68.0%	1914 62.0%	2512 65.3%	4712 66.0%	2693 63.8%	2825 63.3%	4580 66.4%	4814 65.7%	2591 64.3%	3211 67.2%	1149 66.4%	3045 62.8%
PHOTOGRAPHY	245 2.2%	97 1.7%	147 2.6%	69 3.7%	23 0.9%	73 2.4%	80 2.1%	176 2.5%	68 1.6%	88 2.0%	157 2.3%	192 2.6%	53 1.3%	125 2.6%	21 1.2%	99 2.0%
LITERATURE/BOOKS/ POETRY	1228 10.8%	580 10.4%	647 11.3%	150 8.2%	324 12.5%	376 12.2%	377 9.8%	732 10.3%	496 11.7%	488 10.9%	739 10.7%	850 11.6%	378 9.4%	543 11.4%	361 20.8%	324 6.7%
FILMS/CINEMA/MOVIES	1073 9.4%	498 8.9%	575 10.0%	282 15.3%	274 10.6%	340 11.0%	177 4.6%	682 9.5%	391 9.3%	419 9.4%	654 9.5%	638 8.7%	435 10.8%	458 9.6%	221 12.8%	395 8.1%
CRAFTS/POTTERY/ WEAVING	1067 9.4%	386 6.9%	681 11.8%	146 7.9%	189 7.3%	238 7.7%	494 12.8%	766 10.7%	301 7.1%	303 6.8%	763 11.1%	629 8.6%	438 10.9%	374 7.8%	208 12.0%	485 10.0%
SPORT	363 3.2%	165 2.9%	199 3.5%	56 3.1%	115 4.4%	94 3.1%	98 2.5%	211 3.0%	152 3.6%	156 3.5%	207 3.0%	231 3.2%	132 3.3%	176 3.7%	74 4.3%	113 2.3%
MUSEUMS	561 4.9%	244 4.4%	316 5.5%	98 5.3%	156 6.0%	220 7.1%	87 2.3%	351 4.9%	210 5.0%	294 6.6%	267 3.9%	415 5.7%	146 3.6%	295 6.2%	120 6.9%	145 3.0%
ARCHITECTURE/DESIGN	290 2.6%	174 3.1%	116 2.0%	50 2.7%	81 3.1%	73 2.4%	85 2.2%	91 1.3%	199 4.7%	109 2.4%	181 2.6%	190 2.6%	100 2.5%	116 2.4%	55 3.2%	118 2.4%
OTHER	1379 12.1%	694 12.4%	685 11.9%	373 20.3%	280 10.8%	296 9.6%	430 11.2%	853 11.9%	526 12.5%	489 10.9%	890 12.9%	820 11.2%	559 13.9%	568 11.9%	292 16.9%	520 10.7%

NEWSPOLL
TABLE 2

NEWSPOLL - 15/17 MAY 1992

JOB:2052G
PAGE 3

STANDARD ANALYSIS PANEL II *BY* QC1.WHAT MEANT BY THE ARTS
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA								S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER	
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	521	679	186	530	484	692	508
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4160	7198	3636	5100	2622	6270	5088
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC1.WHAT MEANT BY THE ARTS</u>																
PERFORMING/DRAMA/ PLAYS/BALLET/DANCE/ THEATRE	7239 63.7%	4801 68.4%	2438 56.1%	2589 61.8%	1812 60.2%	1193 65.6%	751 74.7%	685 67.4%	209 66.3%	3158 75.9%	4081 56.7%	1895 52.1%	3328 65.3%	2017 76.9%	3995 63.7%	3244 63.8%
MUSIC/CONCERTS/ ORCHESTRA/OPERA/ SINGING	4858 42.8%	3301 47.0%	1557 35.9%	1675 40.0%	1304 43.4%	751 41.2%	511 50.8%	474 46.7%	143 45.3%	2284 54.9%	2574 35.8%	1094 30.1%	2261 44.3%	1503 57.3%	2824 45.0%	2034 40.0%
PAINTING/DRAWING/ SCULPTURE/ART GALLERIES	7405 65.2%	4695 66.9%	2710 62.4%	2874 68.6%	1804 60.0%	1219 67.0%	698 69.4%	645 63.5%	165 52.3%	2910 70.0%	4495 62.5%	2185 60.1%	3389 66.5%	1831 69.8%	4058 64.7%	3348 65.8%
PHOTOGRAPHY	245 2.2%	120 1.7%	124 2.9%	66 1.6%	19 0.6%	83 4.6%	18 1.8%	45 4.5%	13 4.1%	77 1.9%	167 2.3%	39 1.1%	141 2.8%	65 2.5%	123 2.0%	121 2.4%
LITERATURE/BOOKS/ POETRY	1228 10.8%	966 13.8%	262 6.0%	549 13.1%	263 8.7%	192 10.6%	110 10.9%	107 10.6%	6 2.0%	691 16.6%	537 7.5%	321 8.8%	412 8.1%	494 18.9%	651 10.4%	576 11.3%
FILMS/CINEMA/MOVIES	1073 9.4%	746 10.6%	327 7.5%	379 9.0%	242 8.1%	151 8.3%	170 16.9%	71 7.0%	59 18.7%	557 13.4%	516 7.2%	174 4.8%	451 8.8%	447 17.1%	597 9.5%	476 9.4%
CRAFTS/POTTERY/ WEAVING	1067 9.4%	584 8.3%	483 11.1%	476 11.4%	193 6.4%	142 7.8%	102 10.1%	123 12.1%	32 10.1%	489 11.7%	578 8.0%	358 9.8%	476 9.3%	233 8.9%	604 9.6%	463 9.1%
SPORT	363 3.2%	259 3.7%	104 2.4%	120 2.9%	112 3.7%	32 1.8%	40 4.0%	27 2.7%	31 9.8%	75 1.8%	288 4.0%	142 3.9%	152 3.0%	70 2.7%	153 2.4%	210 4.1%
MUSEUMS	561 4.9%	429 6.1%	131 3.0%	184 4.4%	159 5.3%	113 6.2%	59 5.9%	39 3.8%	6 1.9%	250 6.0%	311 4.3%	107 2.9%	264 5.2%	190 7.2%	275 4.4%	285 5.6%
ARCHITECTURE/DESIGN	290 2.6%	256 3.6%	34 0.8%	105 2.5%	112 3.7%	45 2.5%	17 1.7%	10 0.9%	2 0.6%	72 1.7%	218 3.0%	137 3.8%	43 0.8%	110 4.2%	170 2.7%	120 2.4%
OTHER	1379 12.1%	974 13.9%	405 9.3%	533 12.7%	353 11.7%	226 12.4%	97 9.7%	150 14.8%	20 6.4%	606 14.6%	773 10.7%	389 10.7%	580 11.4%	409 15.6%	770 12.3%	609 12.0%

NEWSPOLL
TABLE 5

STANDARD ANALYSIS PANEL II *BY* QC2.AGREE OR DISAGREE WITH STATEMENT ABOUT THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL
 FILTERS: STATEMENT(ARTS HELP ENRICH QUALITY OF LIVES)

	TOTAL	AREA								S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER	
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	521	679	186	530	484	692	508
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4160	7198	3636	5100	2622	6270	5088
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC2.AGREE OR DISAGREE WITH STATEMENT ABOUT THE ARTS</u>																
AGREE	9301	5732	3569	3528	2352	1525	791	853	251	3612	5688	2709	4357	2234	5091	4209
	81.9%	81.7%	82.2%	84.2%	78.2%	83.8%	78.6%	84.0%	79.5%	86.8%	79.0%	74.5%	85.4%	85.2%	81.2%	82.7%
DISAGREE	1514	1009	505	477	506	200	158	135	39	444	1070	589	592	334	827	687
	13.3%	14.4%	11.6%	11.4%	16.8%	11.0%	15.7%	13.2%	12.2%	10.7%	14.9%	16.2%	11.6%	12.7%	13.2%	13.5%
DONT KNOW	543	275	268	186	151	95	57	28	26	104	440	338	151	54	351	192
	4.8%	3.9%	6.2%	4.4%	5.0%	5.2%	5.7%	2.8%	8.3%	2.5%	6.1%	9.3%	3.0%	2.1%	5.6%	3.8%
TOTALS	11358	7016	4342	4191	3009	1820	1006	1016	316	4160	7198	3636	5100	2622	6270	5088
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NEWSPOLL
TABLE 9

STANDARD ANALYSIS PANEL II *BY* QC2.AGREE OR DISAGREE WITH STATEMENT ABOUT THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL
 FILTERS: STATEMENT(ARTS EVENTS ARE BORING)

	TOTAL	AREA								S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER	
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	521	679	186	530	484	692	508
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4160	7198	3636	5100	2622	6270	5088
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC2.AGREE OR DISAGREE WITH STATEMENT ABOUT THE ARTS</u>																
AGREE	2736 24.1%	1616 23.0%	1120 25.8%	858 20.5%	915 30.4%	339 18.6%	257 25.6%	293 28.8%	73 23.2%	715 17.2%	2021 28.1%	1018 28.0%	1288 25.3%	430 16.4%	1673 26.7%	1063 20.9%
DISAGREE	8083 71.2%	5111 72.9%	2971 68.4%	3116 74.4%	1979 65.8%	1355 74.5%	712 70.8%	678 66.7%	243 76.8%	3306 79.5%	4776 66.4%	2289 62.9%	3664 71.8%	2130 81.2%	4287 68.4%	3796 74.6%
DONT KNOW	540 4.8%	289 4.1%	251 5.8%	217 5.2%	115 3.8%	126 6.9%	37 3.6%	45 4.4%		139 3.3%	401 5.6%	329 9.1%	148 2.9%	62 2.4%	310 5.0%	229 4.5%
TOTALS	11358 100.0%	7016 100.0%	4342 100.0%	4191 100.0%	3009 100.0%	1820 100.0%	1006 100.0%	1016 100.0%	316 100.0%	4160 100.0%	7198 100.0%	3636 100.0%	5100 100.0%	2622 100.0%	6270 100.0%	5088 100.0%



STANDARD ANALYSIS PANEL II *BY* QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL
 FILTERS: STATEMENT(WOULD LOSE SOMETHING OF VALUE)

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	554	646	192	499	509	718	482
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4440	6918	3636	5100	2622	6774	4584
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS</u>																
AGREE	8777 77.3%	5320 75.8%	3457 79.6%	3331 79.5%	2259 75.1%	1449 79.6%	759 75.4%	721 71.0%	258 81.5%	3580 80.6%	5197 75.1%	2705 74.4%	3889 76.2%	2183 83.3%	5150 76.0%	3627 79.1%
DISAGREE	1766 15.6%	1149 16.4%	617 14.2%	600 14.3%	488 16.2%	236 12.9%	159 15.9%	224 22.1%	58 18.5%	657 14.8%	1109 16.0%	632 17.4%	825 16.2%	309 11.8%	1224 18.1%	542 11.8%
DONT KNOW	815 7.2%	547 7.8%	268 6.2%	260 6.2%	262 8.7%	135 7.4%	88 8.7%	70 6.9%		203 4.6%	612 8.8%	298 8.2%	387 7.6%	130 5.0%	400 5.9%	415 9.0%
TOTALS	11358 100.0%	7016 100.0%	4342 100.0%	4191 100.0%	3009 100.0%	1820 100.0%	1006 100.0%	1016 100.0%	316 100.0%	4440 100.0%	6918 100.0%	3636 100.0%	5100 100.0%	2622 100.0%	6774 100.0%	4584 100.0%

STANDARD ANALYSIS PANEL II *BY* QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL
 FILTERS: STATEMENT(SURVIVE ON TICKET SALES ALONE)

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	554	646	192	499	509	718	482
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4440	6918	3636	5100	2622	6774	4584
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS</u>																
AGREE	3622 31.9%	2028 28.9%	1594 36.7%	1456 34.7%	968 32.2%	502 27.6%	342 34.0%	270 26.6%	85 26.8%	1274 28.7%	2348 33.9%	1469 40.4%	1656 32.5%	497 19.0%	2277 33.6%	1345 29.3%
DISAGREE	6662 58.7%	4252 60.6%	2410 55.5%	2347 56.0%	1803 59.9%	1122 61.6%	573 57.0%	591 58.2%	226 71.6%	2992 67.4%	3670 53.0%	1552 42.7%	3100 60.8%	2010 76.7%	3921 57.9%	2741 59.8%
DONT KNOW	1074 9.5%	736 10.5%	338 7.8%	389 9.3%	239 7.9%	196 10.8%	91 9.1%	154 15.2%	5 1.7%	174 3.9%	900 13.0%	615 16.9%	344 6.8%	115 4.4%	576 8.5%	498 10.9%
TOTALS	11358 100.0%	7016 100.0%	4342 100.0%	4191 100.0%	3009 100.0%	1820 100.0%	1006 100.0%	1016 100.0%	316 100.0%	4440 100.0%	6918 100.0%	3636 100.0%	5100 100.0%	2622 100.0%	6774 100.0%	4584 100.0%

NEWSPOLL
TABLE 7

STANDARD ANALYSIS PANEL II *BY* QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL
 FILTERS: STATEMENT(GIVES PEOPLE SENSE OF PRIDE)

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	554	646	192	499	509	718	482
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4440	6918	3636	5100	2622	6774	4584
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QC1.ATTITUDE TO STATEMENT ABOUT THE ARTS</u>																
AGREE	10392	6386	4007	3862	2717	1698	968	842	305	4100	6292	3229	4699	2465	6120	4272
	91.5%	91.0%	92.3%	92.2%	90.3%	93.3%	96.2%	82.9%	96.5%	92.3%	91.0%	88.8%	92.1%	94.0%	90.4%	93.2%
DISAGREE	577	394	183	225	141	68	22	110	11	227	349	144	308	125	350	226
	5.1%	5.6%	4.2%	5.4%	4.7%	3.7%	2.2%	10.8%	3.5%	5.1%	5.0%	4.0%	6.0%	4.8%	5.2%	4.9%
DONT KNOW	389	237	152	104	152	54	16	64		112	277	263	93	33	303	86
	3.4%	3.4%	3.5%	2.5%	5.0%	3.0%	1.5%	6.3%		2.5%	4.0%	7.2%	1.8%	1.2%	4.5%	1.9%
TOTALS	11358	7016	4342	4191	3009	1820	1006	1016	316	4440	6918	3636	5100	2622	6774	4584
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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NEWSPOLL
TABLE 1

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STANDARD ANALYSIS PANEL I *BY* QA16. PROGRAMS NOT ON TELEVISION ENOUGH
 BASE: WTD. RESP. (000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	166	304	371	359	743	457	515	685	793	407	544	177	479
WTD. RESP. (000'S)	11358	5605	5753	1840	2584	3085	3849	7170	4188	4612	6746	7331	4027	4755	1461	5141
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA16. PROGRAMS NOT ON TELEVISION ENOUGH</u>																
CURRENT AFFAIRS	2491	1136	1354	364	407	642	1077	1666	825	762	1729	1610	881	1006	366	1119
	21.9%	20.3%	23.5%	19.8%	15.8%	20.8%	28.0%	23.2%	19.7%	16.5%	25.6%	22.0%	21.9%	21.2%	25.0%	21.8%
NEWS	922	537	385	166	119	282	355	604	318	372	550	495	426	386	52	484
	8.1%	9.6%	6.7%	9.0%	4.6%	9.1%	9.2%	8.4%	7.6%	8.1%	8.2%	6.8%	10.6%	8.1%	3.5%	9.4%
SPORT	1000	760	240	200	228	215	357	427	572	405	595	676	323	545	66	389
	8.8%	13.6%	4.2%	10.9%	8.8%	7.0%	9.3%	6.0%	13.7%	8.8%	8.8%	9.2%	8.0%	11.5%	4.5%	7.6%
THE ARTS	4911	2124	2787	815	1291	1389	1416	3093	1817	2232	2679	3132	1779	2032	720	2159
	43.2%	37.9%	48.4%	44.3%	50.0%	45.0%	36.8%	43.1%	43.4%	48.4%	39.7%	42.7%	44.2%	42.7%	49.2%	42.0%
NONE/DONT KNOW	2893	1457	1436	390	616	810	1077	1955	937	1147	1745	1895	997	1165	311	1417
	25.5%	26.0%	25.0%	21.2%	23.8%	26.3%	28.0%	27.3%	22.4%	24.9%	25.9%	25.9%	24.8%	24.5%	21.3%	27.6%
TOTALS	12215	6014	6201	1935	2661	3339	4281	7746	4470	4918	7298	7809	4406	5134	1514	5568
	107.5%	107.3%	107.8%	105.2%	103.0%	108.2%	111.2%	108.0%	106.7%	106.6%	108.2%	106.5%	109.4%	108.0%	103.6%	108.3%

NEWSPOLL
TABLE 2

STANDARD ANALYSIS PANEL II *BY* QA16.PROGRAMS NOT ON TELEVISION ENOUGH
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	543	657	159	526	515	726	474
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4545	6813	3501	5235	2622	6893	4465
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA16.PROGRAMS NOT ON TELEVISION ENOUGH</u>																
CURRENT AFFAIRS	2491 21.9%	1267 18.1%	1223 28.2%	847 20.2%	731 24.3%	404 22.2%	146 14.6%	232 22.8%	129 40.8%	802 17.6%	1689 24.8%	1009 28.8%	1043 19.9%	439 16.7%	1635 23.7%	856 19.2%
NEWS	922 8.1%	557 7.9%	365 8.4%	197 4.7%	322 10.7%	214 11.7%	75 7.4%	95 9.4%	19 5.9%	367 8.1%	555 8.1%	344 9.8%	402 7.7%	176 6.7%	591 8.6%	330 7.4%
SPORT	1000 8.8%	596 8.5%	403 9.3%	336 8.0%	261 8.7%	208 11.4%	122 12.1%	55 5.4%	18 5.7%	292 6.4%	707 10.4%	328 9.4%	466 8.9%	206 7.9%	734 10.6%	266 6.0%
THE ARTS	4911 43.2%	3363 47.9%	1548 35.7%	2084 49.7%	1230 40.9%	614 33.8%	421 41.8%	462 45.5%	100 31.6%	2325 51.2%	2585 37.9%	1196 34.2%	2401 45.9%	1314 50.1%	2806 40.7%	2105 47.1%
NONE/DONT KNOW	2893 25.5%	1648 23.5%	1245 28.7%	982 23.4%	678 22.5%	535 29.4%	339 33.7%	301 29.6%	58 18.2%	1093 24.1%	1799 26.4%	948 27.1%	1313 25.1%	631 24.1%	1696 24.6%	1197 26.8%
TOTALS	12215 107.5%	7431 105.9%	4784 110.2%	4446 106.1%	3222 107.1%	1975 108.5%	1103 109.6%	1145 112.7%	323 102.3%	4880 107.4%	7335 107.7%	3825 109.3%	5625 107.4%	2765 105.5%	7461 108.2%	4754 106.5%

NEWSPOLL
TABLE 3

STANDARD ANALYSIS PANEL I *BY* QA17.SUBJECTS EASY TO GET INFORMATION ABOUT
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	166	304	371	359	743	457	515	685	793	407	544	177	479
WTD. RESP.(000'S)	11358	5605	5753	1840	2584	3085	3849	7170	4188	4612	6746	7331	4027	4755	1461	5141
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA17.SUBJECTS EASY TO GET INFORMATION ABOUT</u>																
SCIENCE	1490	685	804	346	311	389	443	964	526	578	912	897	593	623	186	681
	13.1%	12.2%	14.0%	18.8%	12.0%	12.6%	11.5%	13.4%	12.5%	12.5%	13.5%	12.2%	14.7%	13.1%	12.7%	13.2%
THE ARTS	1408	611	798	287	300	423	398	917	491	500	908	806	603	622	182	604
	12.4%	10.9%	13.9%	15.6%	11.6%	13.7%	10.3%	12.8%	11.7%	10.8%	13.5%	11.0%	15.0%	13.1%	12.5%	11.8%
SPORT	8231	4110	4121	1355	2070	2340	2466	5222	3009	3382	4849	5283	2948	3714	1017	3500
	72.5%	73.3%	71.6%	73.7%	80.1%	75.8%	64.1%	72.8%	71.9%	73.3%	71.9%	72.1%	73.2%	78.1%	69.6%	68.1%
THE ENVIRONMENT	3900	1864	2036	627	888	1115	1270	2566	1334	1635	2264	2423	1476	1621	591	1688
	34.3%	33.3%	35.4%	34.1%	34.4%	36.1%	33.0%	35.8%	31.9%	35.5%	33.6%	33.1%	36.7%	34.1%	40.4%	32.8%
THE LAW	2226	1067	1160	447	462	645	672	1417	809	964	1262	1343	883	848	271	1107
	19.6%	19.0%	20.2%	24.3%	17.9%	20.9%	17.5%	19.8%	19.3%	20.9%	18.7%	18.3%	21.9%	17.8%	18.5%	21.5%
NONE/DONT KNOW	736	287	450	77	75	116	468	500	236	227	510	432	304	229	38	469
	6.5%	5.1%	7.8%	4.2%	2.9%	3.8%	12.2%	7.0%	5.6%	4.9%	7.6%	5.9%	7.6%	4.8%	2.6%	9.1%
TOTALS	17992	8623	9369	3139	4107	5028	5717	11586	6405	7286	10706	11184	6808	7656	2285	8050
	158.4%	153.8%	162.9%	170.6%	158.9%	163.0%	148.5%	161.6%	153.0%	158.0%	158.7%	152.6%	169.0%	161.0%	156.4%	156.6%

NEWSPOLL
TABLE 4

STANDARD ANALYSIS PANEL II *BY* QA17.SUBJECTS EASY TO GET INFORMATION ABOUT
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	543	657	159	526	515	726	474
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4545	6813	3501	5235	2622	6893	4465
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA17.SUBJECTS EASY TO GET INFORMATION ABOUT</u>																
SCIENCE	1490 13.1%	852 12.1%	638 14.7%	706 16.8%	371 12.3%	110 6.0%	173 17.2%	124 12.2%	6 1.9%	547 12.0%	943 13.8%	305 8.7%	723 13.8%	461 17.6%	925 13.4%	564 12.6%
THE ARTS	1408 12.4%	840 12.0%	568 13.1%	637 15.2%	398 13.2%	103 5.6%	181 18.0%	78 7.7%	12 3.7%	536 11.8%	873 12.8%	212 6.0%	814 15.6%	382 14.6%	786 11.4%	622 13.9%
SPORT	8231 72.5%	5111 72.9%	3120 71.9%	3074 73.4%	2098 69.7%	1311 72.0%	731 72.7%	832 81.9%	185 58.6%	3436 75.6%	4795 70.4%	2244 64.1%	3925 75.0%	2063 78.7%	4885 70.9%	3346 74.9%
THE ENVIRONMENT	3900 34.3%	2250 32.1%	1650 38.0%	1749 41.7%	792 26.3%	556 30.6%	418 41.5%	301 29.7%	83 26.4%	1384 30.4%	2516 36.9%	1086 31.0%	1882 36.0%	932 35.5%	2454 35.6%	1446 32.4%
THE LAW	2226 19.6%	1324 18.9%	903 20.8%	886 21.1%	732 24.3%	223 12.3%	177 17.6%	167 16.5%	40 12.7%	676 14.9%	1550 22.8%	739 21.1%	1093 20.9%	394 15.0%	1439 20.9%	788 17.6%
NONE/DONT KNOW	736 6.5%	400 5.7%	337 7.8%	435 10.4%	137 4.5%	22 1.2%	65 6.4%	38 3.7%	40 12.6%	343 7.6%	393 5.8%	406 11.6%	223 4.3%	107 4.1%	524 7.6%	213 4.8%
TOTALS	17992 158.4%	10776 153.6%	7215 166.2%	7487 178.6%	4529 150.5%	2325 127.7%	1745 173.4%	1540 151.6%	366 116.0%	6922 152.3%	11070 162.5%	4992 142.6%	8661 165.5%	4338 165.5%	11013 159.8%	6979 156.3%

NEWSPOLL
TABLE 5

STANDARD ANALYSIS PANEL I *BY* QA18.PLACES DIFFICULT TO GET TO FROM HOME
BASE: WTD. RESP.(000'S)
WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	166	304	371	359	743	457	515	685	793	407	544	177	479
WTD. RESP.(000'S)	11358	5605	5753	1840	2584	3085	3849	7170	4188	4612	6746	7331	4027	4755	1461	5141
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA18.PLACES DIFFICULT TO GET TO FROM HOME</u>																
SHOPPING CENTRE	1100 9.7%	459 8.2%	640 11.1%	139 7.6%	249 9.6%	307 9.9%	405 10.5%	797 11.1%	303 7.2%	533 11.6%	566 8.4%	640 8.7%	459 11.4%	446 9.4%	108 7.4%	546 10.6%
PUBLIC ART GALLERY	4299 37.9%	2034 36.3%	2265 39.4%	705 38.3%	968 37.4%	1212 39.3%	1414 36.7%	2759 38.5%	1540 36.8%	1908 41.4%	2391 35.4%	2821 38.5%	1479 36.7%	1753 36.9%	587 40.2%	1959 38.1%
CINEMA/MOVIE THEATRE	2467 21.7%	1025 18.3%	1442 25.1%	357 19.4%	576 22.3%	721 23.4%	812 21.1%	1648 23.0%	819 19.5%	1064 23.1%	1402 20.8%	1546 21.1%	921 22.9%	897 18.9%	389 26.6%	1181 23.0%
CONCERT HALL FOR ORCHESTRAS	4655 41.0%	2224 39.7%	2431 42.3%	658 35.8%	1154 44.7%	1335 43.3%	1507 39.2%	3062 42.7%	1593 38.0%	2131 46.2%	2523 37.4%	3014 41.1%	1641 40.8%	1930 40.6%	684 46.8%	2040 39.7%
MAJOR SPORTS ARENA	3155 27.8%	1374 24.5%	1782 31.0%	481 26.2%	826 32.0%	768 24.9%	1079 28.0%	2121 29.6%	1034 24.7%	1387 30.1%	1768 26.2%	2120 28.9%	1036 25.7%	1340 28.2%	388 26.6%	1427 27.8%
PUBLIC LIBRARY	1374 12.1%	495 8.8%	879 15.3%	148 8.0%	420 16.2%	273 8.8%	533 13.9%	971 13.5%	403 9.6%	596 12.9%	778 11.5%	911 12.4%	463 11.5%	485 10.2%	147 10.1%	742 14.4%
THEATRE FOR PLAYS/MUSICALS	3825 33.7%	1764 31.5%	2061 35.8%	568 30.9%	1027 39.8%	978 31.7%	1252 32.5%	2504 34.9%	1321 31.6%	1741 37.8%	2084 30.9%	2476 33.8%	1349 33.5%	1496 31.5%	544 37.2%	1785 34.7%
NONE/DONT KNOW	3390 29.9%	1619 28.9%	1771 30.8%	477 25.9%	640 24.8%	842 27.3%	1431 37.2%	2123 29.6%	1268 30.3%	1155 25.0%	2235 33.1%	2211 30.2%	1180 29.3%	1301 27.4%	326 22.3%	1763 34.3%
TOTALS	24265 213.6%	10995 196.2%	13270 230.7%	3534 192.1%	5861 226.8%	6437 208.6%	8433 219.1%	15985 222.9%	8280 197.7%	10517 228.0%	13748 203.8%	15738 214.7%	8527 211.7%	9649 202.9%	3173 217.1%	11443 222.6%

STANDARD ANALYSIS PANEL II *BY* QA18.PLACES DIFFICULT TO GET TO FROM HOME
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA								S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER	
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	543	657	159	526	515	726	474
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4545	6813	3501	5235	2622	6893	4465
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA18.PLACES DIFFICULT TO GET TO FROM HOME</u>																
SHOPPING CENTRE	1100 9.7%	425 6.1%	675 15.5%	368 8.8%	221 7.4%	260 14.3%	112 11.2%	118 11.7%	20 6.4%	365 8.0%	735 10.8%	438 12.5%	477 9.1%	185 7.0%	721 10.5%	378 8.5%
PUBLIC ART GALLERY	4299 37.9%	2369 33.8%	1930 44.4%	1655 39.5%	1075 35.7%	801 44.0%	330 32.8%	358 35.3%	81 25.5%	1658 36.5%	2641 38.8%	1294 36.9%	2161 41.3%	844 32.2%	2399 34.8%	1900 42.6%
CINEMA/MOVIE THEATRE	2467 21.7%	1086 15.5%	1380 31.8%	812 19.4%	547 18.2%	507 27.9%	288 28.6%	276 27.2%	37 11.8%	841 18.5%	1625 23.9%	907 25.9%	1174 22.4%	385 14.7%	1473 21.4%	994 22.3%
CONCERT HALL FOR ORCHESTRAS	4655 41.0%	2394 34.1%	2261 52.1%	1906 45.5%	1088 36.1%	836 46.0%	357 35.5%	373 36.7%	95 30.2%	1888 41.5%	2767 40.6%	1400 40.0%	2257 43.1%	998 38.1%	2680 38.9%	1975 44.2%
MAJOR SPORTS ARENA	3155 27.8%	1649 23.5%	1506 34.7%	1101 26.3%	822 27.3%	562 30.9%	342 34.0%	266 26.2%	62 19.7%	1173 25.8%	1982 29.1%	1066 30.5%	1486 28.4%	603 23.0%	1884 27.3%	1271 28.5%
PUBLIC LIBRARY	1374 12.1%	731 10.4%	643 14.8%	513 12.2%	245 8.1%	293 16.1%	141 14.1%	154 15.2%	27 8.5%	603 13.3%	771 11.3%	592 16.9%	541 10.3%	240 9.2%	811 11.8%	563 12.6%
THEATRE FOR PLAYS/MUSICALS	3825 33.7%	2026 28.9%	1800 41.4%	1574 37.5%	852 28.3%	690 37.9%	310 30.8%	347 34.1%	52 16.6%	1417 31.2%	2408 35.3%	1252 35.7%	1802 34.4%	771 29.4%	2251 32.7%	1575 35.3%
NONE/DONT KNOW	3390 29.9%	2446 34.9%	945 21.8%	972 23.2%	1100 36.5%	473 26.0%	365 36.3%	342 33.7%	138 43.8%	1425 31.4%	1965 28.8%	1130 32.3%	1424 27.2%	836 31.9%	1986 28.8%	1404 31.5%
TOTALS	24265 213.6%	13126 187.1%	11139 256.5%	8900 212.4%	5949 197.7%	4423 243.0%	2245 223.1%	2235 220.0%	513 162.5%	9370 206.2%	14895 218.6%	8080 230.8%	11322 216.3%	4863 185.5%	14204 206.1%	10061 225.3%

NEWSPOLL - 10/12 JULY 1992

NEWSPOLL
TABLE 1

STANDARD ANALYSIS PANEL I *BY* QA11.GIVE GOOD IMPRESSION OF AUSTRALIAN WAY OF LIFE
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

JOB:2071B
PAGE 1

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	170	286	372	372	743	457	524	676	839	361	559	174	467
WTD. RESP.(000'S)	11358	5605	5753	1840	2584	3085	3849	7463	3895	4780	6578	7794	3564	4715	1559	5085
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA11.GIVE GOOD IMPRESSION OF AUSTRALIAN WAY OF LIFE</u>																
BOOKS	3332	1546	1786	581	642	1077	1031	2127	1204	1543	1789	2175	1157	1525	526	1281
	29.3%	27.6%	31.0%	31.6%	24.9%	34.9%	26.8%	28.5%	30.9%	32.3%	27.2%	27.9%	32.5%	32.3%	33.7%	25.2%
FILMS	2607	1365	1242	489	779	690	649	1621	986	1337	1271	1787	820	1340	396	872
	23.0%	24.4%	21.6%	26.6%	30.1%	22.4%	16.9%	21.7%	25.3%	28.0%	19.3%	22.9%	23.0%	28.4%	25.4%	17.2%
MAGAZINES	1885	869	1016	307	493	570	516	1176	708	857	1028	1175	710	828	243	814
	16.6%	15.5%	17.7%	16.7%	19.1%	18.5%	13.4%	15.8%	18.2%	17.9%	15.6%	15.1%	19.9%	17.6%	15.6%	16.0%
NEWSPAPERS	3154	1513	1641	720	689	957	788	1841	1313	1578	1576	2175	979	1509	385	1260
	27.8%	27.0%	28.5%	39.1%	26.7%	31.0%	20.5%	24.7%	33.7%	33.0%	24.0%	27.9%	27.5%	32.0%	24.7%	24.8%
SPORTING CONTESTS	4734	2549	2185	789	1200	1249	1497	2918	1817	2135	2599	3263	1471	2059	631	2044
	41.7%	45.5%	38.0%	42.9%	46.4%	40.5%	38.9%	39.1%	46.6%	44.7%	39.5%	41.9%	41.3%	43.7%	40.5%	40.2%
TV ADS	1528	641	887	344	342	418	424	967	562	765	763	953	575	747	226	556
	13.5%	11.4%	15.4%	18.7%	13.2%	13.5%	11.0%	13.0%	14.4%	16.0%	11.6%	12.2%	16.1%	15.8%	14.5%	10.9%
TV DRAMA SERIES	2177	977	1200	366	537	660	615	1414	763	1051	1126	1354	823	1024	334	819
	19.2%	17.4%	20.9%	19.9%	20.8%	21.4%	16.0%	18.9%	19.6%	22.0%	17.1%	17.4%	23.1%	21.7%	21.4%	16.1%
TV NEWS	4176	1856	2319	894	959	1047	1275	2719	1457	1944	2231	2761	1415	1724	619	1832
	36.8%	33.1%	40.3%	48.6%	37.1%	34.0%	33.1%	36.4%	37.4%	40.7%	33.9%	35.4%	39.7%	36.6%	39.7%	36.0%
NONE/DONT KNOW	949	526	423	94	121	301	433	675	274	247	702	668	282	439	33	478
	8.4%	9.4%	7.4%	5.1%	4.7%	9.8%	11.2%	9.0%	7.0%	5.2%	10.7%	8.6%	7.9%	9.3%	2.1%	9.4%
TOTALS	24542	11843	12699	4585	5762	6968	7227	15458	9084	11456	13086	16310	8232	11195	3392	9955
	216.1%	211.3%	220.7%	249.2%	223.0%	225.9%	187.8%	207.1%	233.2%	239.7%	198.9%	209.2%	231.0%	237.5%	217.6%	195.8%

STANDARD ANALYSIS PANEL II *BY* QA11.GIVE GOOD IMPRESSION OF AUSTRALIAN WAY OF LIFE
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA							S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	533	667	167	494	539	742	458
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4251	7107	3636	5100	2622	6896	4462
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA11.GIVE GOOD IMPRESSION OF AUSTRALIAN WAY OF LIFE</u>																
BOOKS	3332 29.3%	1839 26.2%	1493 34.4%	1031 24.6%	770 25.6%	977 53.7%	249 24.8%	204 20.0%	101 32.0%	1304 30.7%	2028 28.5%	1036 28.5%	1573 30.8%	723 27.6%	2213 32.1%	1118 25.1%
FILMS	2607 23.0%	1651 23.5%	956 22.0%	726 17.3%	556 18.5%	720 39.6%	211 21.0%	293 28.8%	102 32.3%	871 20.5%	1737 24.4%	836 23.0%	1166 22.9%	605 23.1%	1639 23.8%	968 21.7%
MAGAZINES	1885 16.6%	1172 16.7%	713 16.4%	590 14.1%	445 14.8%	406 22.3%	188 18.7%	192 18.9%	64 20.2%	629 14.8%	1256 17.7%	566 15.6%	826 16.2%	493 18.8%	1086 15.8%	799 17.9%
NEWSPAPERS	3154 27.8%	1825 26.0%	1329 30.6%	823 19.6%	995 33.1%	728 40.0%	288 28.6%	220 21.7%	100 31.5%	960 22.6%	2194 30.9%	883 24.3%	1526 29.9%	744 28.4%	1784 25.9%	1370 30.7%
SPORTING CONTESTS	4734 41.7%	2986 42.6%	1749 40.3%	1588 37.9%	1182 39.3%	1002 55.1%	398 39.5%	437 43.0%	127 40.1%	1726 40.6%	3009 42.3%	1599 44.0%	2162 42.4%	972 37.1%	3003 43.5%	1732 38.8%
TV ADS	1528 13.5%	975 13.9%	553 12.7%	430 10.3%	430 14.3%	313 17.2%	123 12.2%	153 15.1%	79 25.1%	648 15.2%	881 12.4%	458 12.6%	790 15.5%	280 10.7%	904 13.1%	625 14.0%
TV DRAMA SERIES	2177 19.2%	1418 20.2%	759 17.5%	681 16.2%	677 22.5%	414 22.7%	177 17.6%	149 14.7%	79 25.1%	801 18.8%	1376 19.4%	703 19.3%	991 19.4%	483 18.4%	1426 20.7%	751 16.8%
TV NEWS	4176 36.8%	2466 35.2%	1709 39.4%	1346 32.1%	1177 39.1%	747 41.0%	416 41.3%	353 34.7%	136 43.1%	1460 34.4%	2715 38.2%	1230 33.8%	2043 40.1%	903 34.4%	2471 35.8%	1704 38.2%
NONE/DONT KNOW	949 8.4%	601 8.6%	348 8.0%	373 8.9%	227 7.5%	171 9.4%	78 7.7%	88 8.6%	13 4.2%	374 8.8%	575 8.1%	435 12.0%	320 6.3%	195 7.4%	602 8.7%	347 7.8%
TOTALS	24542 216.1%	14933 212.8%	9609 221.3%	7587 181.0%	6460 214.7%	5478 301.0%	2127 211.4%	2089 205.6%	801 253.6%	8772 206.4%	15770 221.9%	7746 213.0%	11397 223.5%	5398 205.9%	15129 219.4%	9413 211.0%

STANDARD ANALYSIS PANEL I *BY* QA12.WHO BENEFITS FROM THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARR-IED	NOT MARR-IED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1200	600	600	170	286	372	372	743	457	524	676	839	361	559	174	467
WTD. RESP.(000'S)	11358	5605	5753	1840	2584	3085	3849	7463	3895	4780	6578	7794	3564	4715	1559	5085
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA12.WHO BENEFITS FROM THE ARTS</u>																
ARTISTS/THOSE PARTICIPATING	2107 18.6%	1094 19.5%	1013 17.6%	307 16.7%	517 20.0%	587 19.0%	696 18.1%	1389 18.6%	719 18.4%	877 18.3%	1230 18.7%	1347 17.3%	761 21.3%	965 20.5%	247 15.8%	896 17.6%
ARTY PEOPLE/ELITE/UPPER CLASS	2273 20.0%	1096 19.6%	1177 20.5%	360 19.6%	538 20.8%	686 22.2%	688 17.9%	1492 20.0%	781 20.1%	970 20.3%	1303 19.8%	1625 20.8%	648 18.2%	1040 22.1%	339 21.8%	894 17.6%
EVERYONE/SOCIETY/MOST PEOPLE	3461 30.5%	1853 33.1%	1608 28.0%	462 25.1%	886 34.3%	947 30.7%	1167 30.3%	2151 28.8%	1310 33.6%	1382 28.9%	2079 31.6%	2371 30.4%	1090 30.6%	1612 34.2%	535 34.3%	1314 25.8%
OLD PEOPLE	130 1.1%	58 1.0%	72 1.2%	19 1.0%	27 1.0%	15 0.5%	69 1.8%	81 1.1%	49 1.3%	27 0.6%	103 1.6%	59 0.8%	71 2.0%	40 0.8%	18 1.2%	72 1.4%
SPONSORS	307 2.7%	153 2.7%	154 2.7%	35 1.9%	52 2.0%	140 4.5%	79 2.1%	151 2.0%	155 4.0%	139 2.9%	168 2.5%	240 3.1%	67 1.9%	176 3.7%	18 1.1%	113 2.2%
YOUNG PEOPLE	481 4.2%	171 3.1%	310 5.4%	101 5.5%	164 6.3%	122 3.9%	94 2.4%	246 3.3%	235 6.0%	249 5.2%	232 3.5%	329 4.2%	152 4.3%	270 5.7%	59 3.8%	152 3.0%
OTHER	1934 17.0%	992 17.7%	943 16.4%	281 15.3%	440 17.0%	729 23.6%	483 12.6%	1274 17.1%	660 17.0%	834 17.4%	1101 16.7%	1259 16.2%	675 18.9%	772 16.4%	248 15.9%	914 18.0%
NO ONE	584 5.1%	351 6.3%	232 4.0%	134 7.3%	116 4.5%	32 1.0%	302 7.8%	422 5.7%	162 4.2%	170 3.6%	414 6.3%	376 4.8%	208 5.8%	223 4.7%	32 2.1%	329 6.5%
DONT KNOW	2402 21.2%	1073 19.1%	1329 23.1%	382 20.8%	534 20.7%	562 18.2%	923 24.0%	1621 21.7%	781 20.1%	1055 22.1%	1347 20.5%	1696 21.8%	706 19.8%	726 15.4%	344 22.0%	1332 26.2%
TOTALS	13679 120.4%	6842 122.1%	6837 118.8%	2082 113.2%	3275 126.8%	3820 123.8%	4502 117.0%	8827 118.3%	4852 124.6%	5704 119.3%	7976 121.3%	9301 119.3%	4379 122.9%	5822 123.5%	1841 118.1%	6016 118.3%

STANDARD ANALYSIS PANEL II *BY* QA12.WHO BENEFITS FROM THE ARTS
 BASE: WTD. RESP.(000'S)
 WEIGHTS: AREA/SEX/AGE/AGE LEFT SCHOOL

	TOTAL	AREA								S.E.S.		AGE LEFT SCHOOL			MAIN INCOME EARNER	
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	LESS THAN 15 YRS	15-16 YRS	17 PLUS	SELF	OTHER
RESPONDENTS	1200	700	500	350	300	200	150	150	50	533	667	167	494	539	742	458
WTD. RESP.(000'S)	11358	7016	4342	4191	3009	1820	1006	1016	316	4251	7107	3636	5100	2622	6896	4462
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>QA12.WHO BENEFITS FROM THE ARTS</u>																
ARTISTS/THOSE PARTICIPATING	2107 18.6%	1291 18.4%	816 18.8%	886 21.1%	460 15.3%	246 13.5%	204 20.3%	266 26.2%	45 14.3%	876 20.6%	1232 17.3%	582 16.0%	1035 20.3%	490 18.7%	1458 21.1%	650 14.6%
ARTY PEOPLE/ELITE/UPPER CLASS	2273 20.0%	1531 21.8%	742 17.1%	715 17.1%	607 20.2%	449 24.6%	269 26.7%	148 14.5%	86 27.1%	967 22.8%	1306 18.4%	602 16.5%	1074 21.1%	597 22.8%	1496 21.7%	777 17.4%
EVERYONE/SOCIETY/MOST PEOPLE	3461 30.5%	2219 31.6%	1243 28.6%	1198 28.6%	1013 33.7%	669 36.8%	253 25.1%	222 21.8%	107 33.7%	1652 38.9%	1810 25.5%	817 22.5%	1554 30.5%	1090 41.6%	2190 31.8%	1271 28.5%
OLD PEOPLE	130 1.1%	90 1.3%	39 0.9%	56 1.3%	30 1.0%	33 1.8%	4 0.4%		6 2.0%	68 1.6%	61 0.9%	35 1.0%	14 0.3%	81 3.1%	90 1.3%	40 0.9%
SPONSORS	307 2.7%	233 3.3%	74 1.7%	116 2.8%	54 1.8%	16 0.9%	32 3.2%	89 8.8%		126 3.0%	181 2.5%	50 1.4%	197 3.9%	60 2.3%	197 2.9%	110 2.5%
YOUNG PEOPLE	481 4.2%	309 4.4%	172 4.0%	178 4.3%	111 3.7%	133 7.3%	35 3.5%	17 1.7%	6 2.0%	223 5.2%	258 3.6%	90 2.5%	205 4.0%	186 7.1%	275 4.0%	206 4.6%
OTHER	1934 17.0%	1376 19.6%	558 12.9%	799 19.1%	495 16.4%	253 13.9%	144 14.3%	182 17.9%	62 19.5%	892 21.0%	1043 14.7%	744 20.4%	729 14.3%	462 17.6%	1133 16.4%	802 18.0%
NO ONE	584 5.1%	283 4.0%	301 6.9%	265 6.3%	168 5.6%	40 2.2%	53 5.3%	50 4.9%	8 2.6%	196 4.6%	387 5.4%	253 6.9%	266 5.2%	65 2.5%	380 5.5%	204 4.6%
DONT KNOW	2402 21.2%	1310 18.7%	1092 25.1%	835 19.9%	675 22.4%	406 22.3%	269 26.7%	160 15.7%	58 18.3%	465 10.9%	1937 27.3%	1057 29.1%	1021 20.0%	325 12.4%	1309 19.0%	1093 24.5%
TOTALS	13679 120.4%	8642 123.2%	5037 116.0%	5048 120.4%	3613 120.1%	2246 123.4%	1262 125.5%	1133 111.5%	378 119.7%	5465 128.6%	8214 115.6%	4229 116.3%	6095 119.5%	3356 128.0%	8528 123.7%	5152 115.5%

