

WA's Cultural Groups

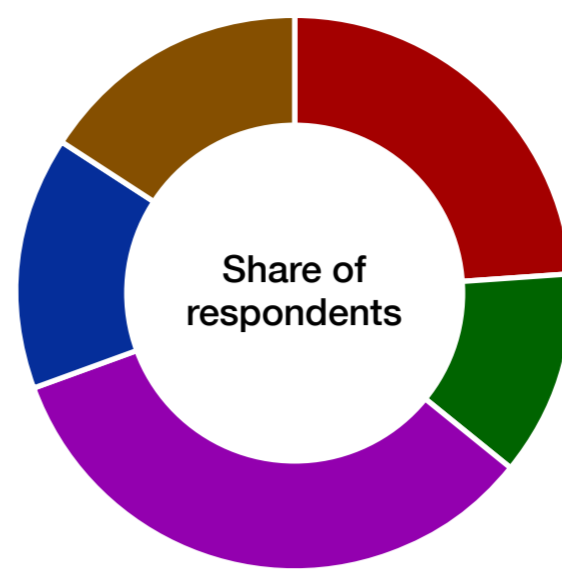
Where do you fit in?

In 2012, DCA assessed information gathered from five years of independent annual surveys* to get a better picture of the cultural groups in WA. This study segmented our population into five groups according to participation in and attitude towards culture and arts.

15.8%
The Advocates

14.8%
The Culturalists

33.7%
The Casuals



23.7%
The Disinterested

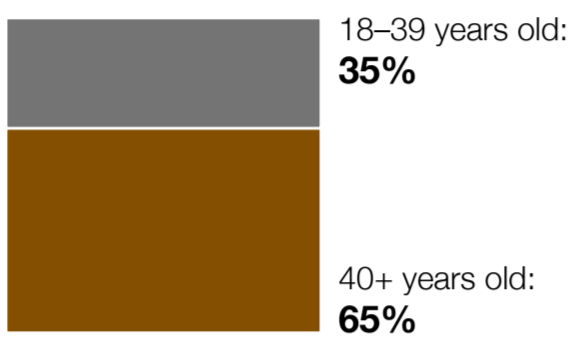
12.0%
The Ambivalents

Key findings show very favourable attitudes towards:

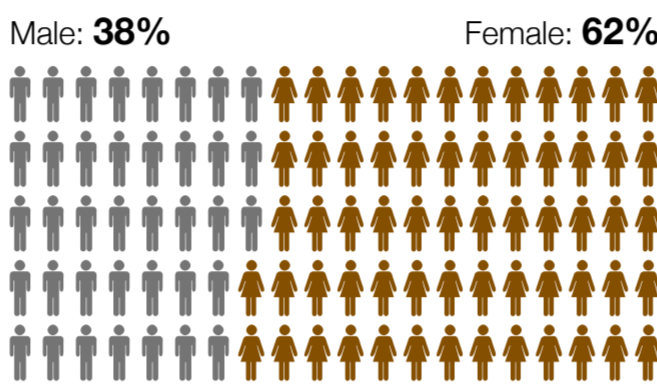
- supporting Government investment in the arts;
- the benefits of exposure to the arts in school programs;
- the idea that the arts make us feel good and help us understand our culture.

The Advocates

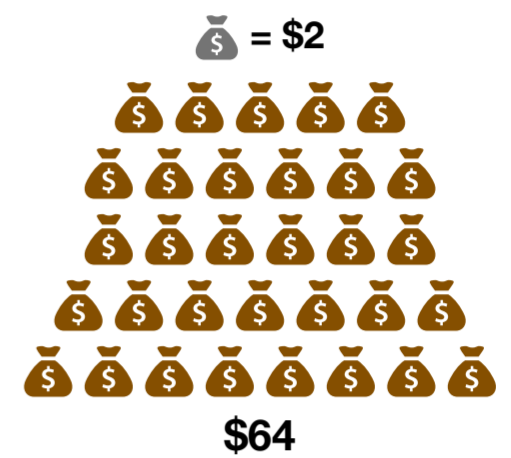
Age



Gender



Monthly spend per person



Key Attraction

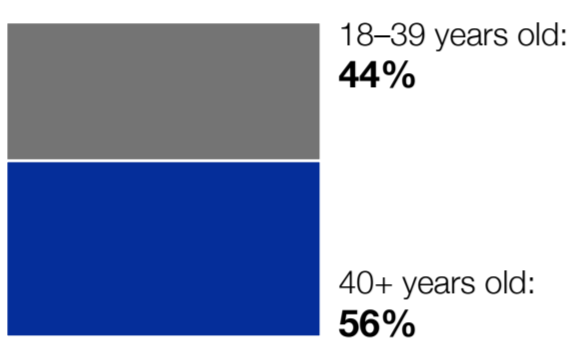
Strong passion for the arts: 98 per cent believing that the Government should support culture and the arts.

Main Barriers

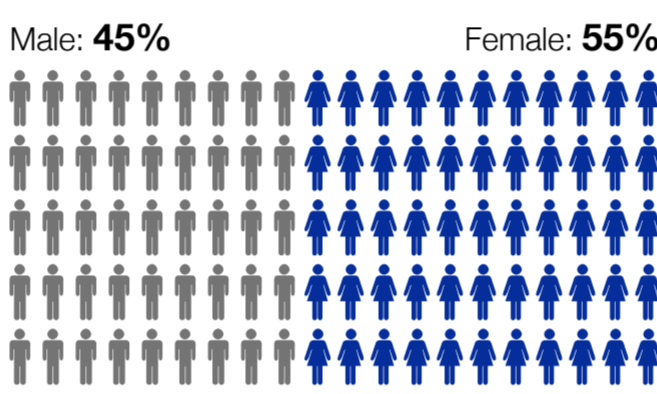
40 per cent indicate **cost** as the major barrier to greater involvement.

The Culturalists

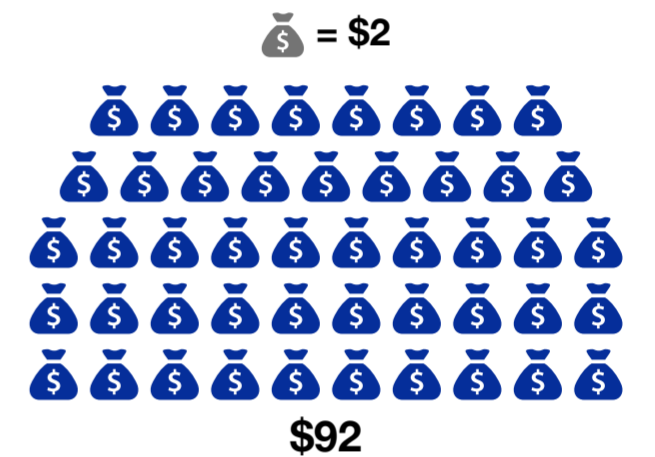
Age



Gender



Monthly spend per person



Key Attraction

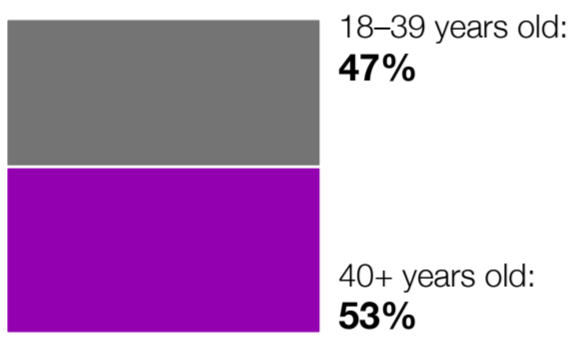
High interest in the arts, with motivations driven by an interest in enjoying 'the finer things'. The Culturalists attend twice as many theatre, dance, and contemporary and classical music performances.

Main Barriers

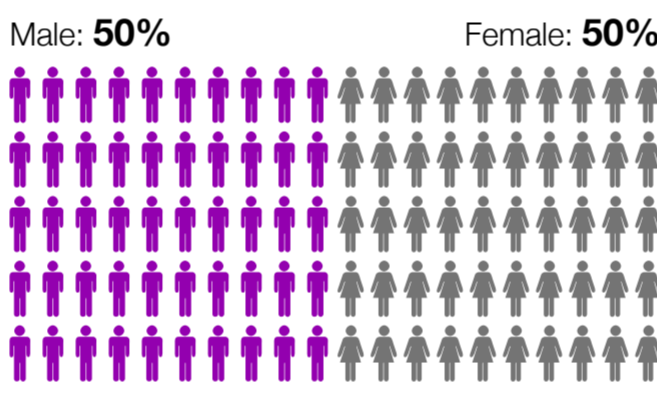
Competing interests, cost and then family responsibilities.

The Casuals

Age



Gender



Monthly spend per person



Key Attraction

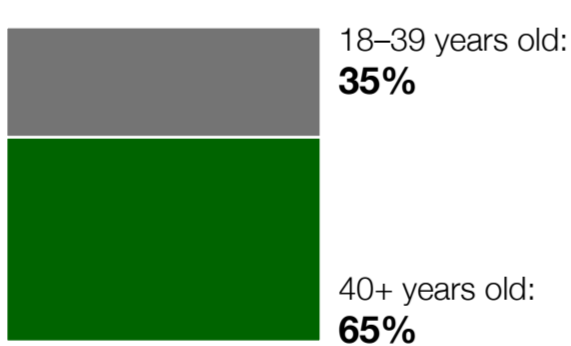
85 per cent believe that the Government should invest in cultural and arts activities for the benefit of the community and almost all believe that it is important for children to be exposed to the arts in their education. 8 out of 10 believe that the arts help us understand ourselves.

Main Barriers

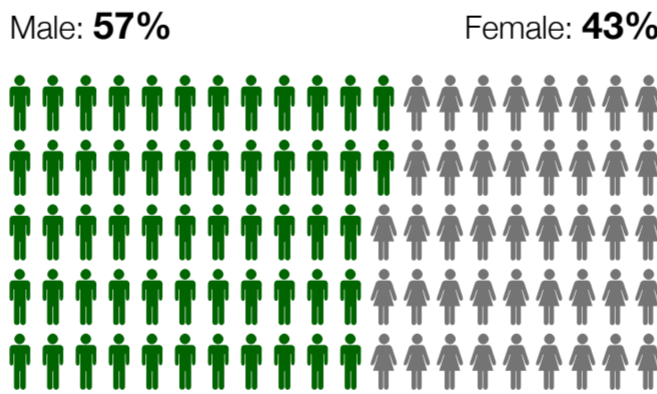
Competing interests of other activities, the cost of attendance and family responsibilities.

The Ambivalents

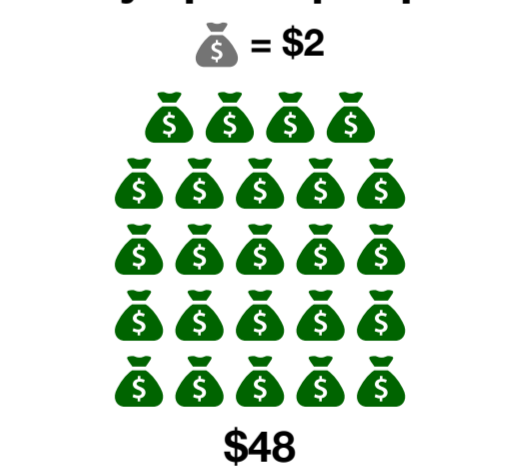
Age



Gender



Monthly spend per person



Key Attraction

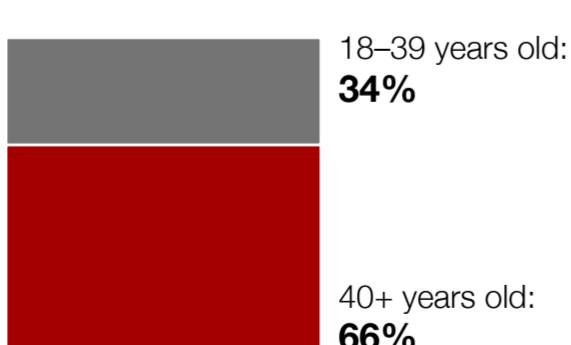
Indifferent towards the arts with **low** exposure and support for the arts, however appreciate the importance of the arts for the community.

Main Barriers

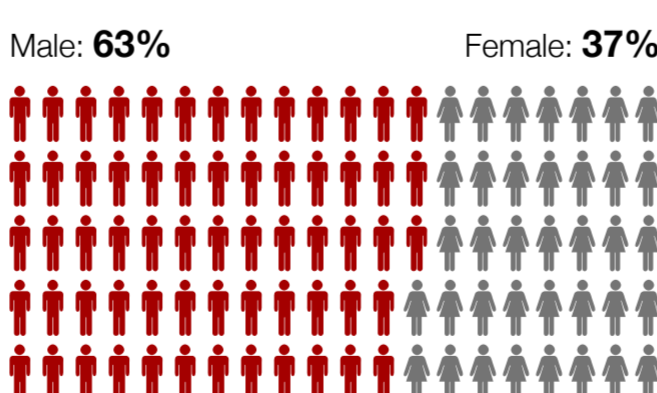
Costs and competing interests of other activities and family commitments.

The Disinterested

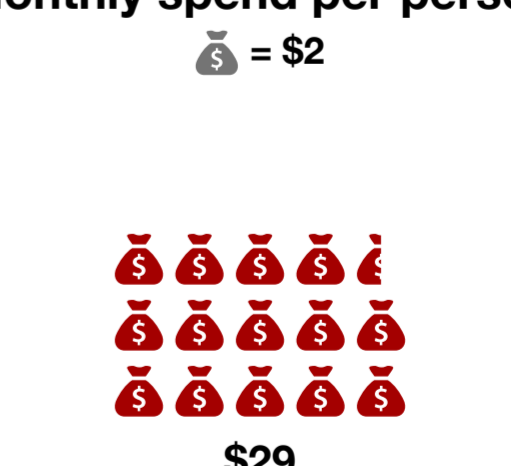
Age



Gender



Monthly spend per person



Key Attraction

Disengaged, with little interest in the arts.

Main Barrier

Lack of interest.

Key Findings

The Advocates and **the Culturalists** showed the greatest levels of involvement in arts activities.

The Casuals show the greatest potential for increased activity in attendance at arts performances and events and are likely to be influenced by social media and digital marketing.

