

Fast facts

Attendance at cultural events



	Audiences in Big Cities	Audiences in Outer Suburbs	Audiences in the Regions
Sample size in AOM survey	2,812	3,255	2,749
% who attended a cultural event of some kind in past fortnight	85%	78%	74%
% attending performing arts once a month or more in 2023	76%	63%	52%
% attending museums/galleries once a month or more in 2023	38%	26%	29%

Inflationary pressures



	Audiences in Big Cities	Audiences in Outer Suburbs	Audiences in the Regions
% who say that their household is worse off financially than 1 year ago	43%	46%	47%
% who see their attendance level increasing in the next 12 months	26%	26%	29%
% who left their local area to attend an event	24%	47%	39%
% who say they have stayed closer to home for leisure/entertainment	42%	45%	54%
% who spent over \$50 on tickets recently	69%	65%	57%

Programming preferences



	Audiences in Big Cities	Audiences in Outer Suburbs	Audiences in the Regions
% who say they're most attracted to challenging, topical things	52%	41%	41%
% who say they're most attracted to stories from or about my local community	32%	28%	39%
% who say they're most attracted to events with great reviews	65%	64%	61%

Ticketing and marketing behaviour



	Audiences in Big Cities	Audiences in Outer Suburbs	Audiences in the Regions
Found out about recent events on Facebook	16%	20%	26%
Found out about recent events through websites	42%	40%	34%
Proportion booking in week of event	22%	19%	17%
Proportion who have a subscription or membership to an arts organisation	51%	41%	29%