

OVER THE COURSE OF A WEEK, ELIZABETH PEDLER INVITED PASSERS-BY ON HAY ST TO COMPLETE A FIVE MINUTE SURVEY, OFFERING THE REWARD OF A FUN-SIZE CHOCOLATE OR A MUESLI BAR FOR THEIR PARTICIPATION.

172 PEOPLE TOOK PART: 98 MALE, 73 FEMALE. THOSE SURVEYED RANGED IN AGE FROM 18 TO 80 YEARS, WITH A MEDIAN AGE OF 27. THE TYPICAL RESPONDENT WAS A MALE IN HIS LATE TWENTIES WITH A TAFE CERTIFICATE.

DATA ANALYSIS WAS CONDUCTED WITH ASSISTANCE FROM DR PENDER PEDLER AND ANDREW NIENABER.

This document was produced for an exhibition at Moana Project Space in October 2013.

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www.moana-ari.com

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Designed by DB

## ELIZABETH PEDLER: SURVEY

23 SEPTEMBER - 19 OCTOBER 2013

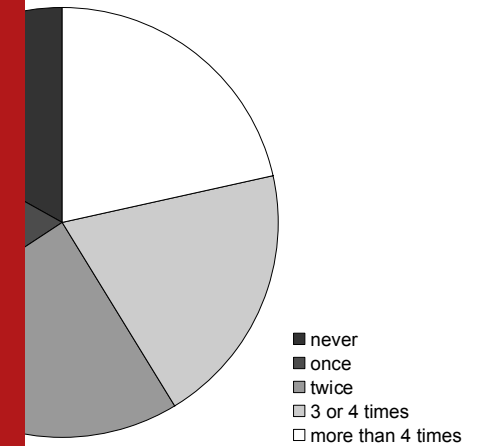
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## T IN VISUAL ART

months did respondents:

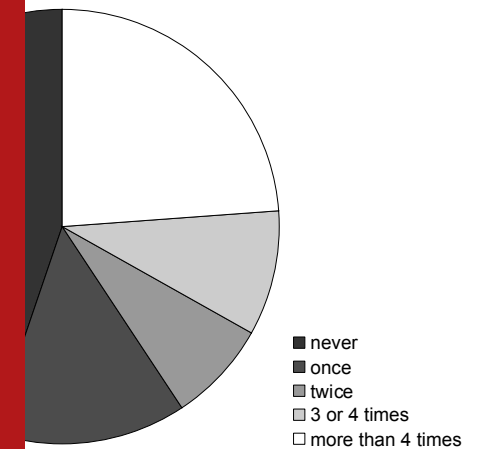
um, art gallery, artist-run-

- 4 times 9.77% More than 4 times 21.51%



visual art?

- 4 times .30% More than 4 times 23.84%

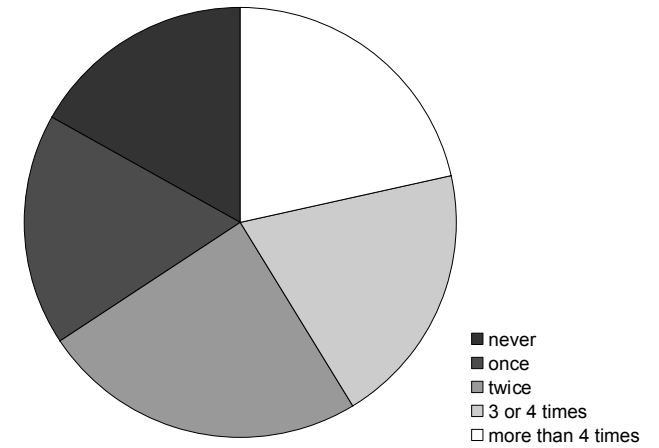


# INVOLVEMENT IN VISUAL ART

How many times in the past 12 months did respondents:

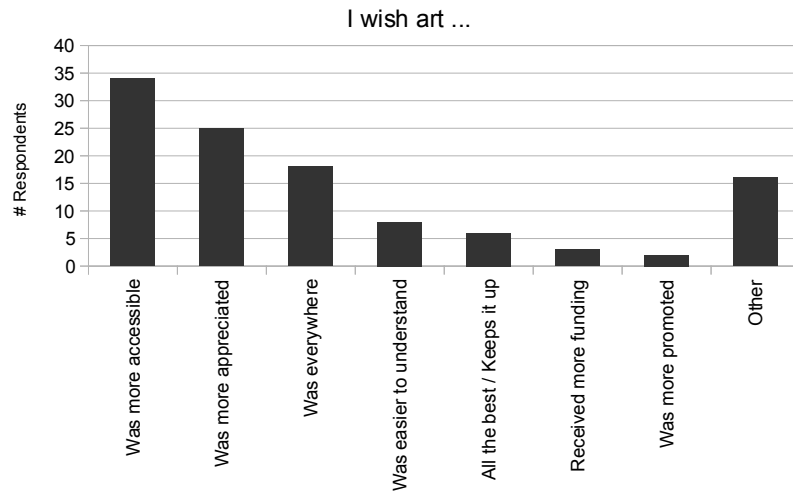
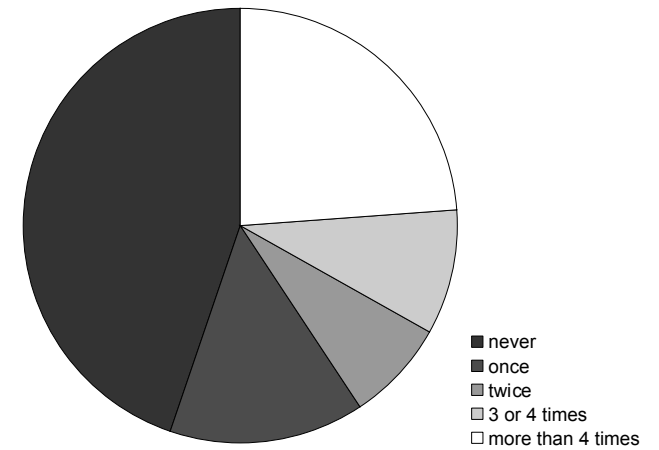
**Attend an art event (eg art museum, art gallery, artist-run-initiative, etc)?**

Never	Once	Twice	3 - 4 times	More than 4 times
16.86%	17.44%	24.42%	19.77%	21.51%



**Make, or help in the making of, visual art?**

Never	Once	Twice	3 - 4 times	More than 4 times
44.77%	14.53%	7.56%	9.30%	23.84%

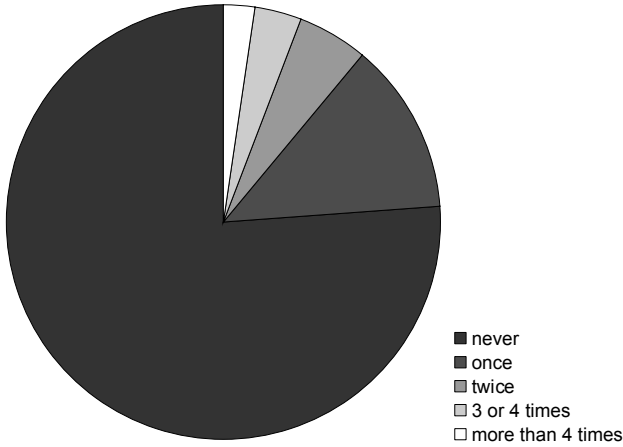


# ATTITUDES TOWARD VISUAL ART

For each statement, respondents rated the extent of their agreement.

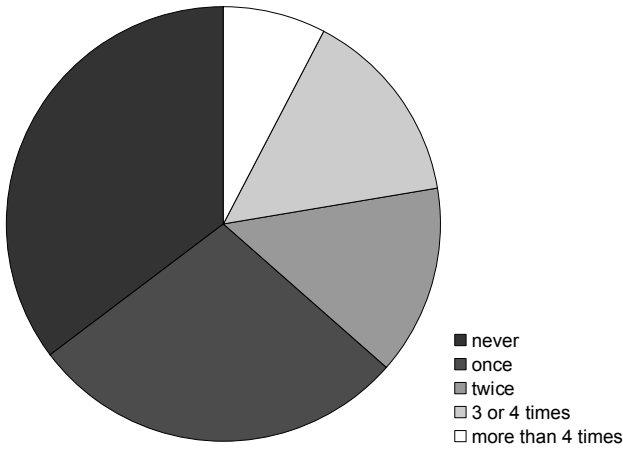
## Exhibit or sell their own visual art?

Never	Once	Twice	3 - 4 times	More than 4 times
76.16%	12.79%	5.23%	3.49%	2.33%



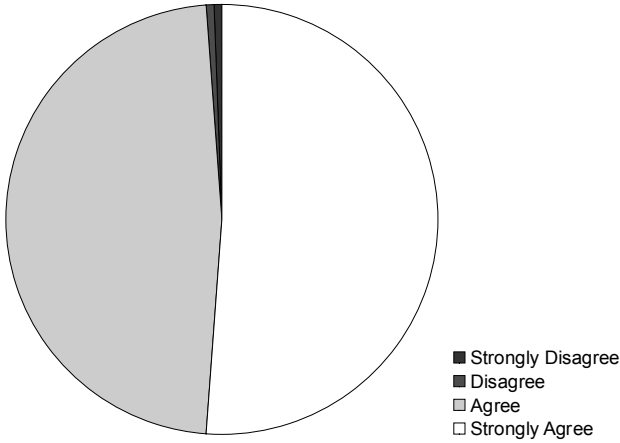
## Pay to see or buy a piece of visual art?

Never	Once	Twice	3 - 4 times	More than 4 times
35.29%	28.24%	14.12%	14.71%	7.65%



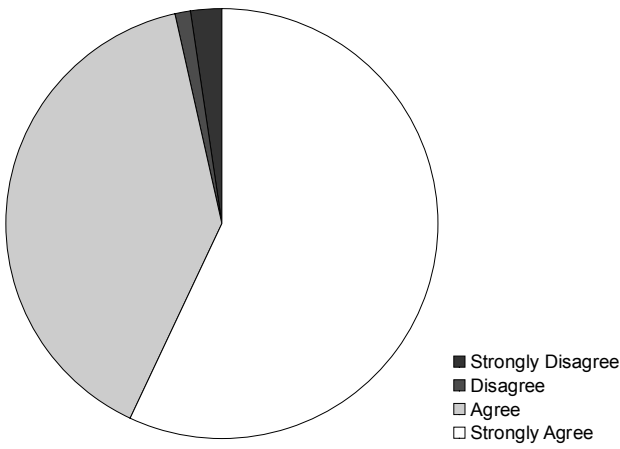
## I like looking at art.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0.58%	0.58%	-	47.67%	51.16%



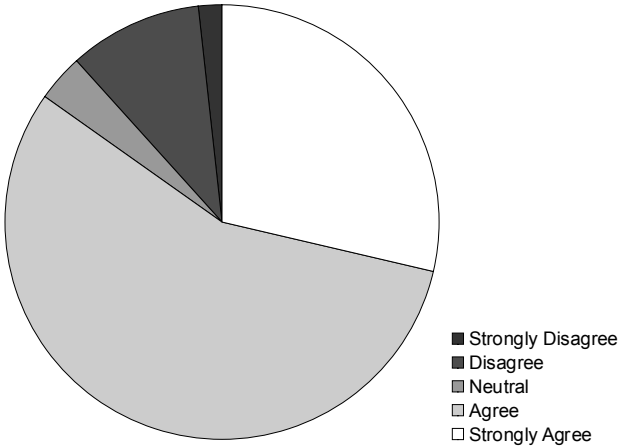
## Art is an essential part of our society and culture.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.33%	1.16%	-	39.53%	56.98%



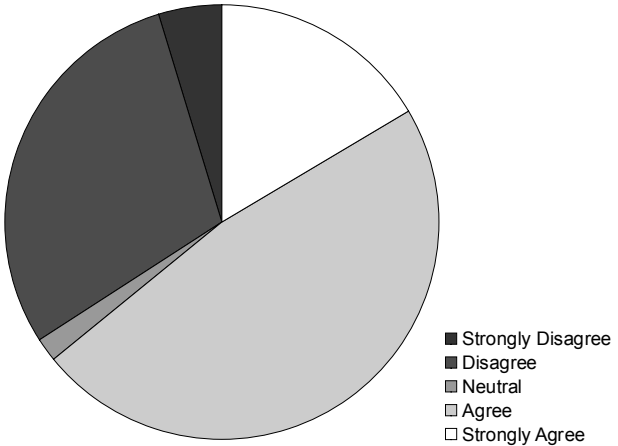
Art is about making a statement.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.75%	9.94%	3.51%	56.14%	28.65%



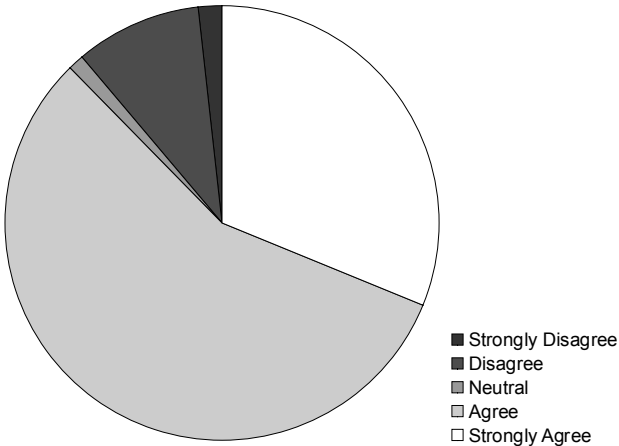
I think art should be visually pleasing.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4.71%	29.41%	1.76%	47.65%	16.47%



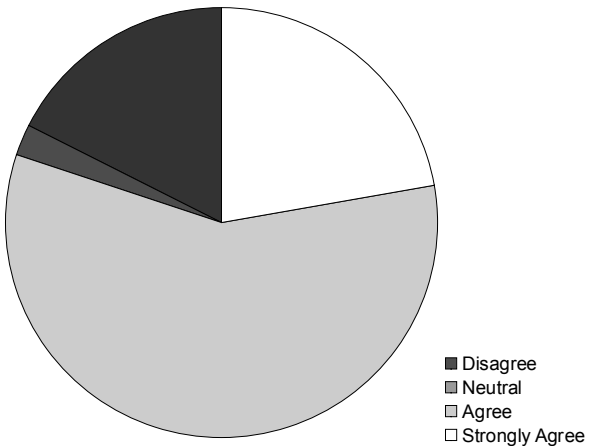
I like art that challenges you.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.76%	9.41%	1.18%	56.47%	31.18%



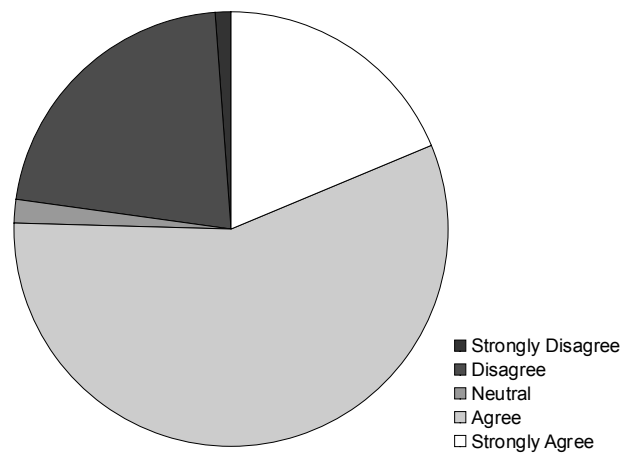
Art is a mirror for society.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-	17.54%	2.34%	57.89%	22.22%



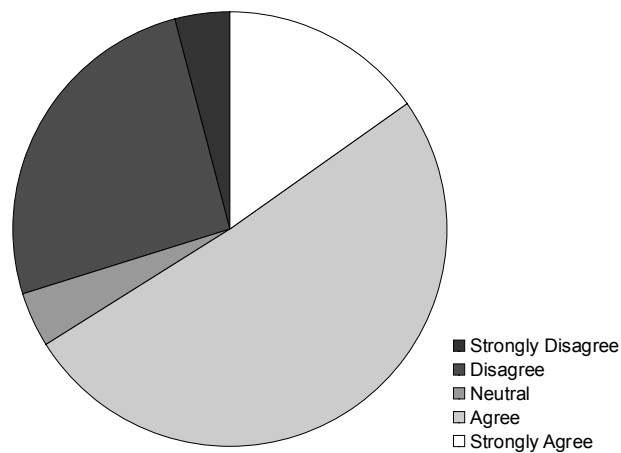
I like seeing the latest in new and contemporary art.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.17%	21.64%	1.75%	56.73%	18.71%



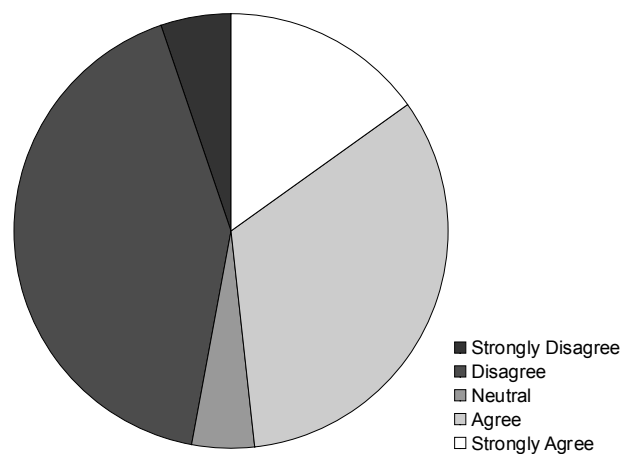
Artists are just like anyone else.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4.09%	25.73%	4.09%	50.88%	15.20%



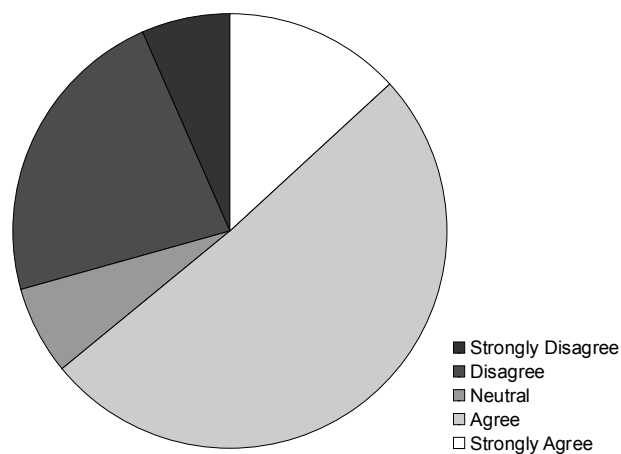
Artworks are undervalued.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.23%	41.86%	4.65%	33.14%	15.12%



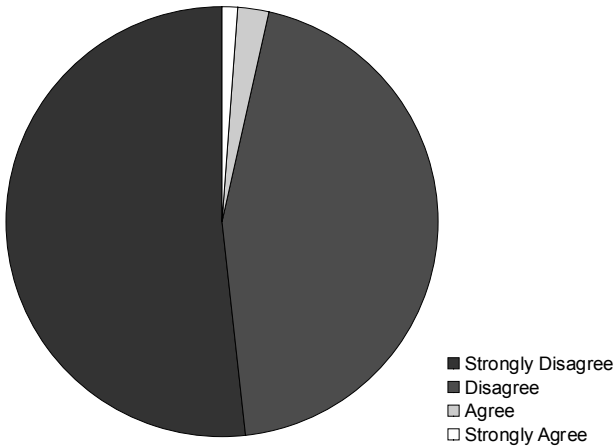
Most artists don't make any real money.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6.59%	22.75%	6.59%	50.90%	13.17%



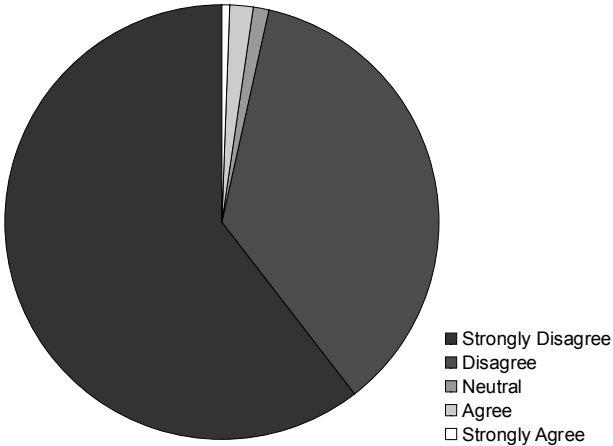
I get nothing from art.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
51.74%	44.77%	-	2.33%	1.16%



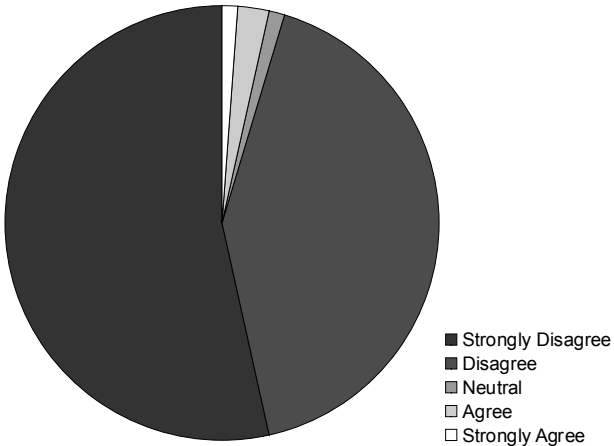
I think art is a waste of time and money.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
60.47%	36.05%	1.16%	1.74%	0.58%



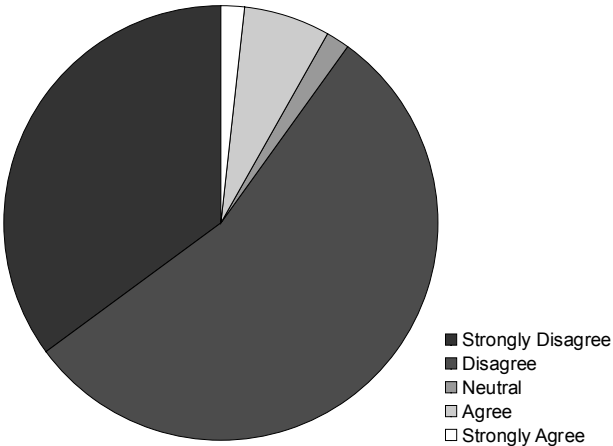
I think paintings are boring.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
53.49%	41.86%	1.16%	2.33%	1.16%



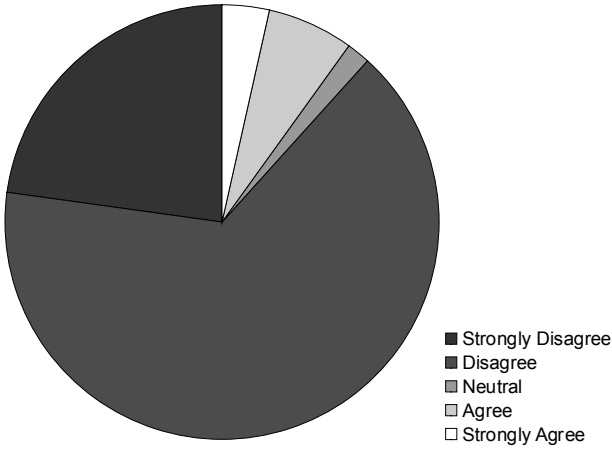
There's nothing art does that we couldn't get from something else in our society.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
35.09%	54.97%	1.75%	6.43%	1.75%



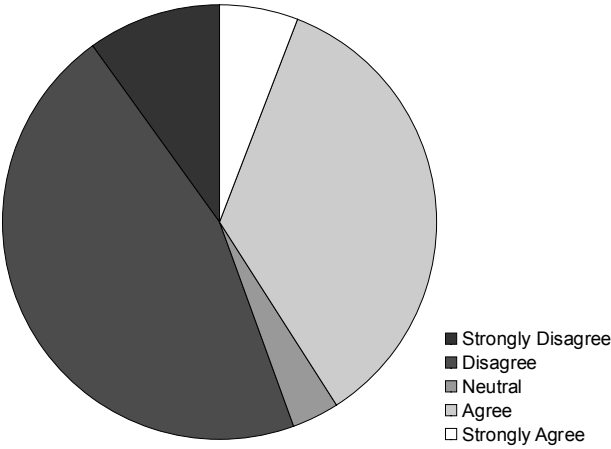
Contemporary art is ugly.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
22.81%	65.50%	1.75%	6.43%	3.51%



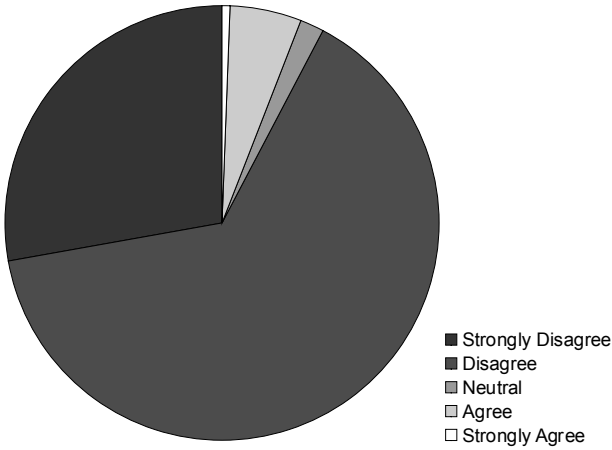
Modern art is confusing.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9.94%	45.61%	3.51%	35.09%	5.85%



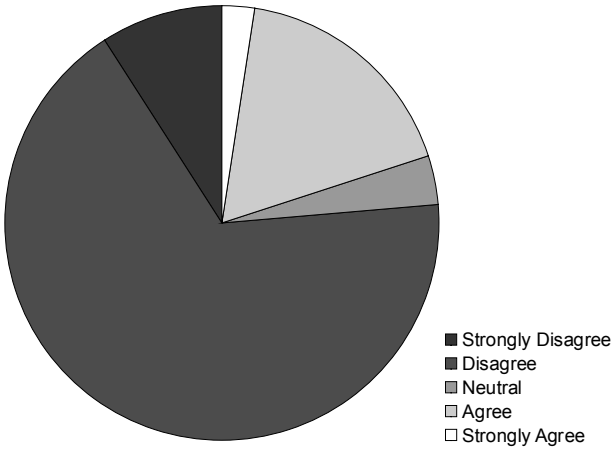
I don't like any of the contemporary art I've seen.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
27.81%	64.50%	1.78%	5.33%	0.59%



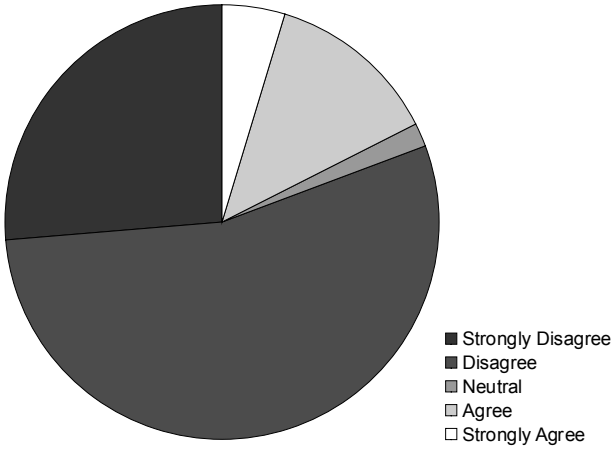
Art today is too conceptual.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9.09%	67.27%	3.64%	17.58%	2.42%



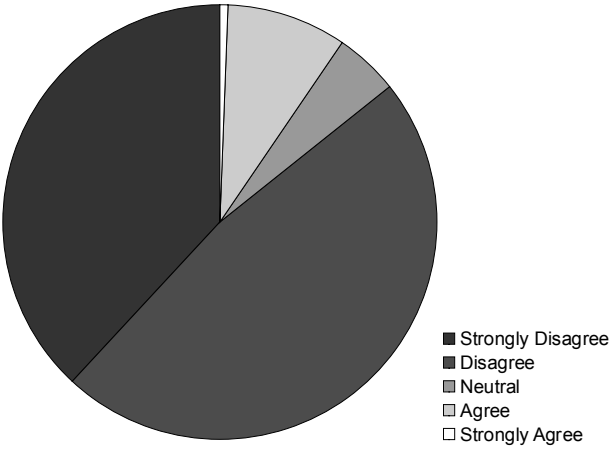
**Art is disconnected from the real world.**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
26.32%	54.39%	1.75%	12.87%	4.68%



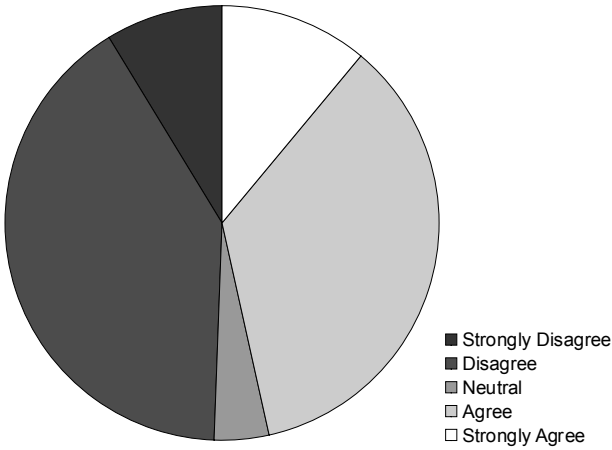
**Artists are paid way too much.**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
38.10%	47.62%	4.76%	8.93%	0.60%



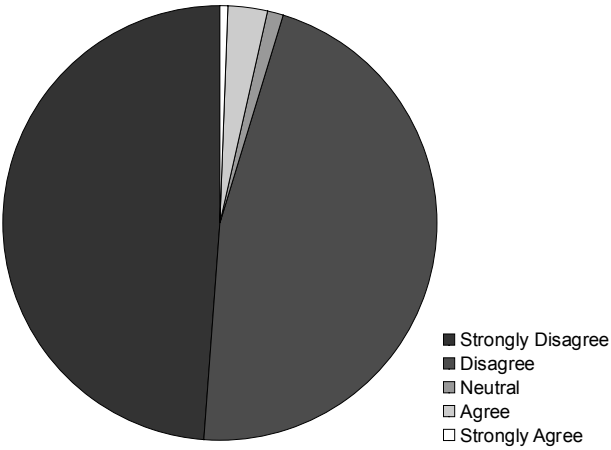
**People pay too much for art.**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8.72%	40.70%	4.07%	35.47%	11.05%



**Artists don't know anything about real life.**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
48.82%	46.47%	1.18%	2.94%	0.59%





ELIZABETH PEDLER  
SURVEY

23 SEPTEMBER - 19 OCTOBER 2013

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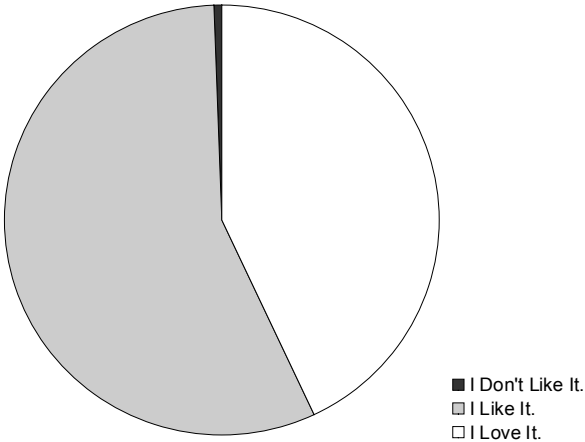


# ATTITUDES TOWARD DIFFERENT TYPES OF ART

For each type of art, respondents rated how they feel.

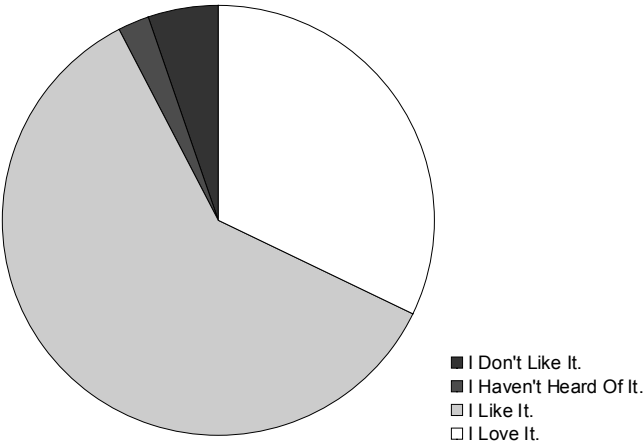
## Painting

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	0.58%	-	56.40%	43.02%



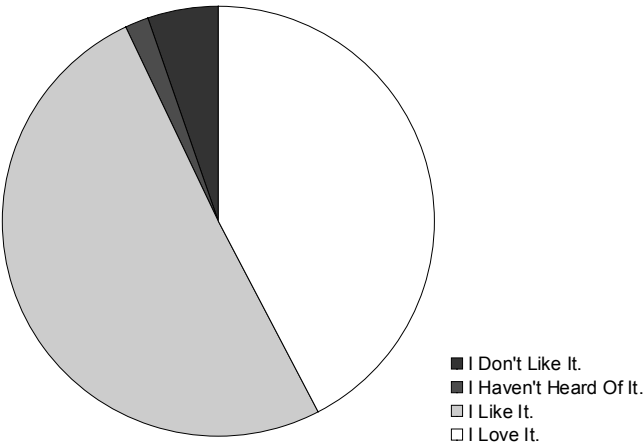
## Portraits

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	5.26%	2.34%	60.23%	32.16%



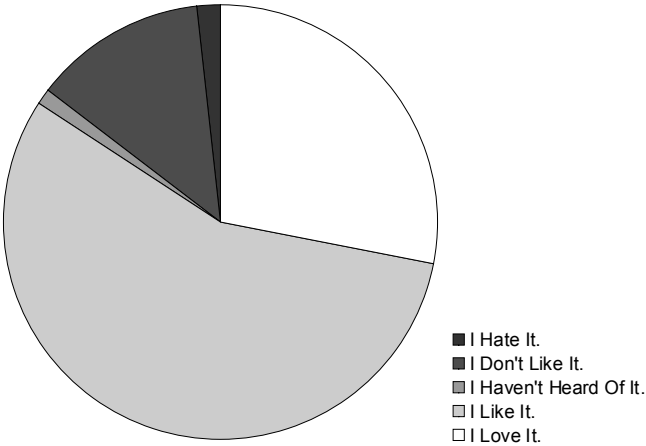
## Landscape Painting

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	5.29%	1.76%	50.59%	42.35%



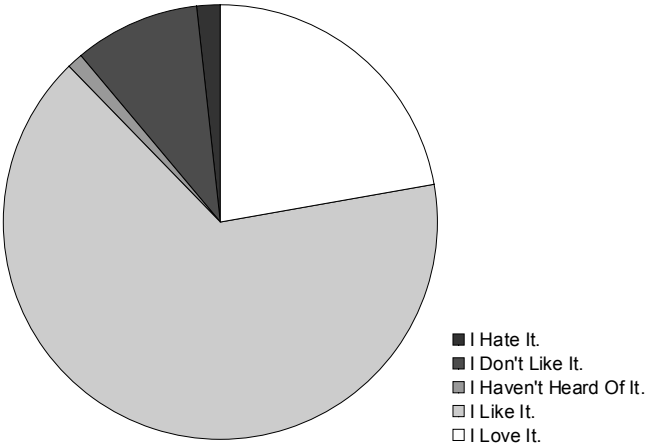
Nudes

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.75%	12.87%	1.17%	56.14%	28.07%



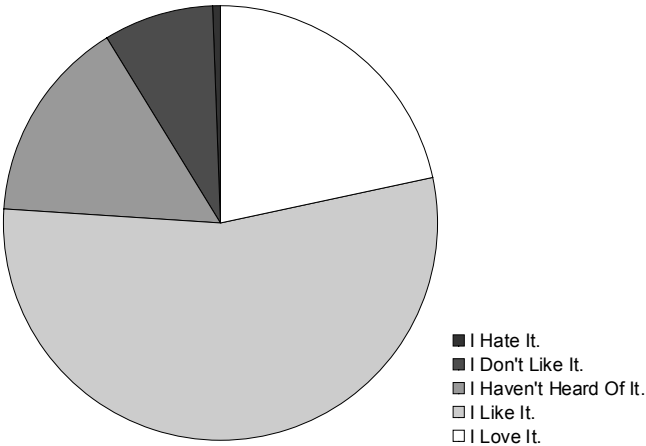
Modern Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.75%	9.36%	1.17%	65.50%	22.22%



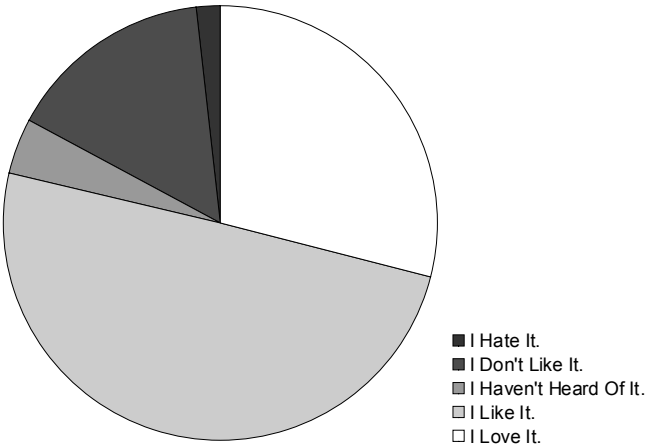
Still Life

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.58%	8.19%	15.20%	54.39%	21.64%



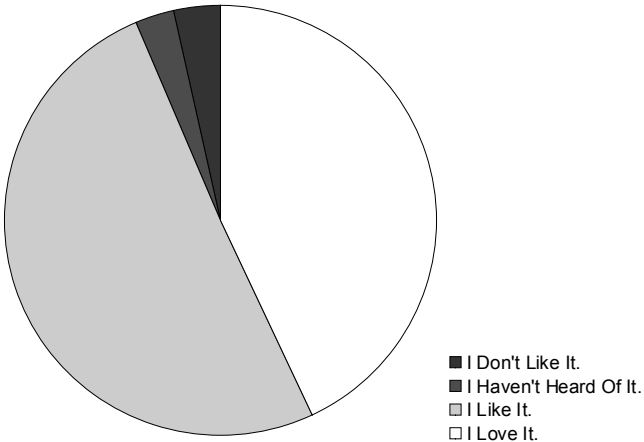
Abstract Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.78%	15.38%	4.14%	49.70%	28.99%



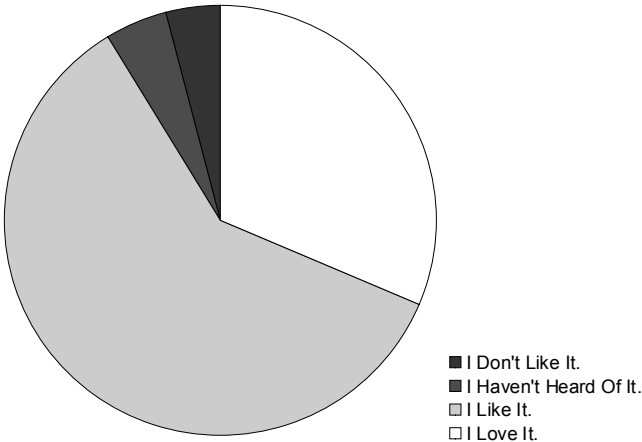
Sculpture

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	3.49%	2.91%	50.58%	43.02%



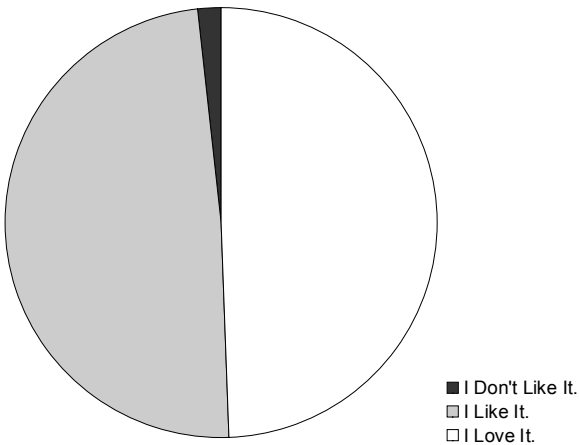
Prints

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	4.07%	4.65%	59.88%	31.40%



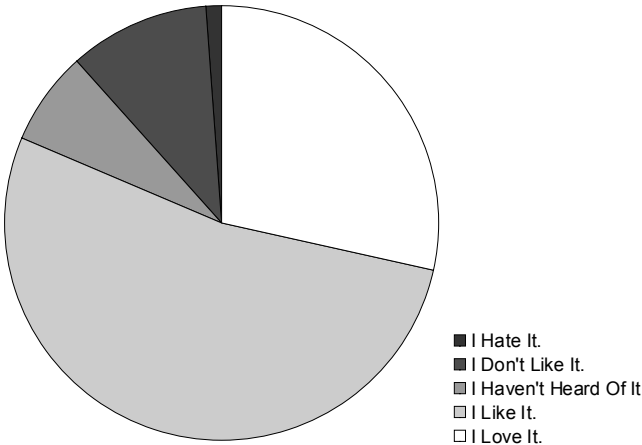
Drawing

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	1.74%	-	48.84%	49.42%



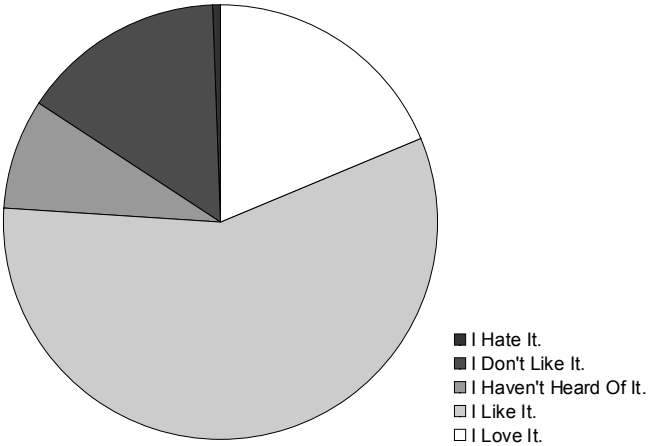
Craft

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.16%	10.47%	6.98%	52.91%	28.49%



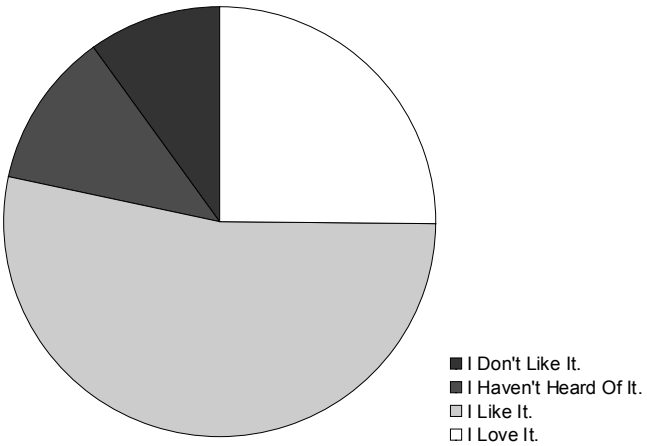
Collage

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.58%	15.20%	8.19%	57.31%	18.71%



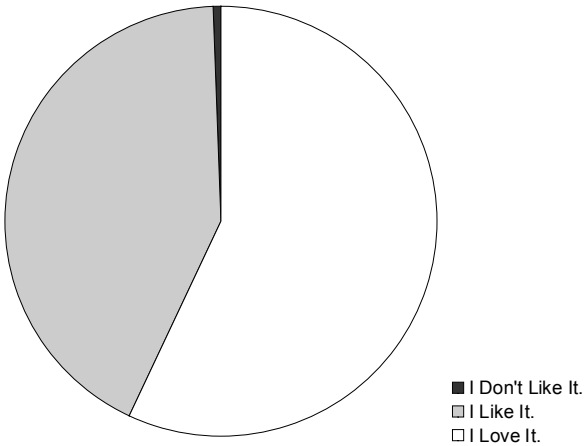
Digital Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	9.94%	11.70%	53.22%	25.15%



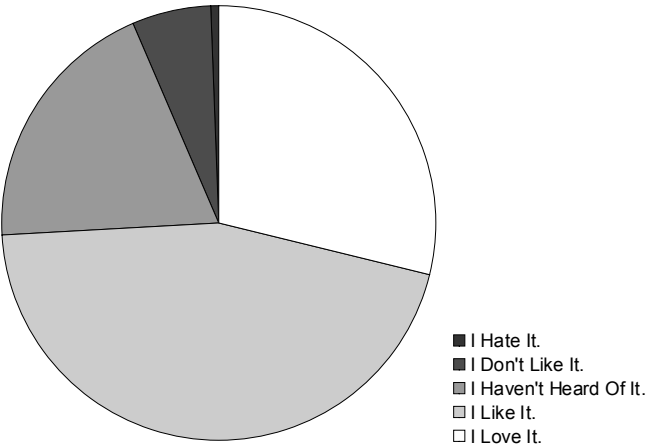
Photography

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
-	0.58%	-	42.44%	56.98%



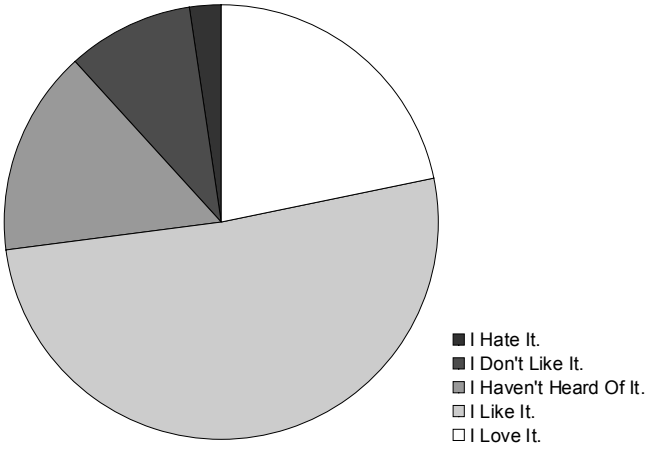
Interactive Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.59%	5.88%	19.41%	45.29%	28.82%



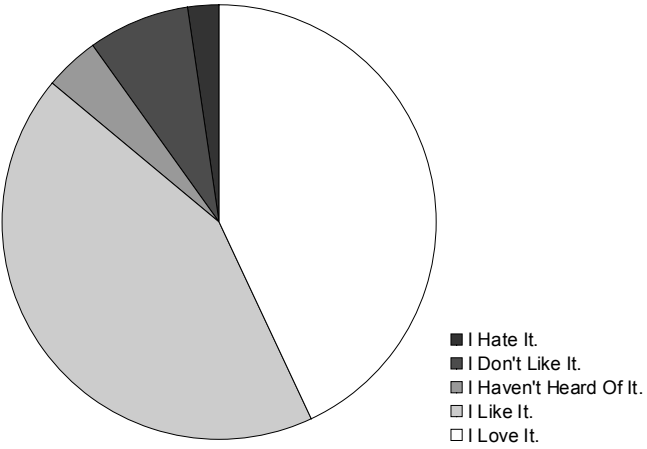
Video Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
2.35%	9.41%	15.29%	51.18%	21.76%



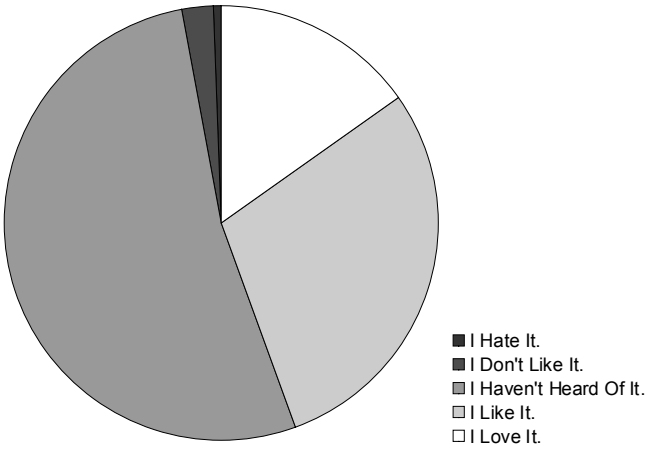
Performance Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
2.33%	7.56%	4.07%	43.02%	43.02%



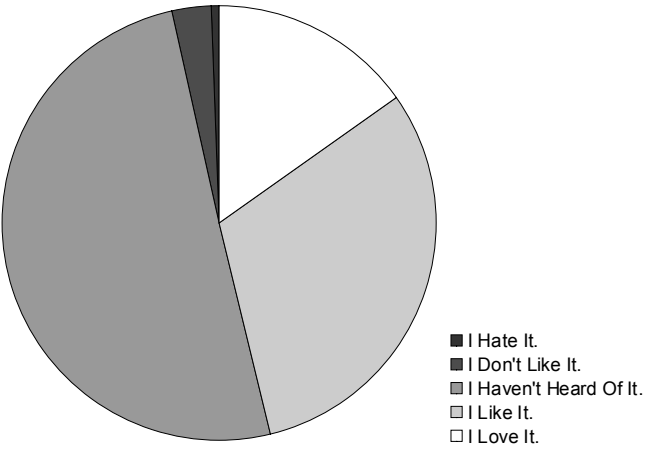
Social Practice

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.58%	2.34%	52.63%	29.24%	15.20%



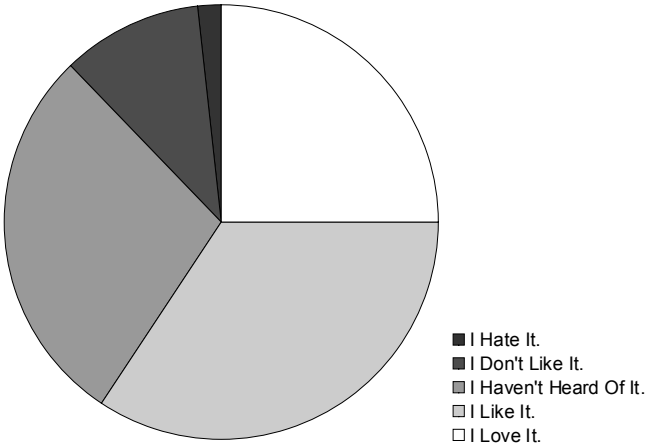
Installation Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.58%	2.92%	50.29%	30.99%	15.20%



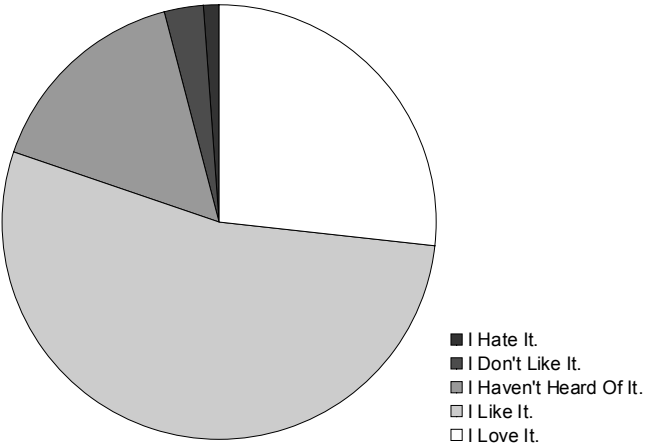
Sound Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.74%	10.47%	28.49%	34.30%	25.00%



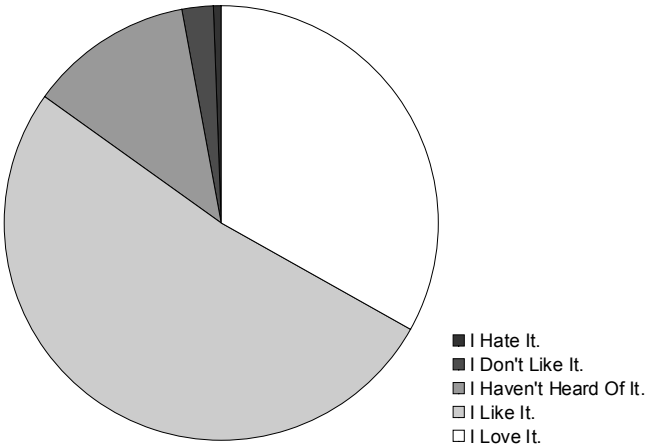
Urban Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
1.16%	2.91%	15.70%	53.49%	26.74%



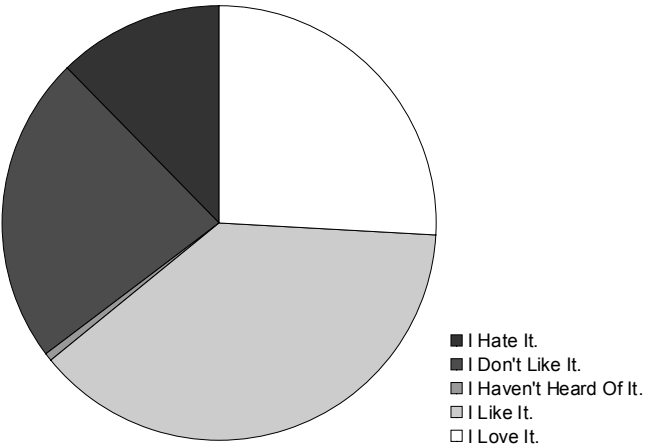
Public Art

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
0.58%	2.33%	12.21%	51.74%	33.14%



Graffiti

I Hate It	I Don't Like It	Haven't Heard Of It	I Like It	I Love It
12.35%	22.94%	0.59%	38.24%	25.88%



# SOME FURTHER INFORMATION

Respondents were asked to complete the following sentences.

