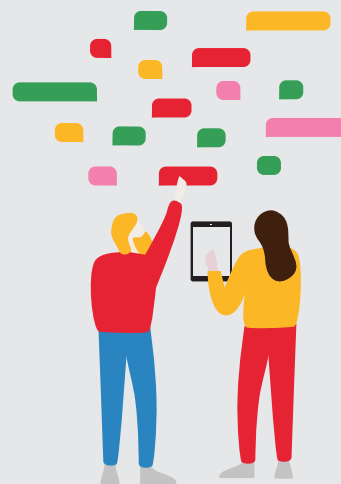


Culture Counts

Local Government Data Snapshot

Published: 25 November 2020

Culture Counts supports local government clients to collect data from communities, audiences, businesses and stakeholders. This document provides a snapshot of results collected since 2014 from local governments around Australia. It shows the total number of local government sector surveys and responses in the Culture Counts database, and insights into the demographic mix and location of respondents. A key focus of the data is the important outcomes and experiences generated by local governments through their evaluated events, programs and activities.



58

Total local governments

2,560

Total surveys

149,244

Total survey responses

2014 - 2020

Data collection period



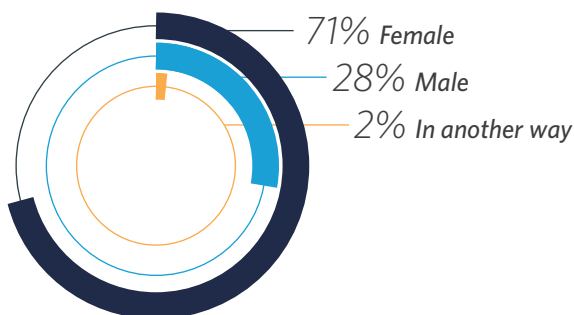
DEMOGRAPHICS

Gender, age and postcode information is collected in a standard way via the Culture Counts survey builder. This enables demographic data to be aggregated across the database and filtered to understand trends and differences in engagement and outcomes by demographic.

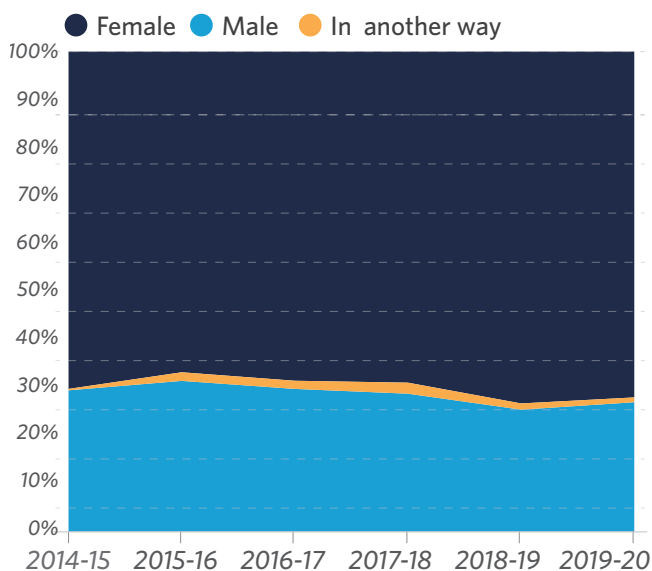
Gender

Across the local government database as a whole, females represent 68% of all survey responses and this proportion has remained fairly consistent over time. Our research shows that while females are more likely to attend events, they also more frequently purchase event tickets and complete subsequent surveys, which contributes to their expected overrepresentation in survey samples.

Gender breakdown



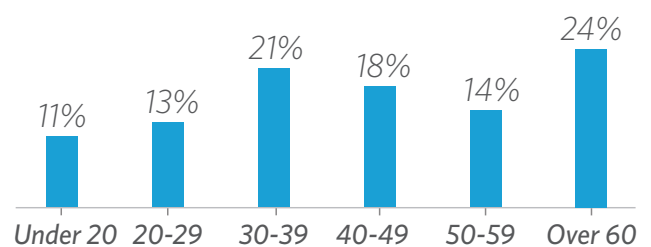
Gender breakdown by financial year



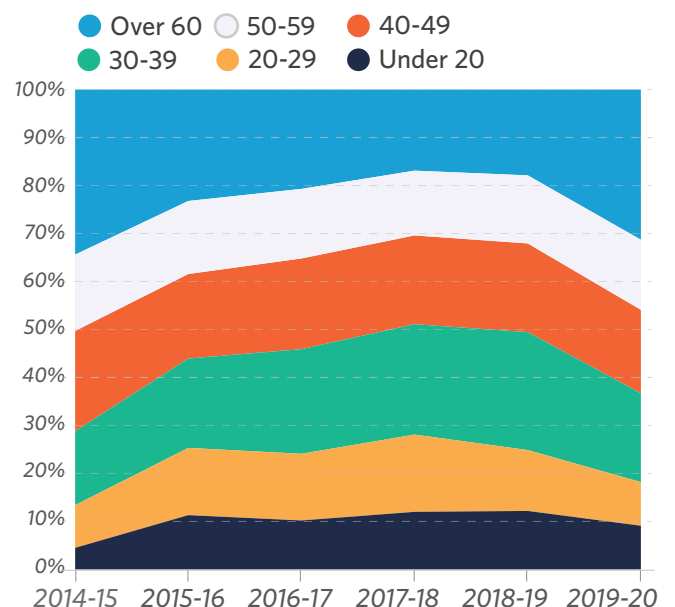
Age Group

All age cohorts are represented in the database, with the largest percentage of survey responses from those aged over 60 years, and the smallest percentage from those aged under 20 years. It is expected that the age distribution decreased in 2019-20 due to COVID-19 shutdowns and the move to predominantly online evaluations.

Age breakdown



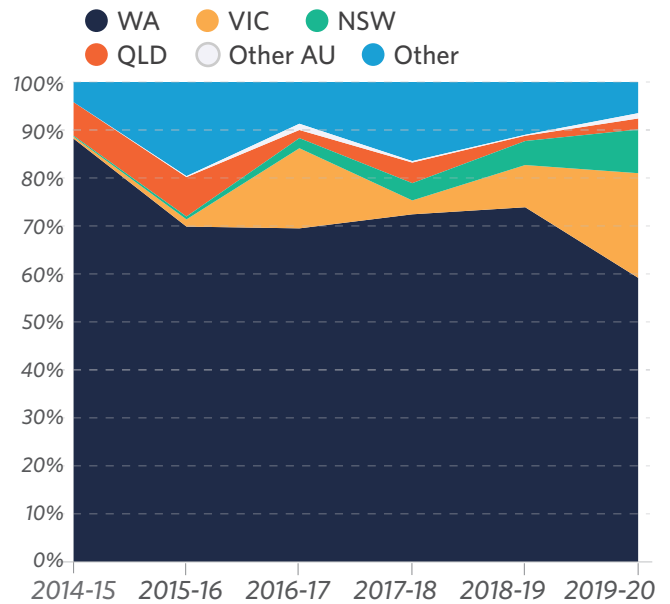
Age breakdown by financial year



State

The large majority of respondents in the database reside in Western Australia, however survey responses from other states have increased over time as new local government clients join the platform. Percentages of respondents from outside Australia have dropped significantly due to COVID-19 restrictions. Intercept surveying and other non-ticket or email distribution methods can help to balance the gender, age and postcode mix collected for individual evaluations.

Respondent state of residence by financial year



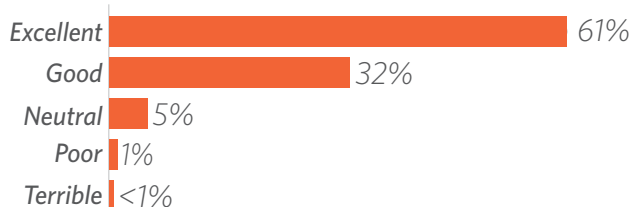
EXPERIENCE QUESTIONS

The Culture Counts evaluation platform contains several in-built custom questions, designed to measure overall experience and likelihood of recommendation (net promoter score) using best-practice question formats. The consistent format enables data to be aggregated for benchmarking and filtered to understand trends and differences across variables.

Across 214 surveys, more than half of all respondents would be highly likely to recommend the local government event, program or experience that they attended (classified as promoters). This generates an overall Net Promoter Score (NPS) of 31, which is a strong result indicating loyalty and positive word of mouth. 93% of respondents across 203 surveys had an excellent or good experience at a local government event or program, with less than 2% recording a poor or terrible experience. This statistic also shows the strength of local governments around Australia in generating excellent cultural and community experiences for their constituents.

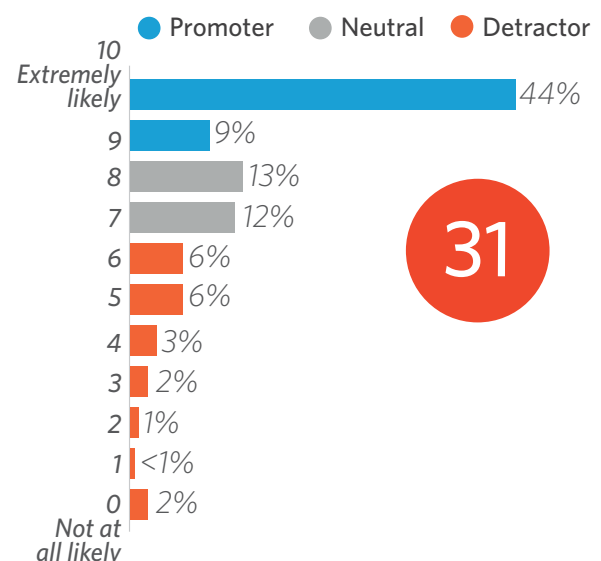
Overall Experience

How would you rate your overall experience?



Net Promoter Score

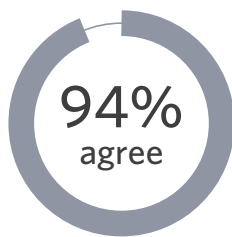
How likely are you to recommend this event/experience?



DIMENSION OUTCOMES

The Culture Counts evaluation platform contains in-built sets of metrics, designed to measure outcomes associated with cultural and community experiences. Metrics have been developed, tested and refined with the sector, and enable easy data collection across cultural, social, civic, economic and environmental domains from audiences and communities. The use of standardised language and consistent collection methodologies enables data to be aggregated, with opportunities for sector benchmarking and big data insights.

SAFE



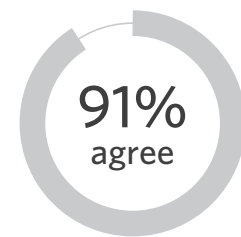
It made me feel safe and welcome

LOCAL IMPACT



It's important that it's happening here

RIGOUR



It was well thought through and put together

The snapshot shows a selection of two frequently used metrics from each domain that has been collected through local government surveying around Australia. The count column contains the number of survey responses in the database, with the associated percentage of respondents who agree with the outcome as a result of their cultural experience. The survey response numbers are significant, and the data shows that the events and programs evaluated are generating very strong outcomes across multiple domains. Such data can be used in benchmarking or filtered by program type, region or community of interest to identify programming or resourcing decisions driving differences in impact.

DOMAIN	OUTCOME	% AGREE	(N) COUNT
Cultural	Challenge: It challenged me to think in a different way	75%	16,067
	Creativity: It inspired my own creativity	70%	14,522
Social	Safe: It made me feel safe and welcome	94%	10,477
	Connection: It helped me feel connected to people in the community	70%	65,446
Civic	Participation: It encouraged me to participate in community activities	83%	4,616
	Positivity: It made me feel positive about the community's future	87%	3,399
Economic	Diversity: It engaged people from different backgrounds	86%	10,400
	Opportunity: It opened up new opportunities for me	78%	1,438
Environmental	Local Impact: It's important that it's happening here	92%	48,651
	Place: It made me feel proud of my local area	85%	8,602
Arts Quality	Rigour: It was well thought through and put together	91%	35,577
	Distinctiveness: It was different to things I have experienced before	82%	21,828
Place Quality	Community: I feel a sense of community here	68%	12,631
	Vibe: I enjoy the vibrancy and activity here	81%	15,929

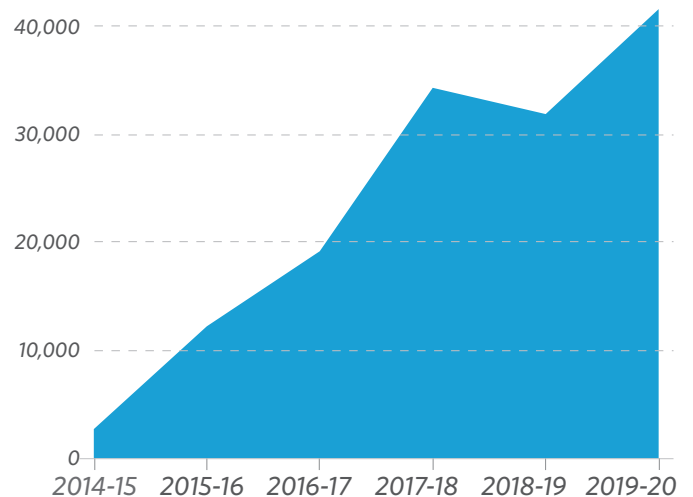
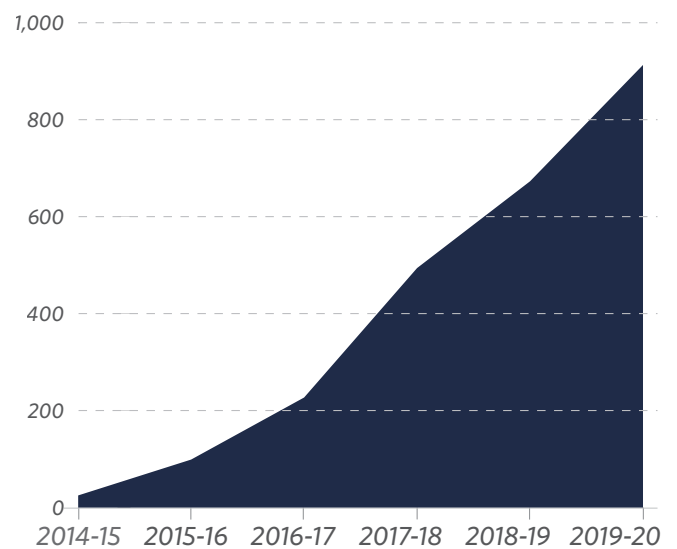
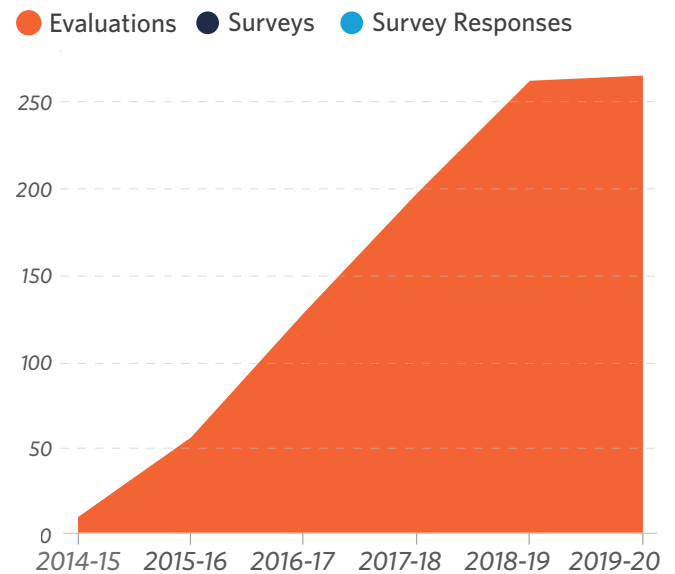
Evaluation, Survey and Survey Response Counts

DATA COLLECTED BY FINANCIAL YEAR

A significant amount of data has been collected by local governments since 2014, with evaluation and survey numbers steadily increasing each year as more councils join the platform.

Survey response numbers jumped up in 2017-2018 due to the substantial evaluation of the Commonwealth Games festival and events held across four Queensland local government areas. Evaluation numbers and survey responses increased at a slightly reduced rate in 2019-20 as a result of COVID-19 shutdowns. The data shows that more than 30,000 community members annually around Australia have taken the opportunity to provide feedback to their councils since 2017, representing a large pool of valuable and useful information for the sector.

FY	NO. OF SURVEY RESPONSES	NO. OF SURVEYS	NO. OF EVALUATIONS
2014-15	2,691	25	9
2015-16	12,230	99	55
2016-17	19,200	227	127
2017-18	34,370	494	196
2018-19	31,932	673	261
2019-20	41,676	913	264
2020-21	7,145	331	122



Find out more

To receive a complimentary demo or chat to one of our friendly Client Management team about evaluating your council's impact, please email hello@culturecounts.cc or phone us on **+61 8 9325 7476**