

# Valuing the Queensland Museum

A Contingent Valuation Study  
2008



# Aim

- Public value of QM
- Valid and reliable methodology
- Process applicable to wider arts and cultural industry



# Changing value of arts/museums

- Pre 1970 - arts for arts sake
- 1980s - economic benefits
- 1990s - social benefits
- 2000s - public good  
- creative/knowledge economy



# Values

## Intrinsic

'enrich people's lives' – subjective intellectual, emotional & spiritual experiences

## Institutional

cultural institutions & processes – create public trust, safe places & sociability

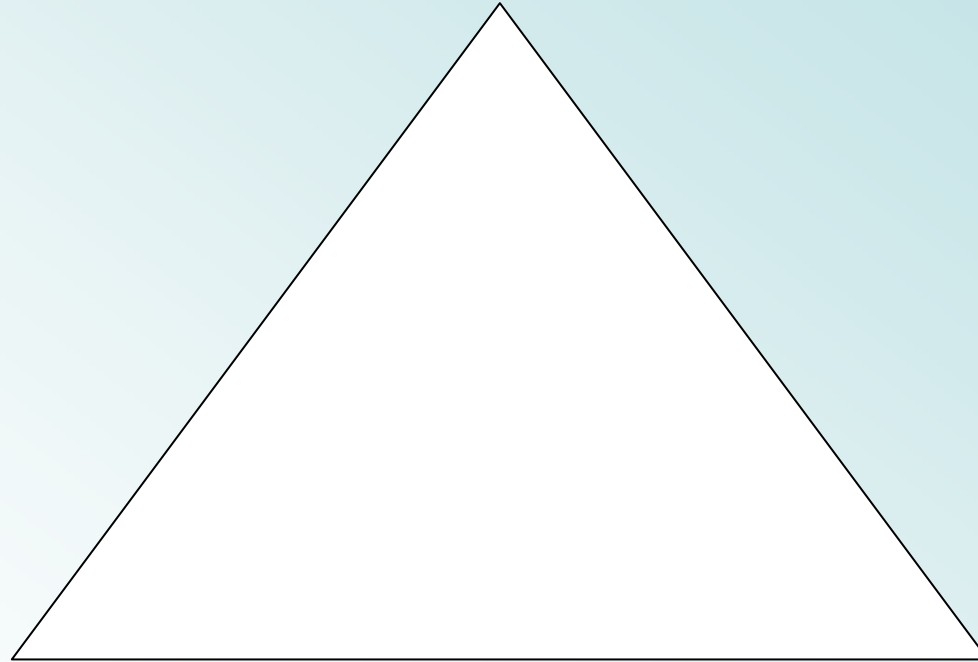
## Instrumental

economic and social outcomes 'knock-on' effects



# Stakeholders

**Public** (authorising environment)



**Professionals  
(arts/cultural  
industries)**

**Politicians  
& Policy  
Makers**



# Value matrix

	Intrinsic	Instrumental	Institutional
Public	X		X
Professionals	X		X
Politicians/ Policy makers		X	



# What to measure?

## Economic Values

- Some market goods
- some \$ value

## Cultural & Social Values

- Non market goods
- No direct \$ value



# Economic value

**Use value**

Direct  
consumption  
benefits

**Non use value**

**Existence**

**Option**

**Bequest**





# Cultural values:

- **Social**
- Aesthetic
- Spiritual
- Historical
- Symbolic
- Authenticity



# Contingent Valuation Study

- Places an economic value on a public/cultural good
- Users and non-users
- Hypothetical scenario
- Willingness to pay – WTP
- Economic modelling



# Methodology

- 1993 NOAA Study –strict guidelines
- Best practice international models
- 12 months timeframe
- Public lecture and master class
- Industry Reference Group
- Experienced consultants
- Web-based survey



# Survey instrument

- Leisure activities including museum visitation (1-2)
- Attitudes to QM - campuses (3-16)
  - products & services (17-23)
- Setting the scenarios & qualitative benefits of QM (24)
- **WTP using 2 scenarios**
  - **ongoing WTP for existing products & services (25-29)**
  - **one-off WTP for enhancements (30-34)**
- Demographic and general attitudes & interests (35-44)



# Survey sample

Sample size/ geographical spread	Proposed Sample	Obtained sample	Obtained sample (%)	Population %
Brisbane/Ipswich	300	545	46%	43%
Toowoomba	150	126	11%	3%
Townsville	200	208	18%	3%
Rest of Queensland	150	295	25%	51%
<b>Total</b>	<b>800</b>	<b>1,174</b>	<b>100%</b>	<b>100%</b>



# Users and non-users

Users and non-users of museums	Total Unweighted scores	Total Weighted scores
In the last 6 months	34%	36%
6 months to a year	22%	22%
More than a year ago	35%	33%
Never	6%	6%
Don't know	3%	3%
<b>Total</b>	<b>1,174</b>	<b>1,162</b>



# Interest in museums

Interest in museums in general	CV	CV Weighted
I keep an eye out for special activities at museums and go when they interest me	50%	51%
I go generally to see what is there; I don't go to see special exhibits or activities	26%	27%
I am not really interested in museums and I don't go very often at all	24%	22%
<b>Sample size</b>	<b>1,174</b>	<b>1,162</b>



# Awareness of QM campuses

Awareness of QM campuses	QMSB	Cobb+Co Museum	TWRM	MTQ
Know a lot about it	24%	6%	9%	9%
Know a little about it	53%	21%	35%	17%
Only know the name	18%	31%	32%	23%
Never heard of it	4%	40%	22%	49%
Not sure	1%	2%	1%	2%





# Awareness by regions

Awareness of C+C Museum	Total	Brisbane & Ipswich	T'mba	T'ville	Rest of QLD
Know a lot about it	8%	4%	42%	0%	5%
Know a little about it	20%	21%	47%	6%	19%
Only know the name	30%	35%	11%	29%	29%
Never heard of it	40%	38%	0%	60%	45%
Not sure	2%	2%	0%	4%	2%
<b>Total</b>	<b>1,174</b>	<b>545</b>	<b>126</b>	<b>208</b>	<b>295</b>



# Responses to museum visits

- Purpose of visits -7
- Personal and emotional responses -9
- Learning outcomes -9



# Products and Services

- Web site
- MDO Program
- Scientific research
- Publications
- Inquiry Centre
- Loans
- Historic Research



# Qualitative benefits

Perceptions of QM	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Don't Know
QM does important things for the people of Queensland	43%	49%	4%	0%	0%	3%
QM is not relevant to me and probably never will be	2%	9%	11%	45%	29%	4%
In the future, I might want to visit one of the museums or use one of QM's services	35%	54%	6%	2%	-%	3%
In years to come, people will think that QM achieved very little	3%	6%	13%	46%	27%	6%
I get personal benefit from things QM does	13%	37%	32%	10%	1%	7%
QM will leave an important legacy to future generations	48%	41%	6%	0%	0%	4%



# Existing funding

<b>WTP for existing QM services</b>	<b>Total</b>	<b>Brisbane &amp; Ipswich</b>	<b>T'mba</b>	<b>T'ville</b>	<b>Rest of QLD</b>
Increasing the funds for QM	52%	53%	55%	58%	51%
Keeping the funds at the present level for QM	44%	43%	45%	40%	44%
Reducing the funds for QM	4%	3%	0%	2%	5%



# How do you want to pay?

- Increase taxes
  - 39%
- Decrease other services – 61%
- Which services?
- Health – hospital beds
- Schools – classrooms
- Roads – kms of new roads
- Tourism – marketing campaigns
- Prisons - beds



# Why not increase funding?

Reasons for not increasing funds to QM	Total	Brisbane & Ipswich	T'mba	T'ville	Rest of QLD
QM get enough funds at the moment	11%	6%	0%	13%	16%
<b>I value QM but I personally cannot afford/do not want to pay more</b>	<b>24%</b>	<b>24%</b>	<b>12%</b>	<b>43%</b>	<b>23%</b>
<b>I value QM but other services are more important</b>	<b>40%</b>	<b>40%</b>	<b>60%</b>	<b>30%</b>	<b>39%</b>
I don't value QM enough to give it more funds	2%	3%	9%	3%	1%
I don't know enough about it to decide	13%	11%	13%	8%	15%
Other	2%	3%	0%	2%	1%
No response	7%	12%	1%	1%	5%



# Ballot 1 – increased WTP

Ballot 1 increased WTP	Yes	No	No of respondents
Option A - an increase of \$2 per adult per year	94%	6%	196
Option B - an increase of \$4 per adult per year	82%	18%	209
Option C - an increase of \$8 per adult per year	75%	25%	205
Total/overall result	84%	16%	610





# WTP for recurrent funding

Ballot 1 WTP for increased recurrent funding	Mean	Lower Bound
Increased WTP for existing QM products and services	\$12.65	\$8.23
<b>Increase WTP ratio over current funding levels</b>	<b>2.9</b>	<b>2.3</b>
Adult Population	3,176,068	3,176,068
Total Value of increased funding based on adult population	<b>\$40 Million</b>	<b>\$26 Million</b>
Dwellings/households	1,627,600	1,627,600
<b>Total Value based on dwellings</b>	<b>\$21 Million</b>	<b>\$13 Million</b>



# WTP for additional services

WTP for additional QM services	Total	Brisbane & Ipswich	T'mba	T'ville	Rest of QLD
Increasing the funds for QM to provide more services	75%	78%	78%	80%	73%
Keeping the funds at the present level and not undertake new developments	21%	19%	22%	18%	22%
No response	4%	3%	0%	2%	5%



# Ballot 2- One-off levy for new developments

<b>Ballot 2 WTP</b>	<b>Yes</b>	<b>No</b>	<b>No of respondents</b>
Option A - a one-off levy of \$4 per adult	81%	19%	313
Option B - a one-off levy of \$6 per adult	80%	20%	284
Option C – a one-off levy of \$12 per adult	70%	30%	280
<b>Total/overall result</b>	<b>77%</b>	<b>23%</b>	<b>877</b>



# WTP for new developments

<b>Ballot 2 – one-off WTP for new QM developments</b>	<b>Mean</b>	<b>Lower Bound</b>
<b>Estimated one-off WTP values</b>	<b>\$16.43</b>	<b>\$11.47</b>
Adult Population	3,176,068	3,176,068
Total Value based on adult population	<b>\$52 Million</b>	<b>\$36 Million</b>
Dwellings/households	1,627,600	1,627,600
<b>Total Value based on dwellings</b>	<b>\$27 Million</b>	<b>\$19 Million</b>



# Demographics -general attitudes and interests

- interest in museums generally
  - 41% non users support increased funding
  - 59% frequent users
- recent visits
  - 64% support across campuses for increased funding



# Demographics -general attitudes and interests

- children in their household  
slightly less for preteen households at 46%
- different ages under 24s -37%; 45-55 -62%
- Gender males 56%, females 49%
- levels of education increased to 61% university
- work situations retired 60%, student 28%
- geographic locations consistent

# Comments

- 73 interesting survey – thank you for asking
- Good for children and grandchildren
- Alternative funding cut suggestions
- “I think museums do wonderful work ...I have enjoyed special exhibitions at the Queensland Museum and thoroughly enjoyed my visit to Cobb+Co for research purposes. I don't believe that everyone shares my positive view of museums however so I can't agree with \$12 per person tax.” (QM 2008 CVM Study respondent)



# Validity measures

- 1174 respondents reflect demographic and geographic population
- Web survey 11.48 mins
- Easy to follow, interesting – 73 comments
- Clear nature of payment for increased funding
- Presented alternative choices and budget constraints
- Based on NOAA guidelines
- A pilot study
- External consultants and advisors
- Responses reflected economic theory
- Results comparable with international studies





# Validity Measures

- Reflects the actual situation in Toowoomba
- Foundation raised \$1.2million for NCF in Toowoomba community

# Conclusion

- Calculate the public value of QM
- Valid and reliable methodology
- Process shared with the wider arts and cultural industry



# Psychographic Profile

Psychological segment	Previous 6 months	6 to 12 months	More than 12 months	Never
Practical and organised	26%	27%	40%	7%
<b>Gregarious out &amp; about</b>	<b>49%</b>	<b>22%</b>	<b>24%</b>	<b>5%</b>
Individualistic out & about	37%	23%	35%	5%
Moderate & unhurried	37%	15%	28%	20%
Discerning & purposeful	42%	27%	27%	4%
Battlers	32%	15%	45%	8%
Conventional suburban	28%	17%	37%	18%
Self-contained, go with the flow	34%	26%	36%	4%
<b>Social pleasure seekers</b>	<b>43%</b>	<b>25%</b>	<b>29%</b>	<b>3%</b>



# WTP by psychographic profile

Psychological segment	Increase funds	Keep as is	Reduce funds
Practical and organised	60%	37%	3%
<b>Gregarious out &amp; about</b>	<b>44%</b>	<b>50%</b>	<b>6%</b>
Individualistic out & about	52%	43%	5%
Moderate & unhurried	60%	32%	8%
Discerning & purposeful	59%	38%	3%
Battlers	49%	51%	0%
Conventional suburban	40%	53%	7%
Self-contained, go with the flow	62%	34%	4%
<b>Social pleasure seekers</b>	<b>34%</b>	<b>66%</b>	<b>0%</b>

