

PRIMARY
October 2006

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For more activities refer to the Schools Corner section of the Statistics New Zealand website:

www.stats.govt.nz/schools-corner

Phone: Lauren Wood – 04 931 4702

Curriculum Links

Maths

Levels 3 and 4 Statistics

- Interpreting statistical reports
- Plan and conduct a statistical investigation.

Social Studies

Level 4: Resources and Economic Activity

- How and why people view and use resources differently and the consequences of this.

New Zealand's Household Spending on Cultural Activities

Cultural activities play a large part in the daily lives of New Zealanders. They help to shape our national identity and our understanding of ourselves as a nation.

The recently released report *Household Spending on Culture 2006* provides data on how much New Zealand households spent on cultural goods and services during the year ending June 2004. It helps to show patterns and trends in the money that households spend on cultural goods and services.

Did you know that New Zealand households spent \$2.9 billion on cultural goods and services in the year of the study? The activities in this newsletter and on the Schools Corner sections of our website will look at how some of that money was spent.

Here are some of the interesting facts that the data told us:

Spending on newspapers was \$1.90 per week per household

Nearly a third of cultural spending went on broadcasting, or \$12 per week per household

Literature accounted for nearly a fifth of total cultural spending, or \$7.90 per week per household

Spending on the hire and purchase of DVDs was \$1.30 per week per household

Free Stuff!

New Zealand in Profile 2006 – This pamphlet can be viewed on Statistics New Zealand's website, www.stats.govt.nz, or ordered free from our Information Centre on 0508 525 525 or by emailing us at info@stats.govt.nz. Up to 50 copies are provided free of charge.

PPDAC Posters – If you would like a poster of the PPDAC cycle please contact Sara McKeown on 04 931 4067 or email Sara.McKeown@stats.govt.nz.

Teachers Page

Resource for unit: *Household Spending on Culture 2006*

This report is part of a Cultural Statistics Programme operated jointly by the Ministry for Culture and Heritage and Statistics New Zealand. The programme aims to provide useful statistical information on the cultural sector in New Zealand, and is intended to inform the wider community and business sectors about the cultural consumption of New Zealanders, as well as assisting researchers and policy analysts involved with the cultural sector. Supporting information and supplementary lessons can be found in the What's New? section of Schools Corner on our website www.stats.govt.nz.

The expenditure data in this report was collected in a variety of ways, by people and households keeping a year-long diary and through interviews and questionnaires. Each household member aged 15 years and over was asked for information on a variety of topics. This information has been used in a variety of reports. *Household Spending on Culture 2006* is just one of places where this data is being used.

Answers:

1. It shows **expenditure** on **cultural** items by households in different **categories** in the years 2001 and 2004. More details about the products and services can be found in the supplementary unit in Schools Corner. Discuss what the underlined words above mean. Start making a vocabulary list for the unit.
2. Here are some statements about the information on the graph:
 - Broadcasting was the largest category (at \$932 million or nearly a third of total spending).
 - Household spending recorded significant changes between 2000/01 and 2003/04.
 - The film and video category had the largest increase - nearly double.
 - The broadcasting category increased by about 37 percent or over a third.
 - The only category to stay nearly the same was the Library services category, which showed a small decline in 2003/04.
3. You may wish to write a word list on the board for students to select from: spending, age group, more, least, over, under. It could also be used for a variety of vocabulary-based activities.
4. 56 percent
5. 69.5 percent
6. 44 percent
7. 30.5 percent
8. This means that CD purchasers aged between 15 and 44 years account for a far larger proportion of total spending than their representation in the adult population.

Activity: Investigation

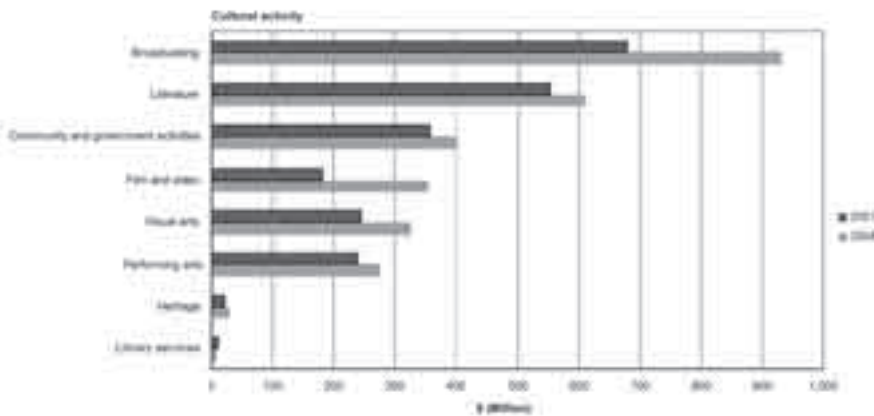
The table in this activity can be found on the Statistics NZ website (details above). In order for students to answer these questions they will need to conduct a small investigation of their own. The August edition of StatZing! and www.censusatschool.org.nz have examples of the Problem, Plan, Data, Analysis, Conclusion (PPDAC) cycle.

Statistics NZ collected the data in the form of a daily diary. Household members entered their spending in the designated categories every day. Students can collect their own household data for a week then calculate the averages for each category, and compare the results with their initial predictions. Before commencing their investigations, students will need to have an understanding of the items in each category.

Activity: Interpreting Graphs

Figure 1

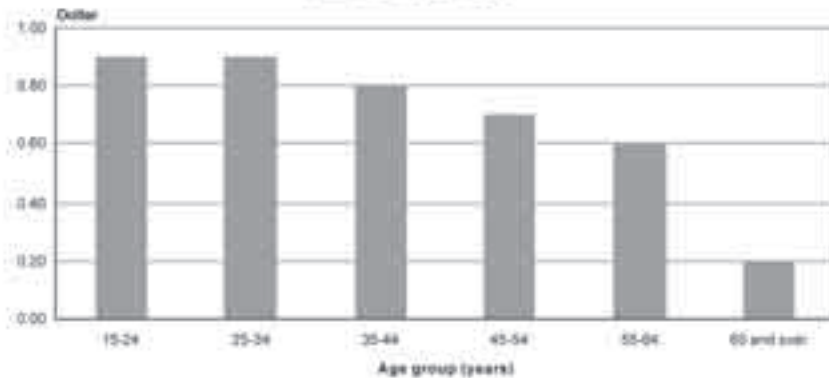
Aggregated Annual Household Spending on Cultural Goods and Services
By category
Year ended June 2001 and 2004



1. What does the title of this graph tell us?
2. Look carefully at the story that the graph tells and write down two statements about it.

Figure 2

Average Weekly Spending on Compact Discs
By age of purchaser
Year ended June 2004



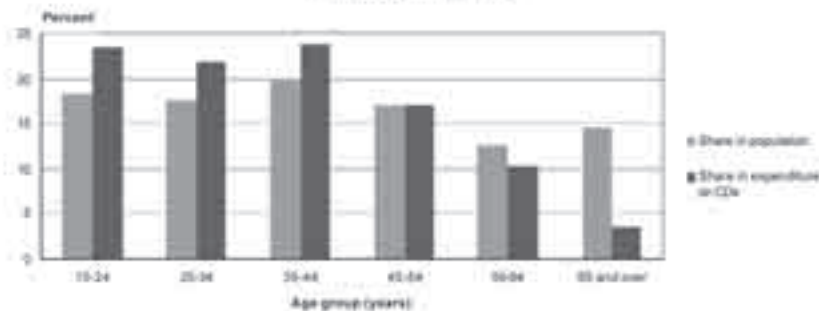
3. Figure 2 tells us about how much money people spend on CDs each week. Look at it carefully and use the information you find to help you fill in the missing gaps below.

This graph shows us that..... on CDs varies with theof the purchaser.

Those in younger age groups spend the Adults in the 65 years and over age group spend the Younger people are- represented in spending on CDs, while older people are- represented.

Figure 3

Percentage Spending on Compact Discs
By age group of purchaser
Year ended June 2004



4. What percentage of the population is aged 44 years or younger?

What percentage of the spending on CDs do they account for?

5. What percentage of the population is aged 45 years or over?

What percentage of the spending on CDs do they account for?

6. Compare the spending of people aged 15-44 years with people aged 45 years and over.

Activity: Investigation

The table, called *Cultural items from New Zealand Classification of Cultural Activities*, describes all of the activities that information was collected on in the survey. These include:

Cultural items from New Zealand Classification of Cultural Activities	
Classification	Items
Heritage	Antique furniture, antiques other than furniture, art galleries, museums, painting exhibitions admission
Library services	Library subscriptions and donations, casual library charges and book hire
Literature	Papers, magazines, books and other publications
Performing arts	Theatre, ballet, concerts, plays admission
Music	Records, CDs, stereo cassette tapes, hire of stereo cassette tapes, records and musical instruments
Visual arts	Design services, wall decor (prints, paintings, etc), pottery furnishings, vases and ornaments, picture framing, cake decorations (non-edible), photographers' fees, magnifying and photographic equipment, artists' equipment, handcraft equipment, materials for pottery and ceramics, needlework cloth, handcraft materials, artists' materials, handcraft services
Film and video	Purchase of video cassette tapes, purchase of DVD discs, hire of video cassette tapes, hire of DVD discs, admission charges to cinemas, contribution to cinema clubs
Broadcasting	Audio-visual appliances (excluding telephones and accessories), public broadcasting fees, rental charges for television sets and video cassette recorders, service contracts for television sets and video cassette recorders, credit costs for audio-visual appliances, servicing/repairs to audio-visual appliances, subscription to subscriber television, installation and modification charges for subscriber television
Community and government	
Community cultural activities	Religious artifacts, record, tape, video club subscription, community service club subscription, floral society subscription, cultural society subscription, charitable, church or civic organisation subscription or donation, and personal interest group subscription
Cultural education and training	Music and singing lessons tuition fees, dancing lessons tuition fees, art courses, hobby classes tuition fees, speech/drama lessons tuition fees and preschool expenses

1. How many of these activities have you participated in over the last week?
2. Can you remember all of them? Make a list of all of the ones that you can remember.

Activity: Investigation

It is hard to remember all that we do in a week, let alone in a year, which is how long this survey took to complete. One of the ways that people tracked their activities and expenditure was by keeping an accurate diary. This information (data) was then collected and analysed.

How much do you think your household spends on cultural items every week?

The survey shows that the average amount a household spent on cultural items during 2003/04 was \$37.70 per week

1. Do you think your household spends more or less than this every week?
2. Predict the amount that you think your household spends?
3. How could you find out if you are correct?

Your teacher will help you to conduct a statistical investigation to find out whether or not you are correct.