

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR GISBORNE

INTRODUCTION

Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys have been repeated every three years with the most recent research completed in 2014.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement;
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

This report presents findings on public attitudes, attendance and participation in the arts in Gisborne. The findings are compared to all New Zealanders (aged 15+).

‘Attendance’ is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

‘Participation’ is defined as :

- The active involvement in the making or presentation of art forms.

The arts is split into six different art forms, and attendance and participation is measured for each:

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

Approach



128
ONLINE INTERVIEWS
With adults aged 15+
living in Gisborne



FIELDWORK DATES
27 October to 29 November 2017



NATIONAL COMPARISON
Findings are compared to all New Zealanders
(6,101 interviews)

METHOD

Historically *New Zealanders and the Arts* has been conducted using a telephone survey.

In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable to boost the sample across each of the regions, so we can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

The overall sampling target in Gisborne was 150 interviews. In order to achieve a representative sample of residents in Gisborne, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of these targets due to a lack of available panellists.

Weighting was applied to ensure the final sample profile was representative of the Gisborne population. Weighting was also applied to the national results to correct for the over-sampling of residents in Gisborne.

TREND DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 128 respondents the margin of error is up to +/- 8.7 percentage points.

We have used statistical tests to determine whether the survey findings between Gisborne and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle ().



SUMMARY

Summary of key findings

OVERALL: Residents in Gisborne are engaged with the arts. They generally express more positive than negative attitudes about the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Gisborne are engaged with the arts (78%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (66%) or have **participated** in the arts in the last 12 months (56%).

Attendance is highest for craft and object arts (42%), followed by the performing arts (40%). Attendance for performing arts is lower than the national average (51%).

Attendance is lowest for literary arts (7%).

Participation is highest for the visual arts (31%) and craft and object art (31%). Participation in Māori arts is higher than all New Zealanders (19% vs. 12%)

ADVOCACY OF THE ARTS

In line with all New Zealanders, Gisborne residents have broadly positive attitudes about the arts.

While residents feel the arts are a source of national pride (71% agree), compared to the national average a much lower proportion of Gisborne residents feel they learn about different cultures through the arts (53% vs. 64%).

Residents broadly believe the arts benefit the nation. They agree they contribute positively to the economy (56%), help define who we are as New Zealanders (52%) and improve New Zealand society (51%).

In recognition of these benefits, 46% agree the arts should receive public funding and 38% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Gisborne residents (58%) agree some arts interest them but they still don't go much.

We asked these people what might encourage them to go more often.

Choice of arts and the price emerged as key barriers. Fifty-seven percent of the respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, 55% indicated that reducing the price of tickets would make a difference to their likelihood to attending.

Social isolation can also prove a barrier, 40% indicated having someone to go with would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women, and older people, aged 60+, express greater engagement with the arts than average in Gisborne, or hold more positive attitudes about the arts.

“ To be involved in the arts helps to bond people.

It stimulates thinking, often reflects parts of life and makes one feel involved.

Improves awareness of cultural diversity in your community.

”

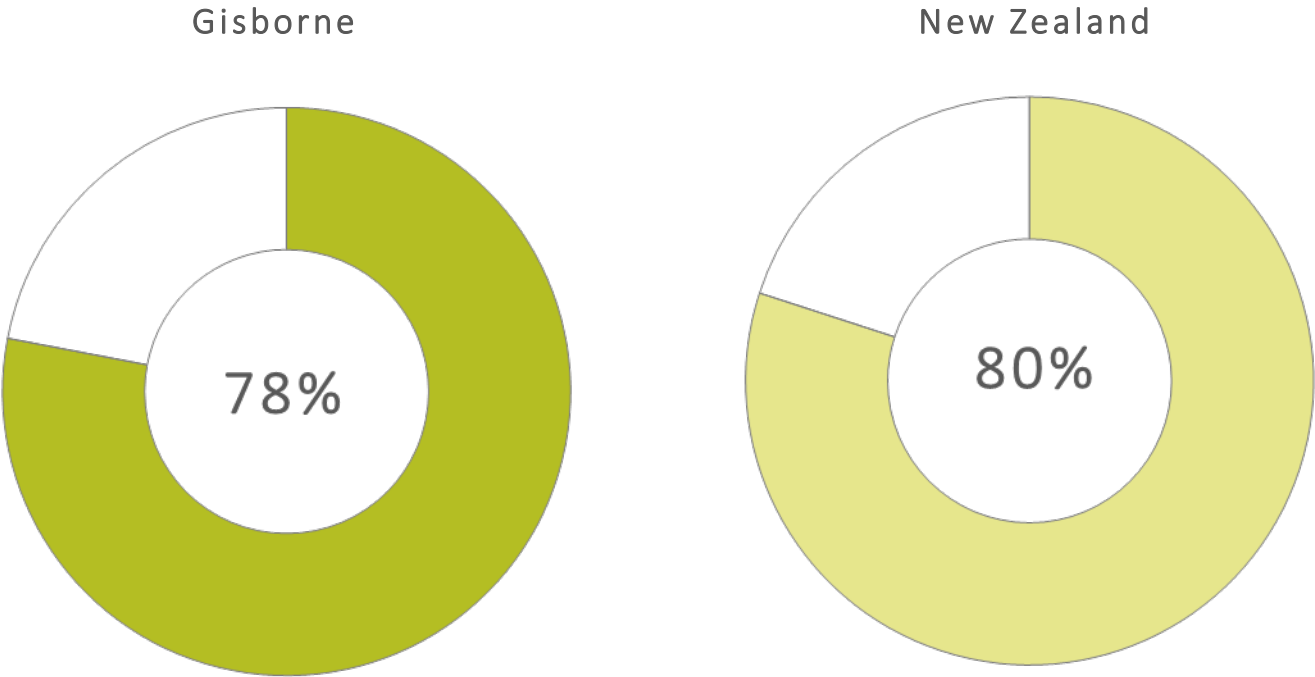
A large, stylized, light green swirl graphic on the left side of the slide, set against a white background.

OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

Overall engagement

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 78% of residents in Gisborne engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

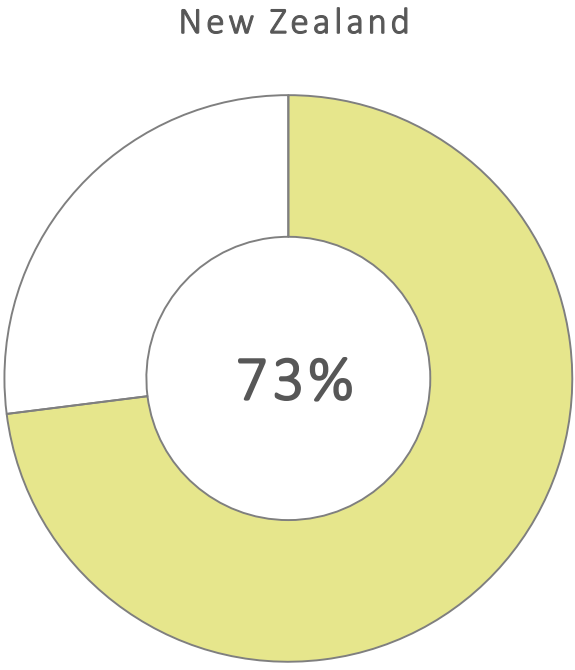
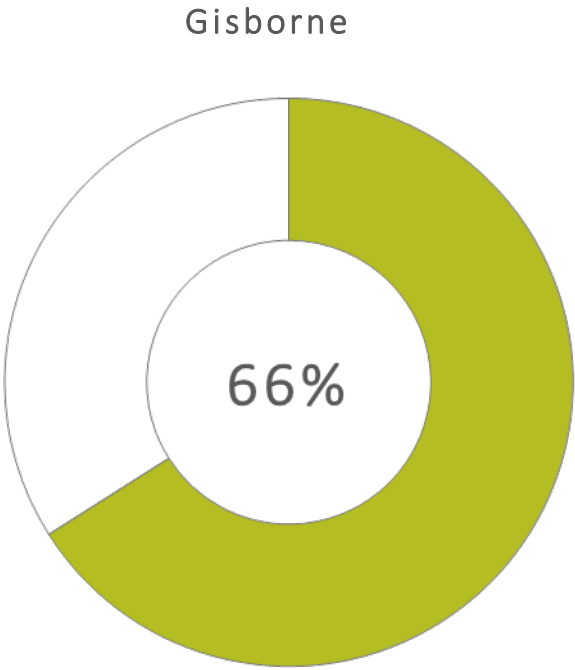
Sub-group differences in Gisborne:

Those living in households with one or two members were less likely than average to have engaged in the arts in the last 12 months (72% vs. 78%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Overall attendance

Q Overall attendance is based on all those who have attended the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



A total of 66% of residents in Gisborne have attended at least one arts event or location in the last 12 months. This is not significantly different from all New Zealanders (73%).

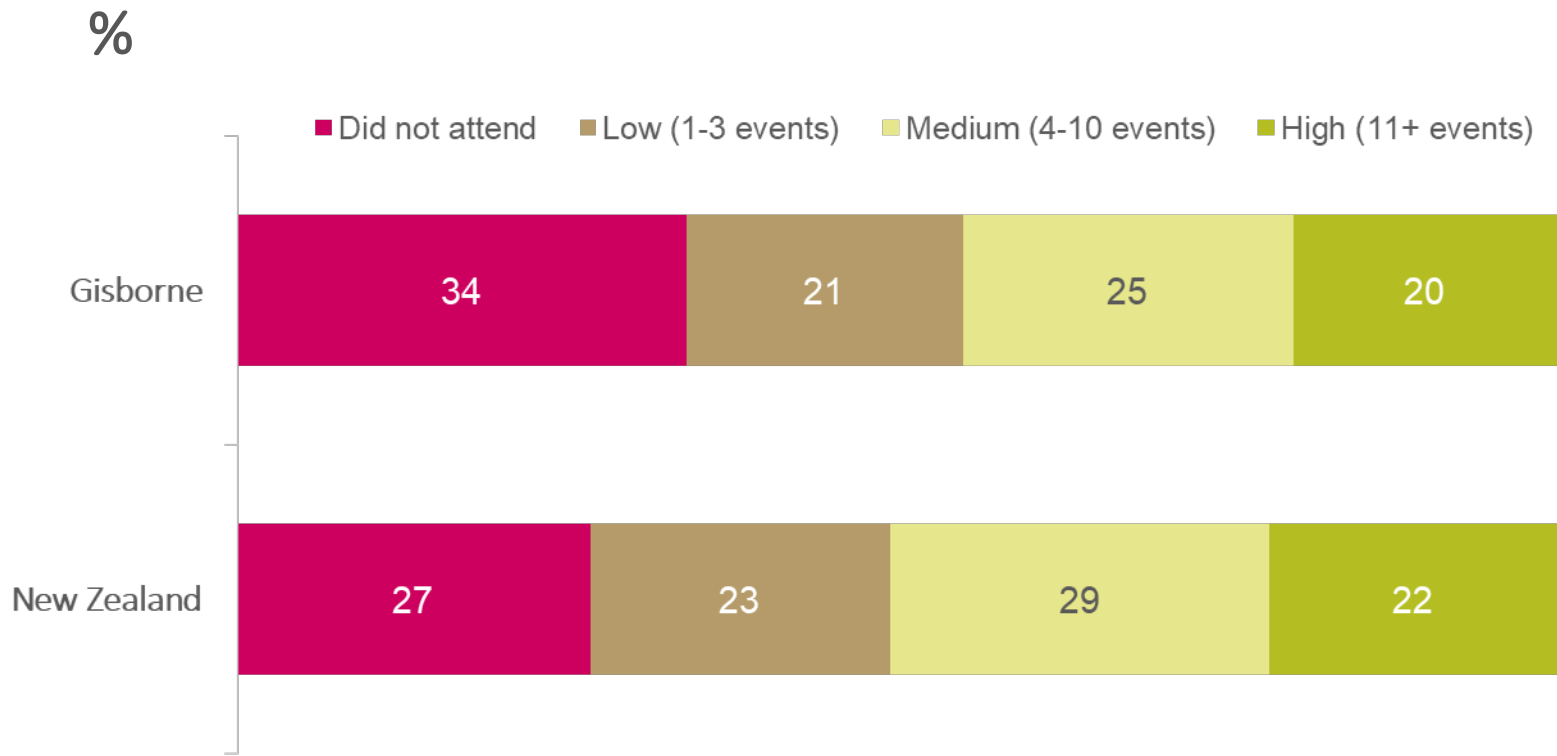
Sub-group differences in Gisborne:

Households with an annual incomes of up to \$50k are less likely than average to have attended the arts in the last 12 months (51% vs. 66%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Frequency of attendance

Q Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

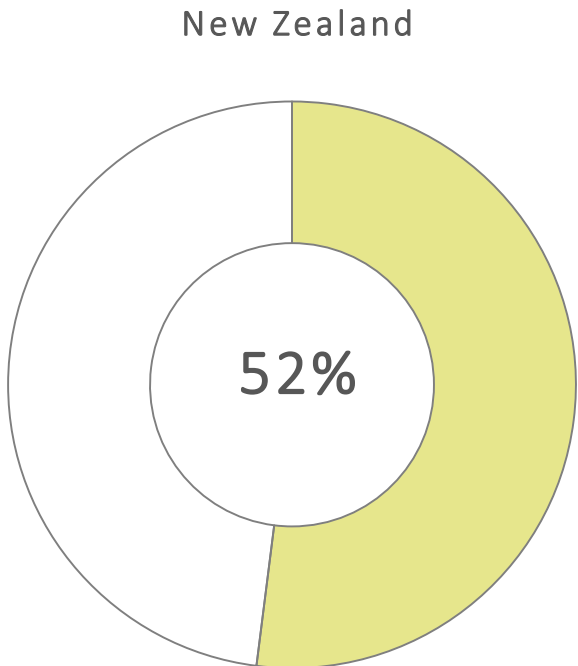
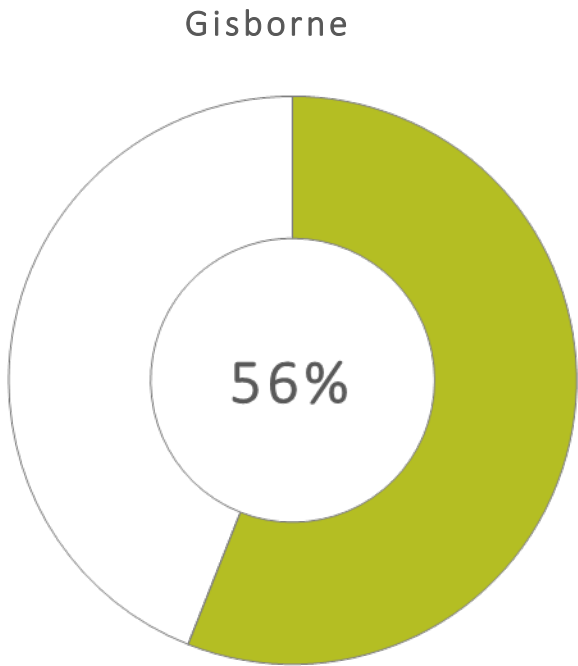
We have identified four groups in terms of the frequency with which they attend any art form.

One in five residents in Gisborne (20%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

There are no sub-group differences of note in terms of frequency of attendance.

Overall participation

Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



A total of 56% of residents in Gisborne have participated in at least one art form in the last 12 months. This is broadly in line with all New Zealanders (52%).

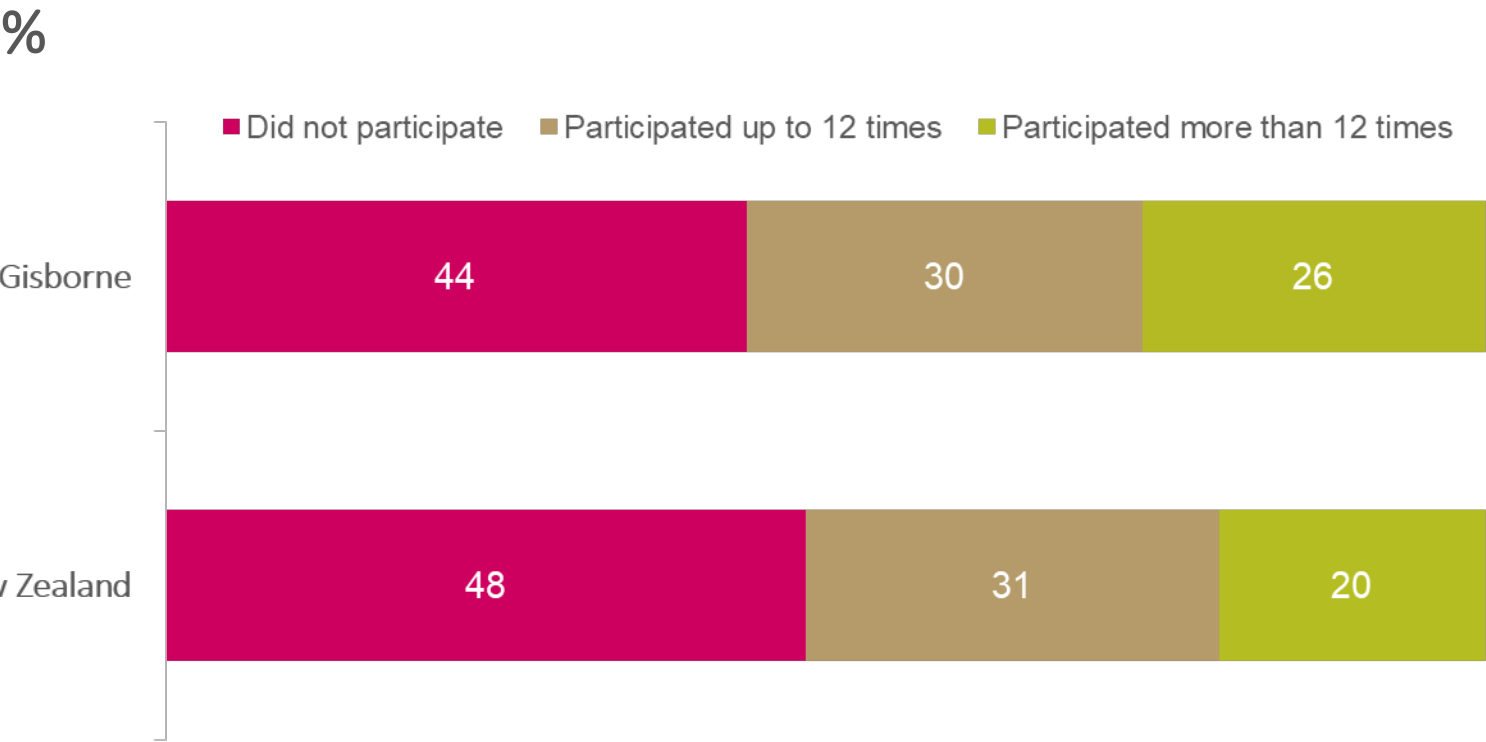
Sub-group differences in Gisborne:

Residents in Gisborne who identify as Pākehā are less likely than average to have participated the arts in the last 12 months (49% vs. 56%) as are residents in households with one or two persons (48% vs. 56%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Frequency of participation

Q Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

We have identified three groups in terms of the frequency with which they participate in any art form.

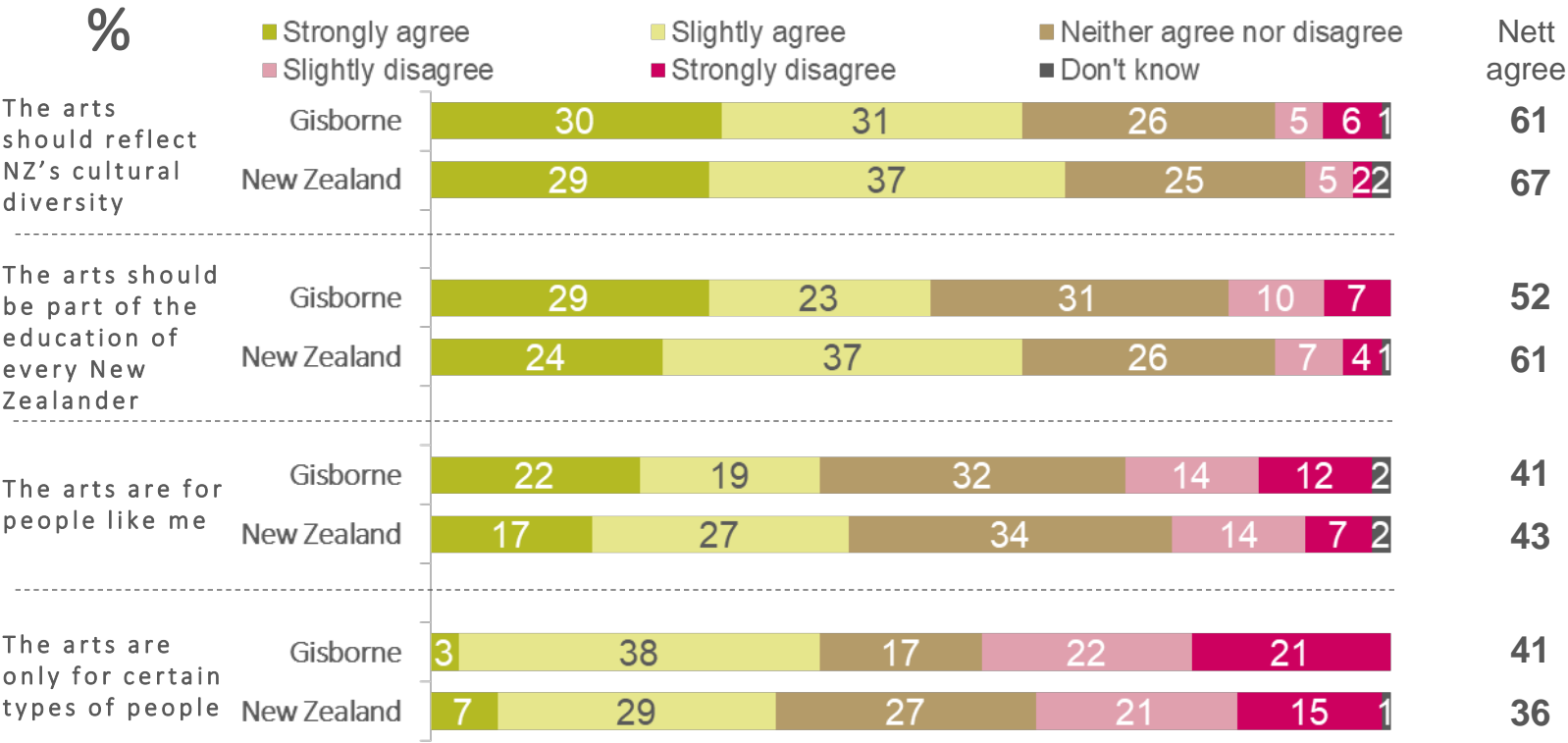
One in four residents in Gisborne (26%) participate on a regular basis (more than 12 times a year). This is not significantly different from all New Zealanders (20%).

There are no sub-group differences of any note.

ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Gisborne residents for the arts to reflect New Zealand's cultural diversity and to be part of the education of every New Zealander.

The majority of residents in Gisborne agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Twenty-six percent disagree that the 'arts are for people like me', while at the same time 41% agree 'the arts are only for certain types of people'.

The views expressed by residents in Gisborne are in line with all New Zealanders.

Sub-group differences in Gisborne:

The following groups are more likely than average (26%) to disagree the arts are for people like me:

- Pākehā (33%)

The following groups are more likely than average (43%) to disagree the arts are only for certain types of people:

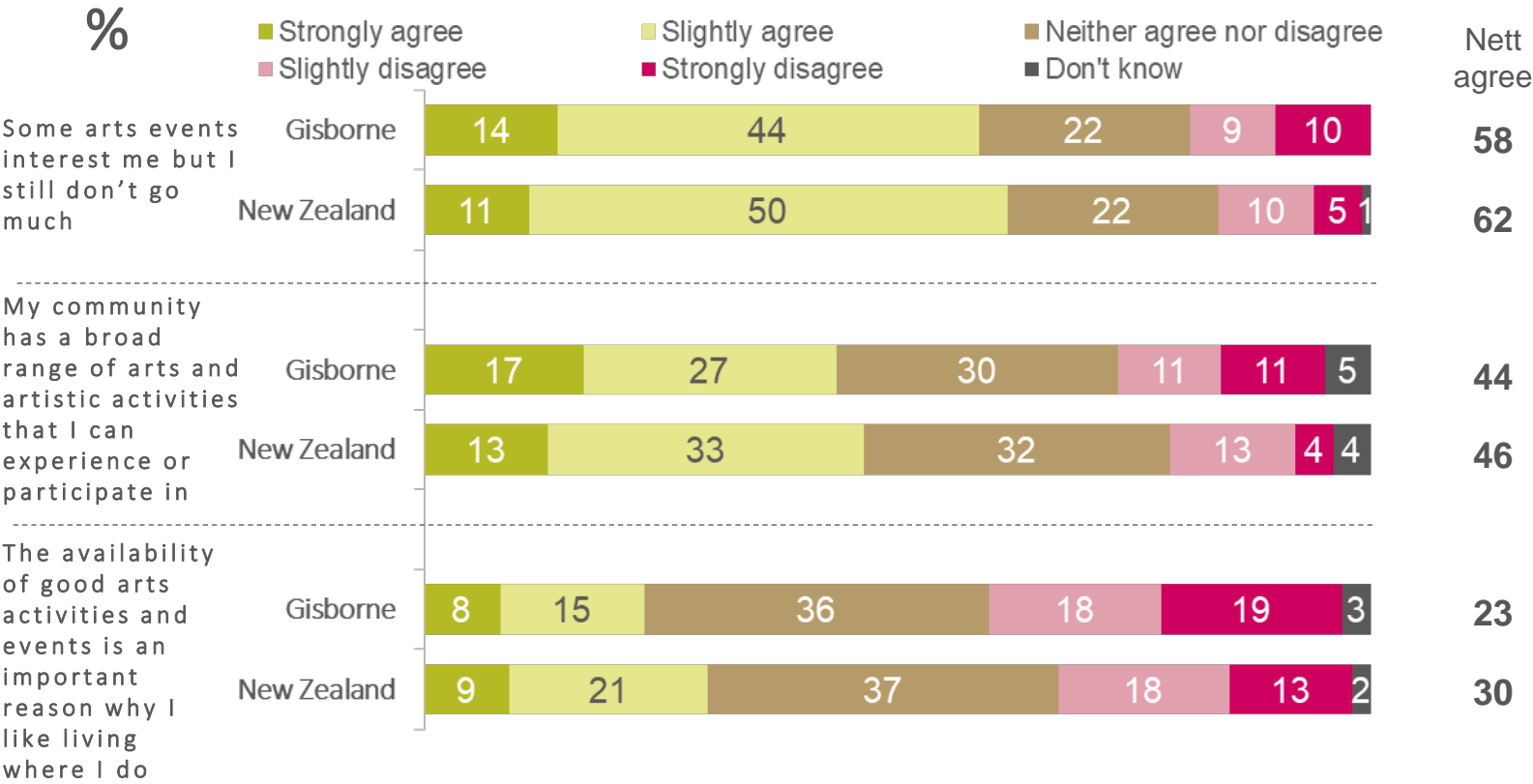
- Middle-aged people, aged 40-59 (60%)

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



There is potential to significantly improve attendance at arts events. Three in five residents in Gisborne (58%) agree some arts events interest them but they still don't go much.

There is evidence that residents in Gisborne have access to a range of arts and artistic activities (44% agree with this). One in five (22%) disagree about the availability of activities, while a high proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

One in five residents (23%) feel the arts and arts activities is an important reason in why they like living in Gisborne. Although not statistically significant, this is lower than all New Zealanders (30%). It could be that other reasons (such as the natural environment) are of greater importance to Gisborne residents in determining this.

Sub-group differences in Gisborne:

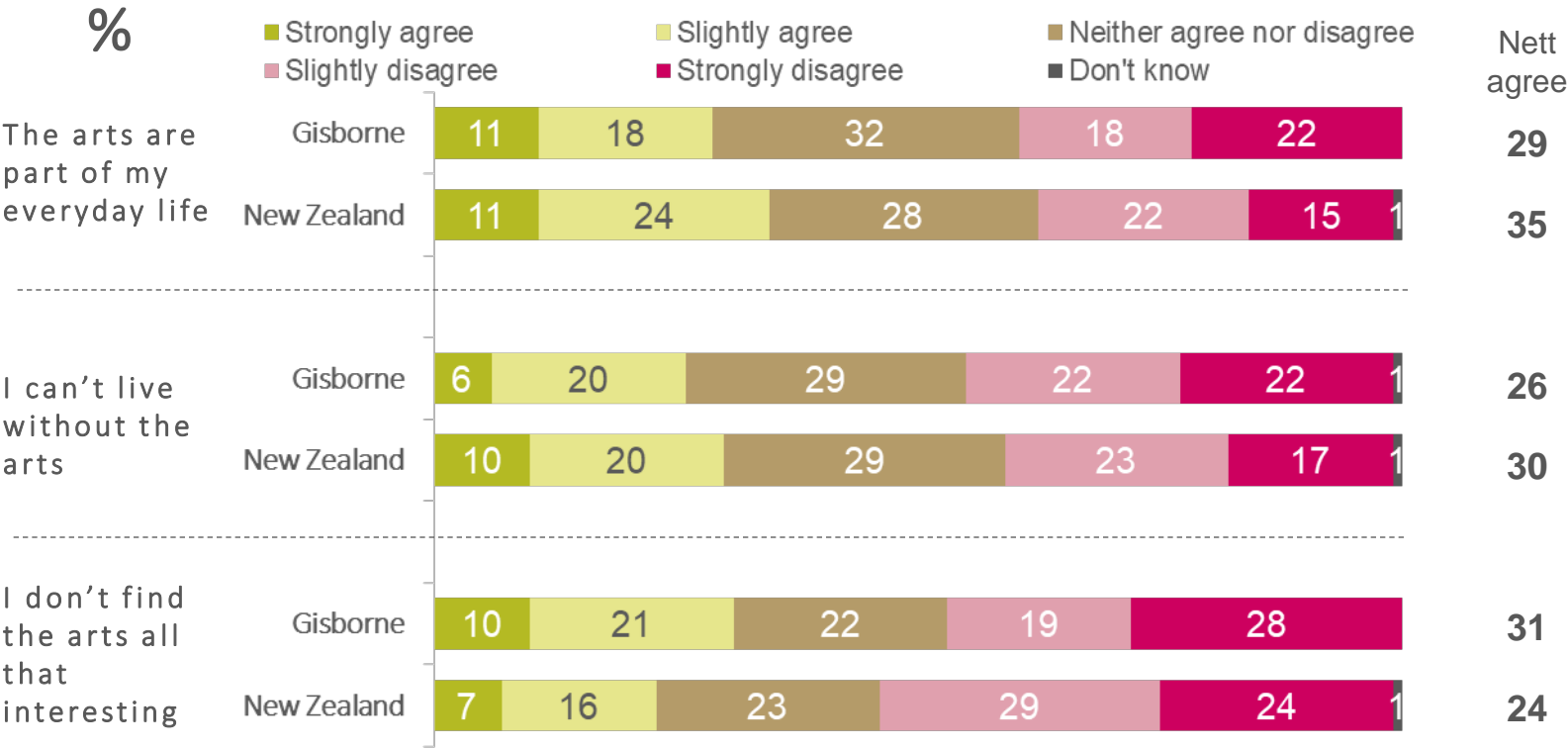
Women are less likely than average to agree some arts events interest them but still don't do much (50% vs. 58%).

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Attitudes towards the arts: What the arts mean to me

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

The arts have meaning for a sizeable minority of residents in Gisborne. Twenty-nine percent agree the arts are part of their everyday life while one in four (26%) agree they can't live without the arts.

The difference in attitudes for these statements between residents in Gisborne and New Zealand are not statistically significant.

More residents are interested in the arts than not. While, 31% of residents in Gisborne agree they don't find the arts all that interesting, 47% disagree. This is largely in line with all New Zealanders.

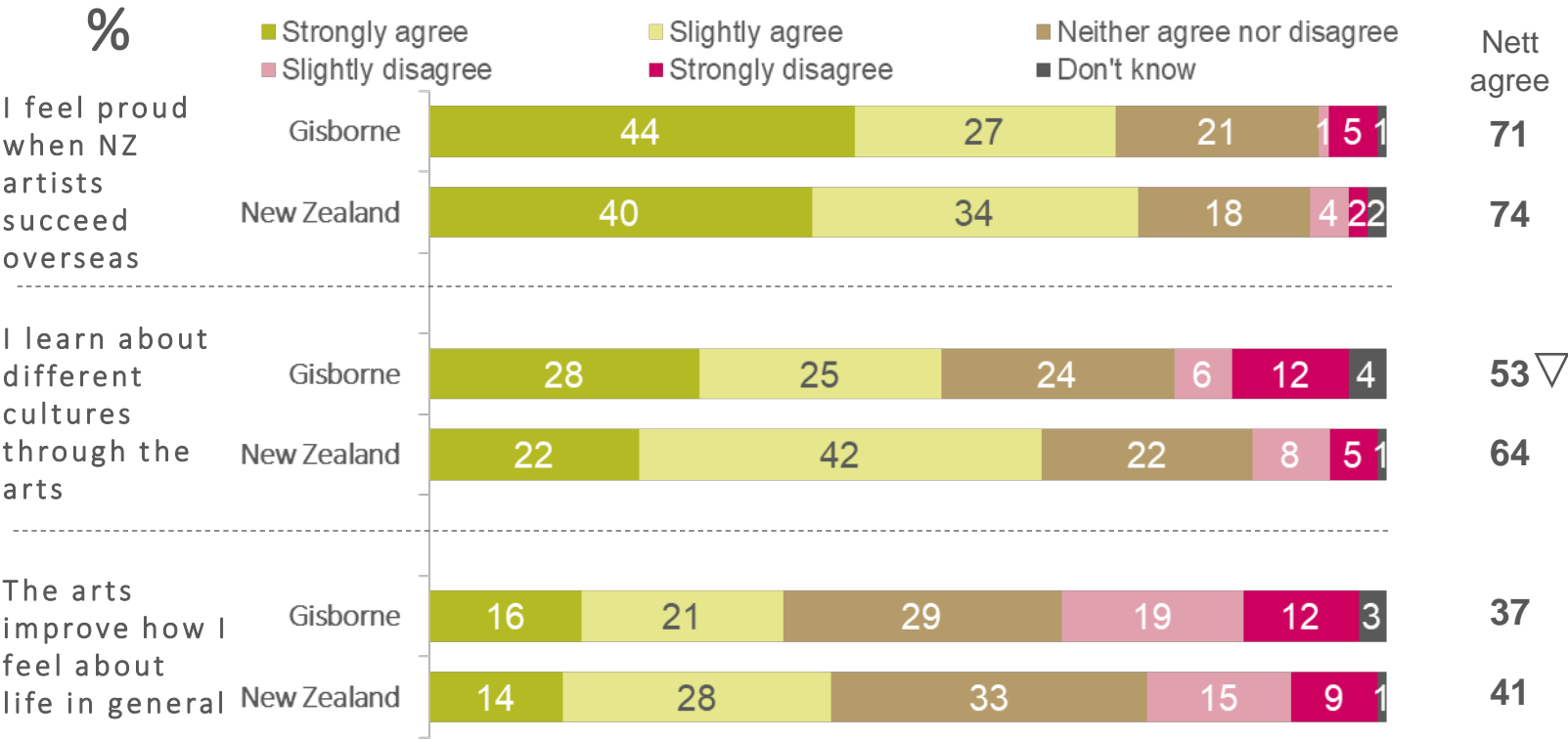
Sub-group differences in Gisborne:

Women are more likely than average to agree the arts are part of their everyday life (39% vs. 29%)

Women are also less likely than average to indicate they don't find the arts all that interesting (23% vs. 31%).

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The arts provide personal benefits to most residents in Gisborne. Seven in ten (71%) agree they feel proud when New Zealand artists succeed overseas.

Just over half of Gisborne residents (53%) feel they learn about different cultures through the arts, this is lower than the national average (64%).

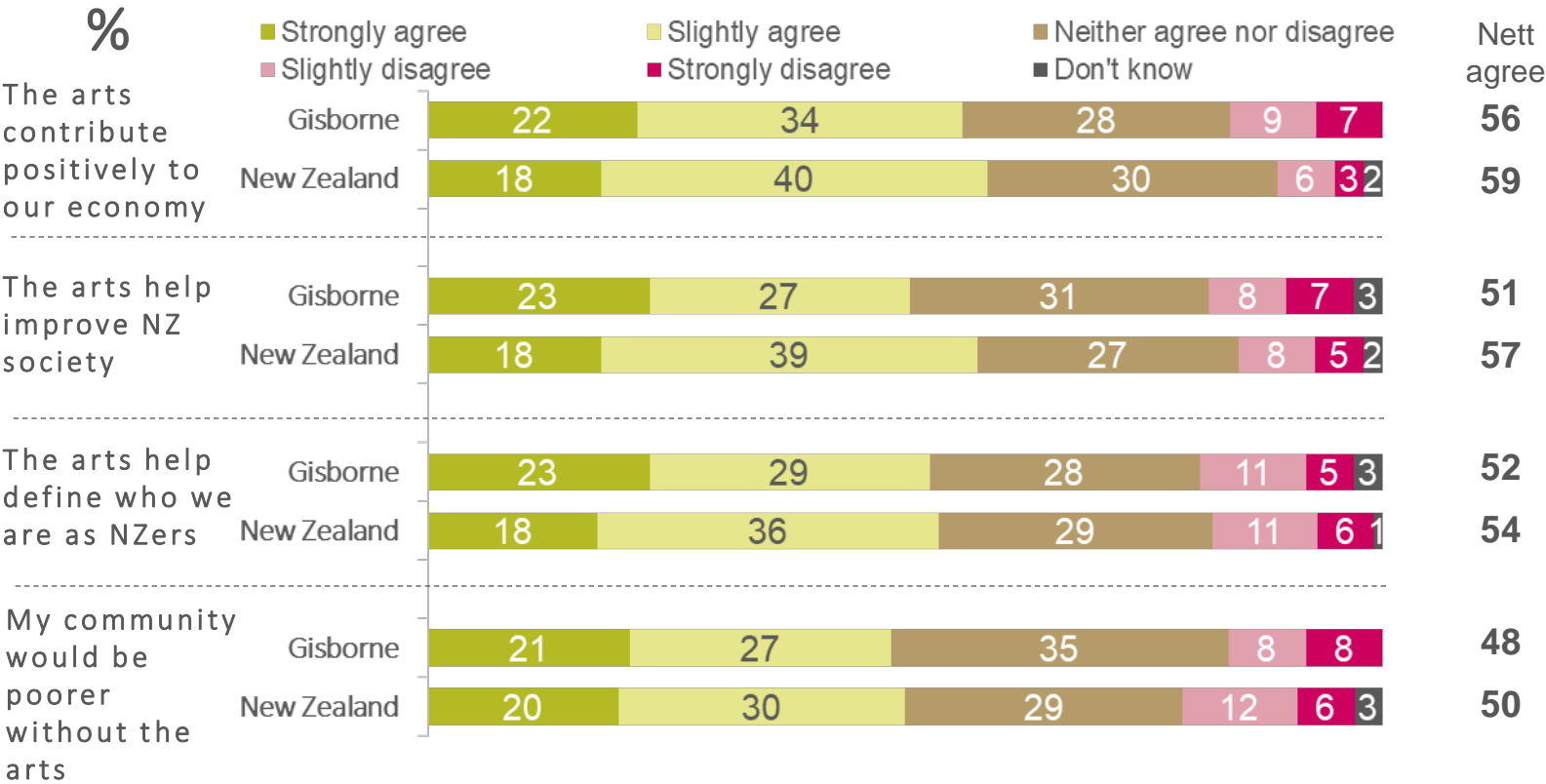
In addition, 37% of Gisborne residents agree the arts improve how they feel about life in general, compared to 31% who disagree.

Sub-group differences in Gisborne:
Women are more likely than average to agree they learn about different cultures through the arts (63% vs. 53%).

△ ▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



The majority of residents in Gisborne recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (56%), improve New Zealand society (51%) and help define who we are as New Zealanders (52%). These views are in line with all New Zealanders.

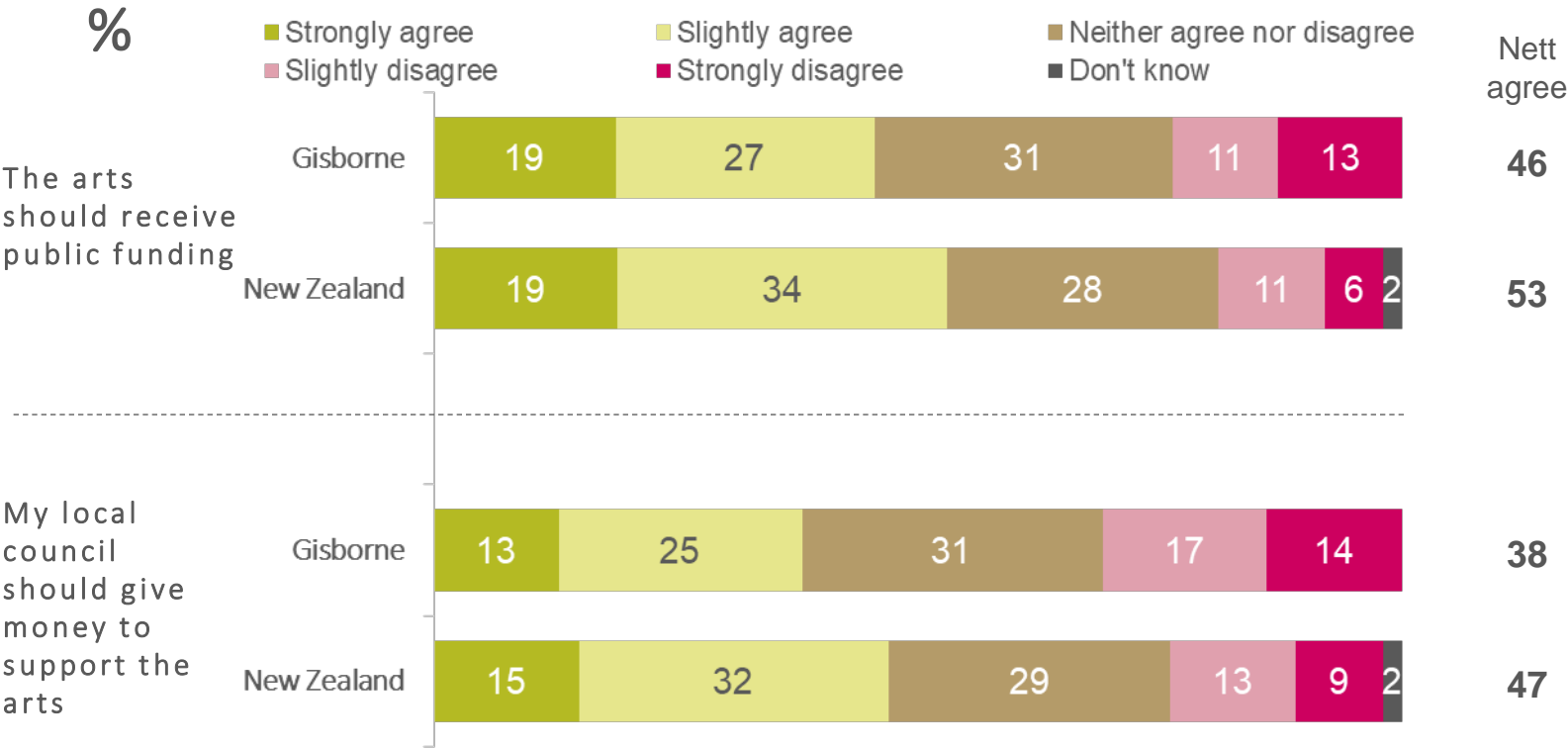
In addition, almost half (48%) agree their community would be poorer without the arts. This is also in line with all New Zealanders.

There are no sub-group differences of note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

On balance, there is support for public funding of the arts. Just under half of Gisborne residents (46%) agree the arts should receive public funding. In contrast, 24% disagree, while the remainder are on the fence or do not express an opinion.

Close to two in five of all residents (38%) in Gisborne feel the local council should give money to support the arts. This compares to 31% who disagree.

While support for public funding of the arts appears to be lower in Gisborne than nationally, the differences are not statistically significant.

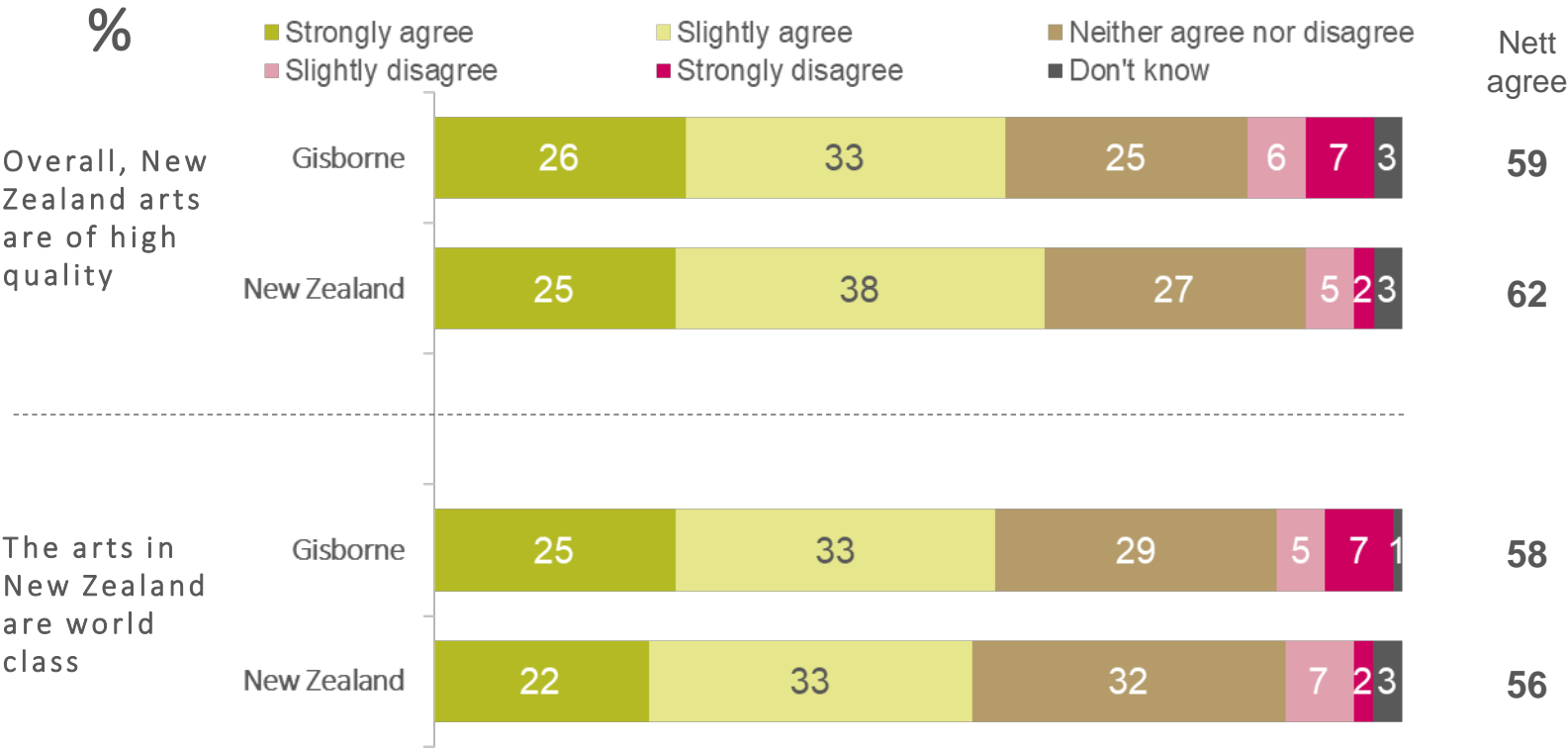
Sub-group differences in Gisborne:

Middle-aged people, aged 40-59, are more likely than average to agree that arts should receive public funding (60% vs. 46%).

There are no statistically significant sub-group differences in views on the local council funding the arts.

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

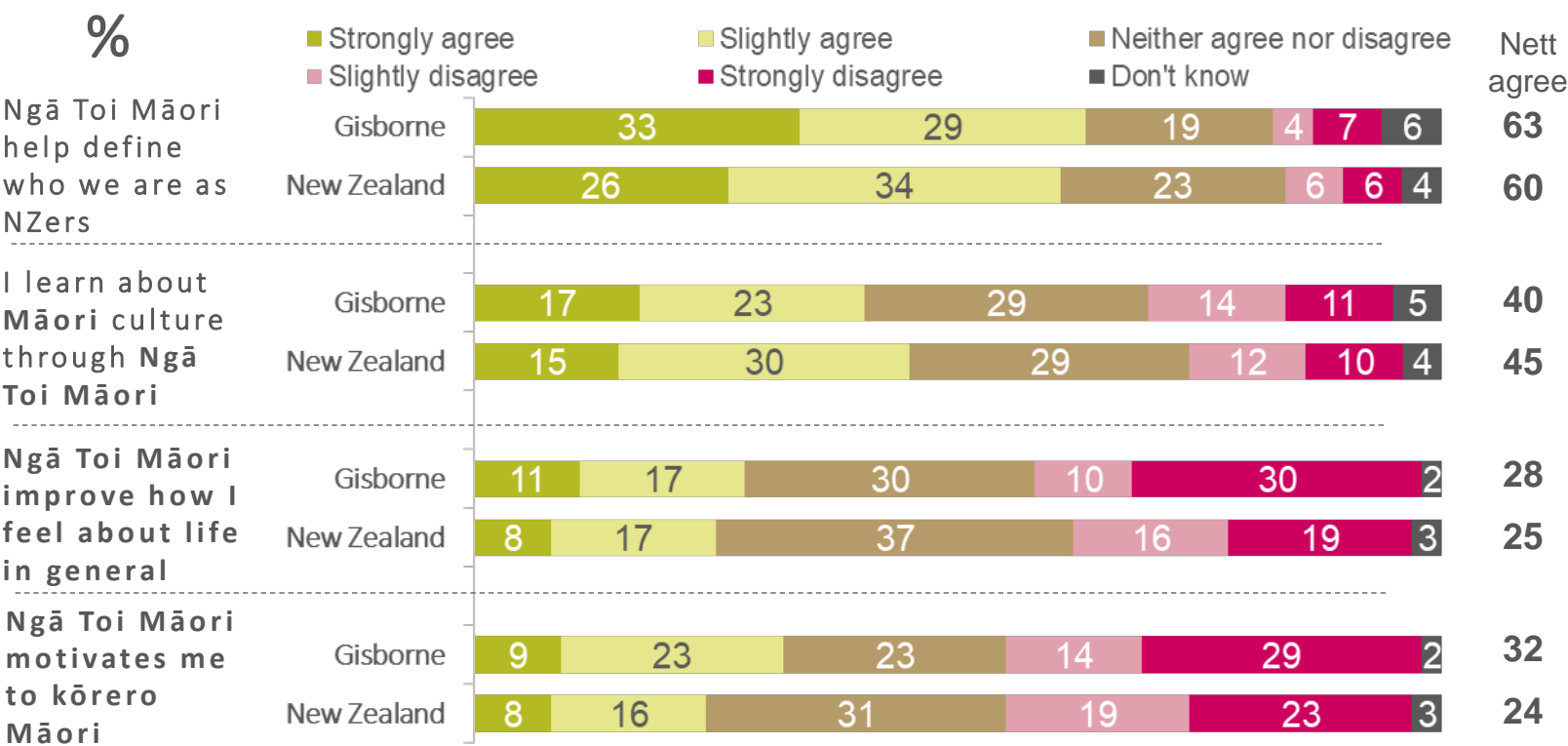
The majority of residents in Gisborne are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts of high quality (59%) while over half feel they are world class (58%).

These views are in line with those expressed by all New Zealanders.

There are no sub-group differences of note.

Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

Q To what extent do you agree or disagree?



Gisborne residents benefit from Ngā Toi Māori in a number of ways. Sixty-three percent agree they help define who we are as New Zealanders, whereas two in five (40%) agree they learn about Māori culture through Ngā Toi Māori.

A sizeable minority also agree Ngā Toi Māori improve how they feel about life in general (28%) and that Ngā Toi Māori motivates them to speak Māori (32%).

The views expressed are in line with those for all New Zealanders.

Sub-group differences in Gisborne:

Women (51%) are more likely than average (40%) to agree they learn about Māori culture through Ngā Toi Māori.

Pākehā are less likely than average to agree Ngā Toi Māori improve how they feel about life in general (17% vs. 28%).

Pākehā (24%) are also less likely than average (32%) to agree Ngā Toi Māori motivates them to speak Māori .

Please note that the sample of Māori in Gisborne is too small (29 respondents) to test for statistical significance against the average.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

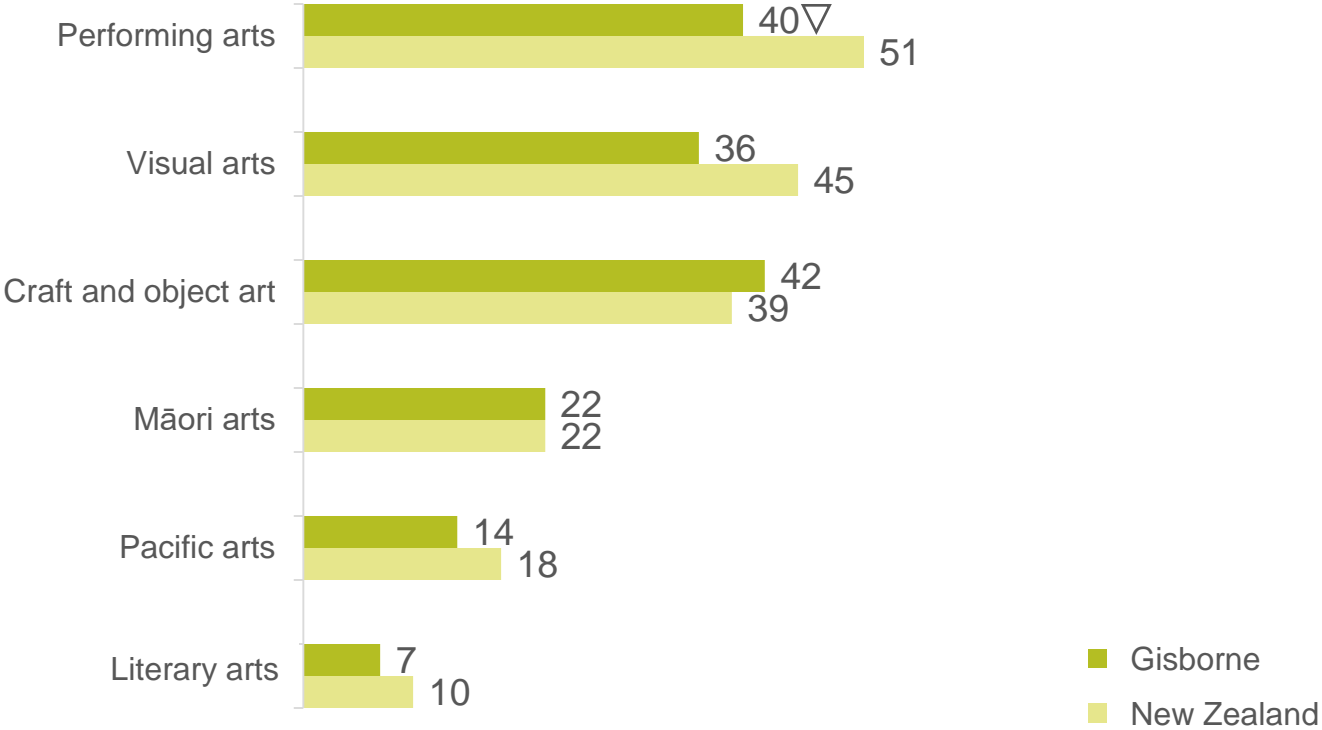
ATTENDANCE BY ARTFORM



Attendance by art form

Q Proportion who have attended different art forms in the last 12 months.

%



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

The chart shows the proportion of Gisborne residents who have attended at least one event for each art form, in the last 12 months.

In contrast to the national picture, the most popular art form in Gisborne is craft and object art. Forty-two percent of all Gisborne residents have attended an event in the last 12 months.

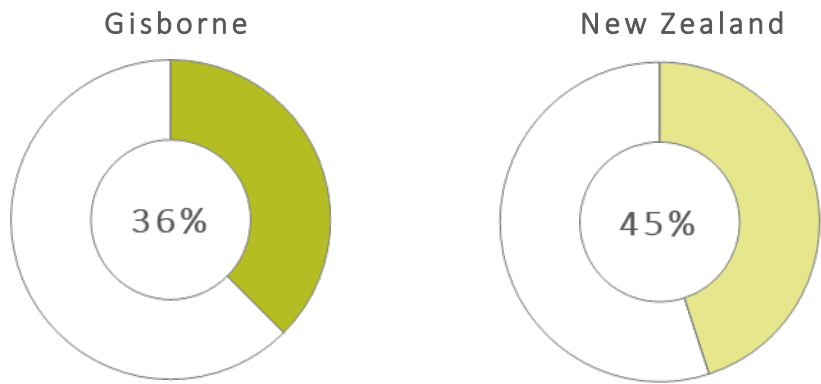
This is followed by performing arts (40%). However, attendance to the performing arts is lower than the national average. It is the only art form where there is a significant difference in attendance.

The least popular art form is literary arts. Only 7% have attended a literary arts event or festival in the last 12 months.

Further analysis of each art form (including sub-group differences) is presented in the following slides.

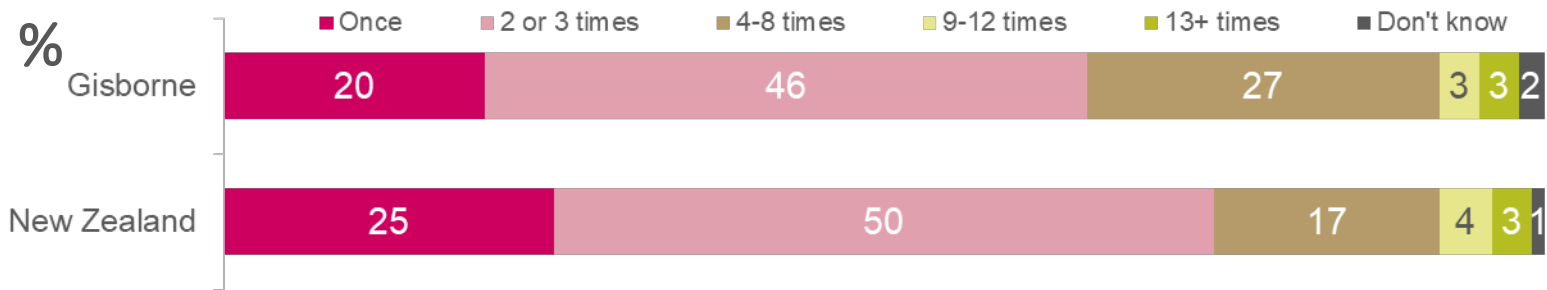
Visual arts attendance

Q Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All who have attended the visual arts - Gisborne (54); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Thirty-six percent of Gisborne residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders. The difference is not statistically significant.

The majority (66%) of those who have attended have done so between one and three times.

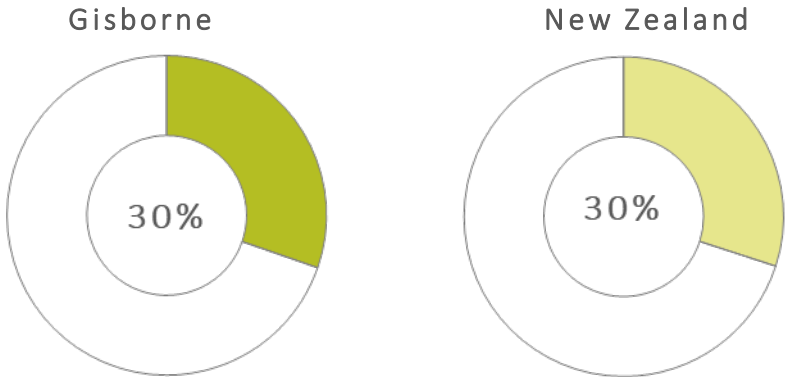
Sub-group differences in Gisborne:

Women (45%) are more likely than average (36%) to have attended a visual arts event in the last 12 months.

There are no sub-group differences of note in terms of frequency of attendance.

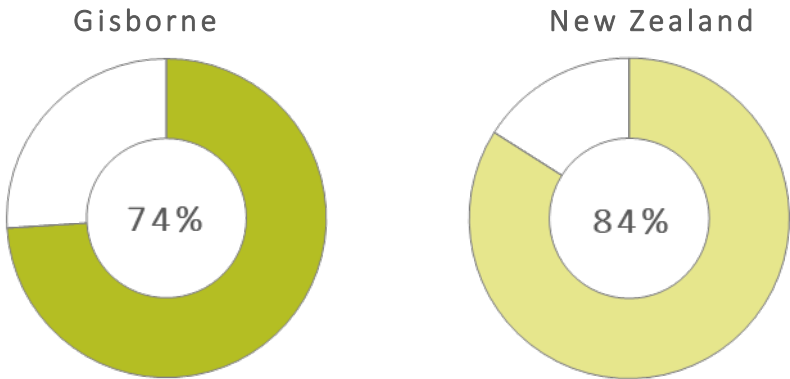
Visual arts attendance: impact of film festivals

Q Were film festivals included among the visual arts you have visited in the last 12 months?



Base: All who have attended the visual arts - Gisborne (54); New Zealand (2,786)

Q And have you visited visual arts other than film festivals in the last 12 months?



Base : All who have attended film festivals - Gisborne (13); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

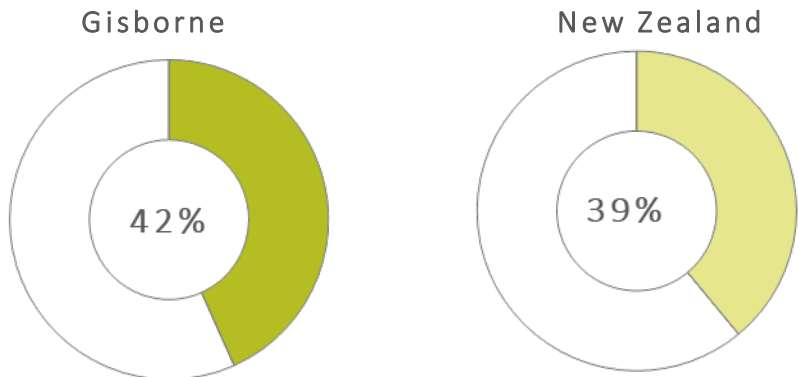
Of those who have attended the visual arts, 30% have attended film festivals in the last 12 months. This is in line with the national average (30%).

The majority (74%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with extreme caution due to the low base size (13 respondents). The result is broadly in line with all New Zealanders (84%).

There are no sub-group differences of note for either of these survey findings.

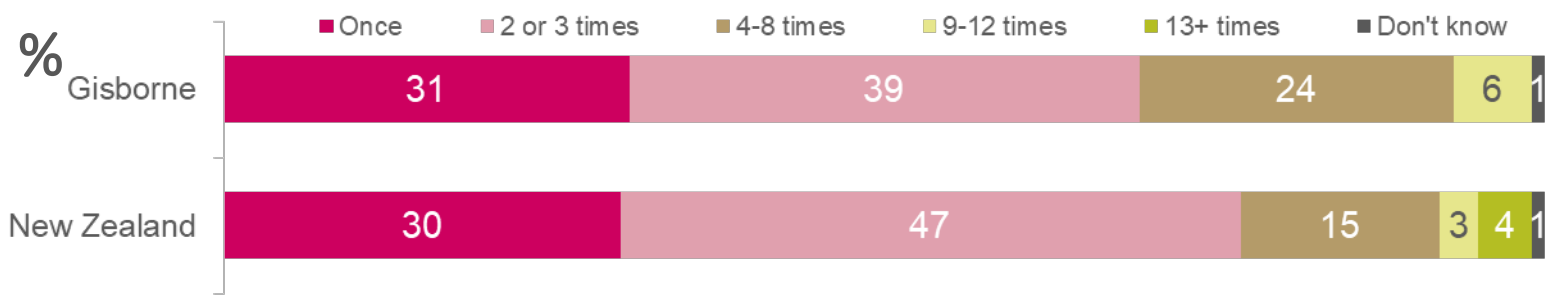
Craft and object art attendance

Q Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All who have attended craft and object art - Gisborne (61); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty-two percent of Gisborne residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

The majority (70%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

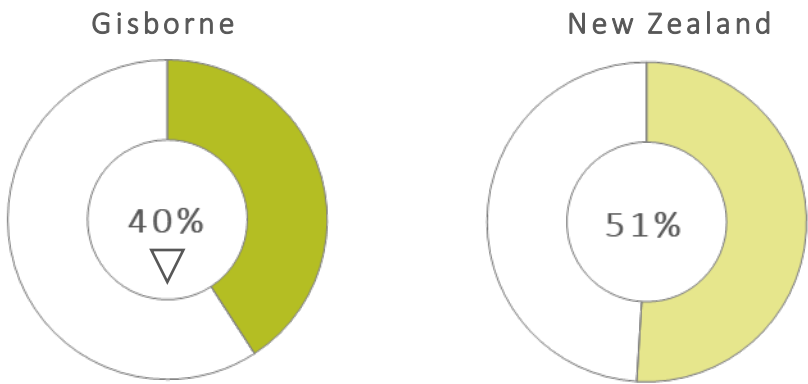
Sub-group differences in Gisborne:

Women are more likely than average to have attended a craft and object art event in the last 12 months (50% vs. 42%).

There are no sub-group differences of note in terms of frequency of attendance.

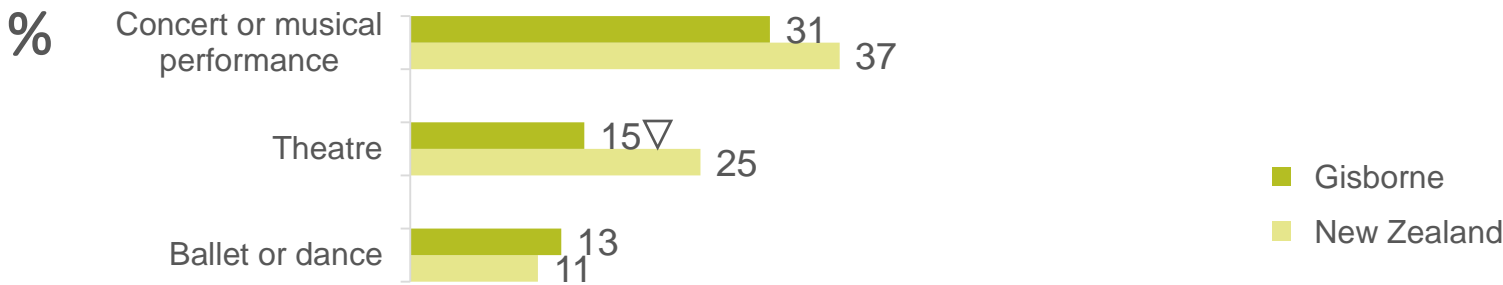
Performance arts attendance

Q Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q Which of these have you been to in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

$\Delta \nabla$ = significantly higher / lower than New Zealand

Forty percent of Gisborne residents have attended a performing arts event in the last 12 months. This is lower than the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 31% of Gisborne residents have attended a concert or musical performance, while 15% have attended the theatre and 13% ballet or some other form of dance.

Gisborne residents are less likely than all New Zealanders to have attended the theatre (15% vs. 25%).

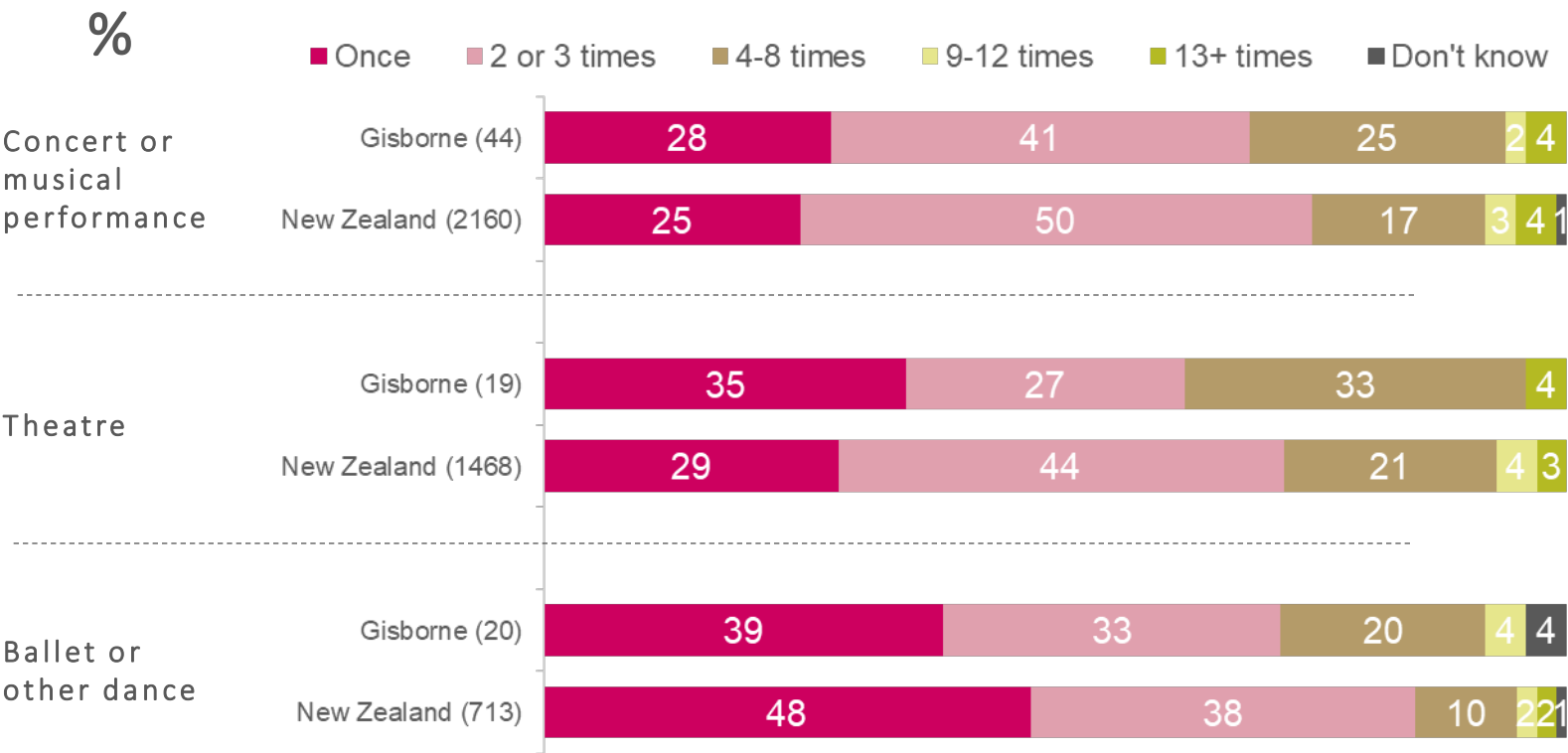
Sub-group differences in Gisborne:

Older people, aged 60+, are more likely than average to have attended a performing arts event in the last 12 months (57% vs. 40%).

Older people, aged 60+, are also more likely than average to have attended the theatre (28% vs. 15%).

Performance arts attendance

Q On average, how often have you attended [concerts or other musical performances / theatre / ballet or other dance events] in the last 12 months?



Base: All respondents who have attended each art form, numbers shown in brackets

△▽ = significantly higher / lower than New Zealand

The majority (69%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (75%).

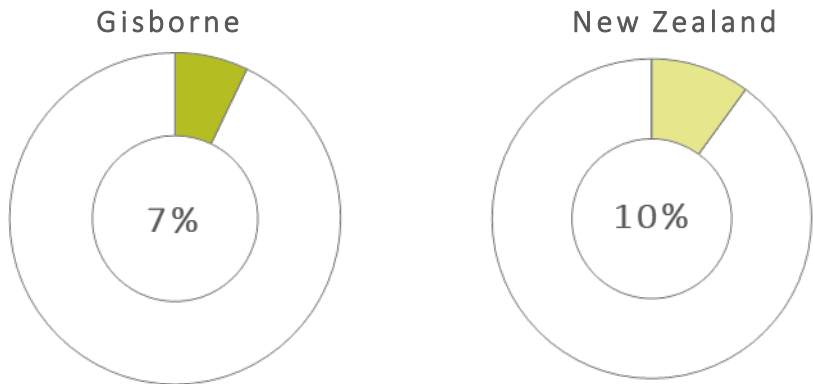
Similarly, the majority (62%) of those who have attended theatre performances have done so between one and three times. Please note this result should be treated with caution due to the low base size (19 respondents). Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Gisborne who have attended ballet or other dance performances have also done so between one and three times (72%). This is broadly in line with all New Zealanders (86%). The finding for Gisborne should also be treated with caution due to the low base size (20 respondents).

The base sizes are too small to test for statistical significance across sub-groups.

Literary arts attendance

Q Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



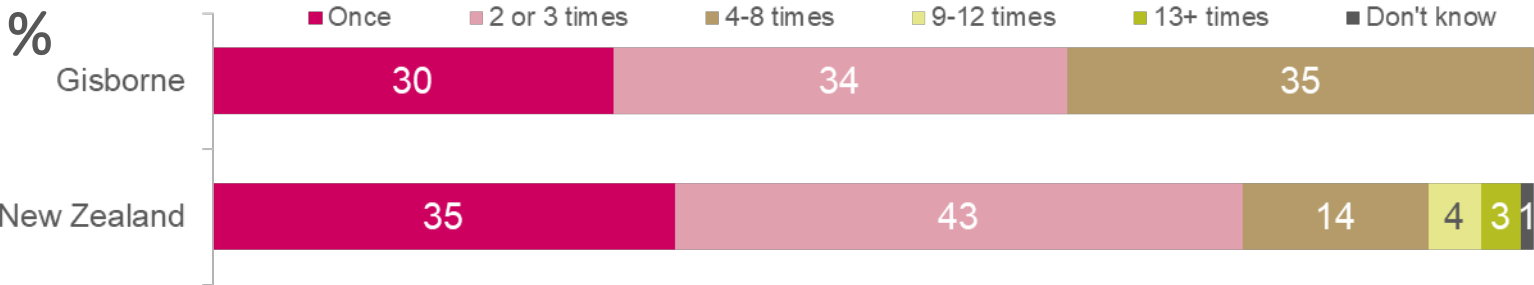
Base: All respondents: Gisborne (128); New Zealand (6,101)

Seven percent of Gisborne residents have attended a literary arts festival or event in the last 12 months. This is consistent with the national level of attendance (10%).

Only 10 respondents in Gisborne reported having attended a literary arts festival or event in the last 12 months. As such the results for frequency of attendance need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

There are no sub-group differences of note for levels of attendance to literary arts.

Q On average how often have you done this in the last 12 months?

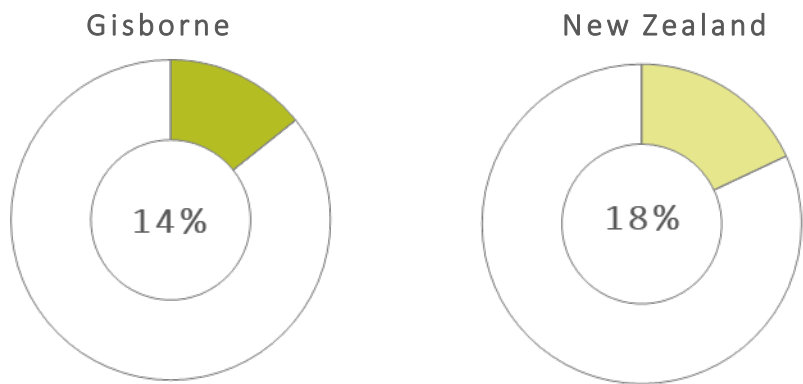


Base: All who have attended the literary arts - Gisborne (10); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

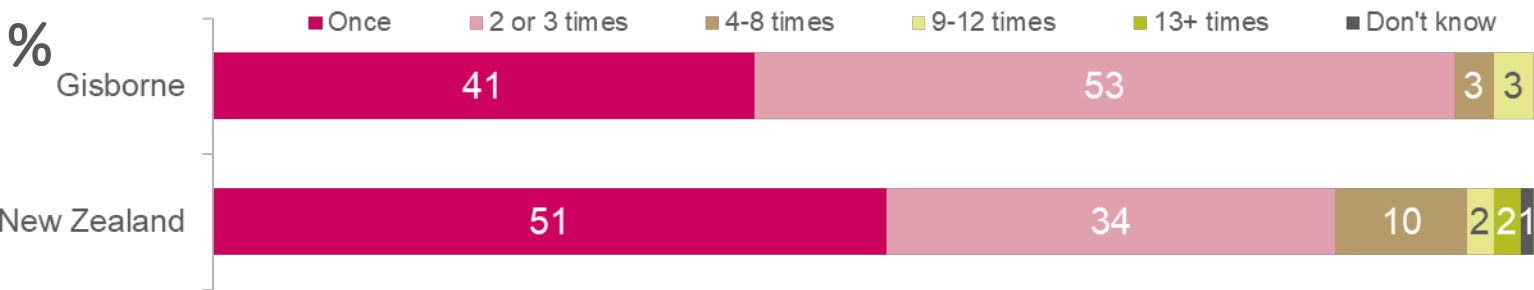
Pacific arts attendance

Q Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All who have attended the Pacific arts - Gisborne (21); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Fourteen percent of Gisborne residents have attended a Pacific arts event in the last 12 months. This is in line with the national level of attendance (18%).

The majority (94%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%). The finding for Gisborne should also be treated with caution due to the low base size (21 respondents).

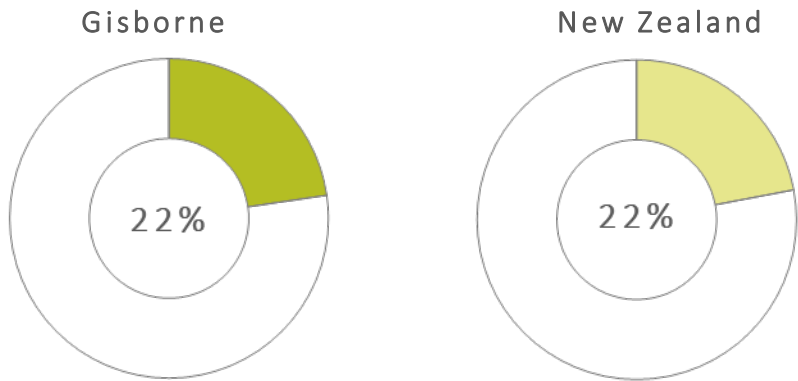
Sub-group differences in Gisborne:

Pākehā are less likely than average to have attended a Pacific arts event in the last 12 months (9% vs. 14%).

Please note there are too few Pacific respondents in the survey in Gisborne to test for statistical significance.

Māori arts attendance

Q Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by **Māori people or groups** in the last 12 months?



Base: All respondents: Gisborne (128); New Zealand (6,101)

One in five Gisborne residents (22%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

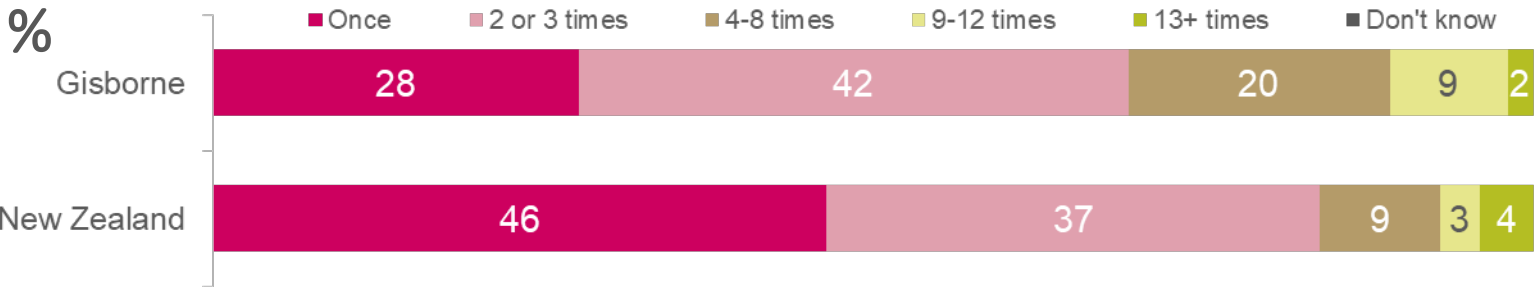
Seventy percent of those who have attended have done so between one and three times. The difference in attendance between Gisborne residents and the average for all New Zealanders (83%) is not statistically significant.

Sub-group differences in Gisborne:

Women are more likely than average to have attended a Māori arts event in the last 12 months (32% vs. 22%).

In contrast, Pākehā are less likely than the average to have attended a Māori arts event in the last 12 months (15% vs. 22%).

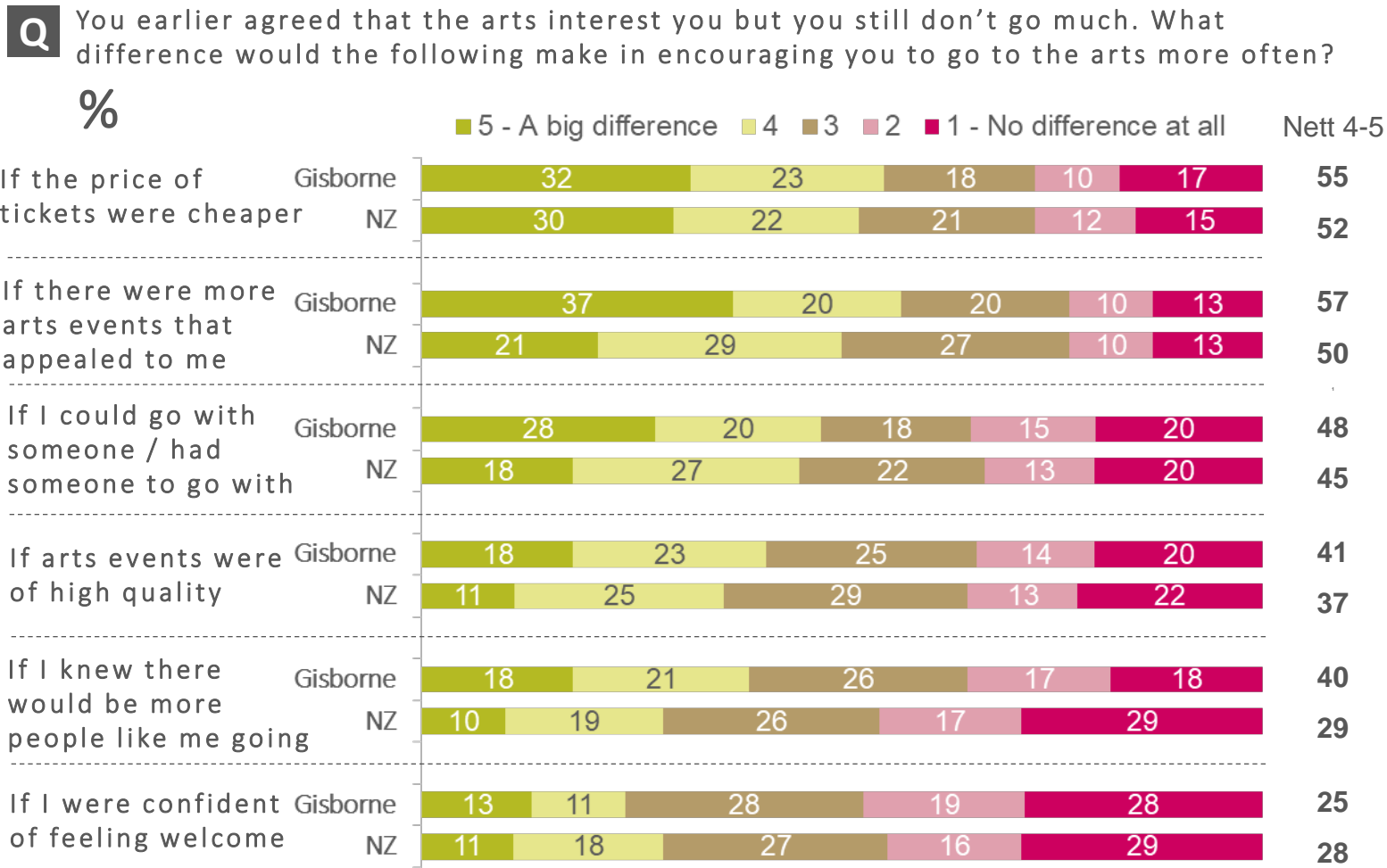
Q On average how often have you done this in the last 12 months?



Base: All who have attended Māori arts - Gisborne (35); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Encouraging greater attendance in the arts



△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Gisborne (73); New Zealand (3,822)

Three in five Gisborne residents (58%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price and choice emerged as key barriers. Just over half of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, 57% indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier; 48% indicated having someone to go with would make a big difference.

Quality is a concern for two in five residents; who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. Two in five indicate that knowing there were more people like them going would make a big difference, while 25% point to being made to feeling welcome.

All of these findings are in line with the national picture.

Sub-group differences in Gisborne:

Women are more likely than average to indicate cheaper tickets would make the difference (73% vs. 55%), also having more appealing events (73% vs. 57%).

Women are also more likely than average to indicate having someone to go with could make the differences (64% vs. 48%), as well as feeling welcome (38% vs. 28%).

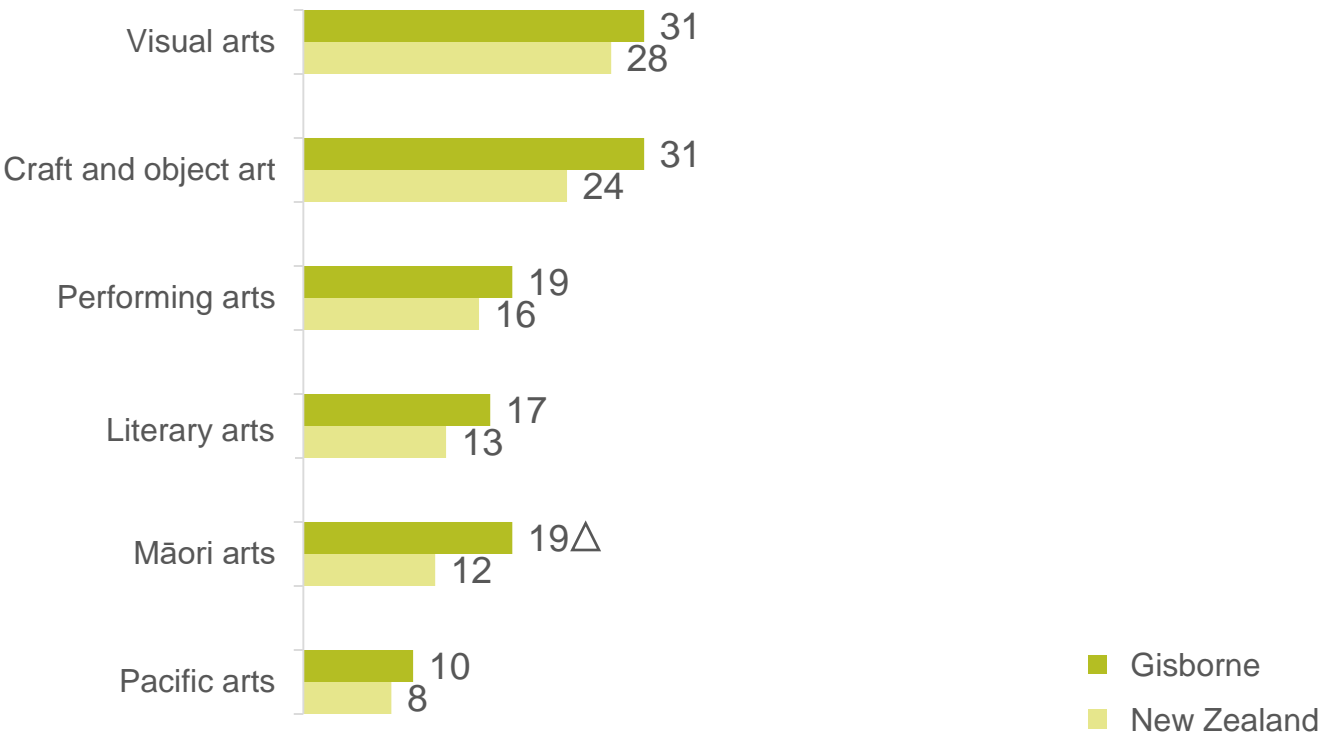


PARTICIPATION BY ARTFORM

Participation by art form

Q Proportion who have participated in different art forms in the last 12 months.

%



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

The chart shows the proportion of Gisborne residents who have been actively involved at least once for each art form, in the last 12 months.

The most popular art forms for participation are the visual arts and craft and object art. Three in ten Gisborne residents (31%) have participated in the visual arts and the same proportion (31%) have participated in craft and object art in the last 12 months.

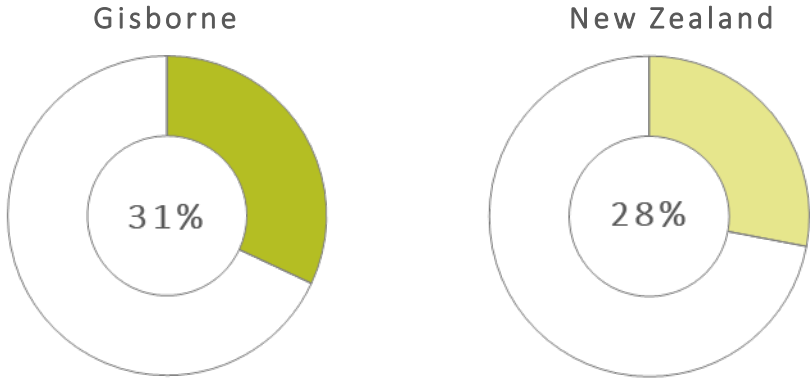
Residents of Gisborne are more likely to have participated in Māori arts than the national average (19% vs. 12%).

The least popular art form is Pacific arts. Only 10% have participated in Pacific arts in the last 12 months.

Further analysis of each art form (including sub-group differences) is presented in the following slides.

Visual arts participation

Q Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



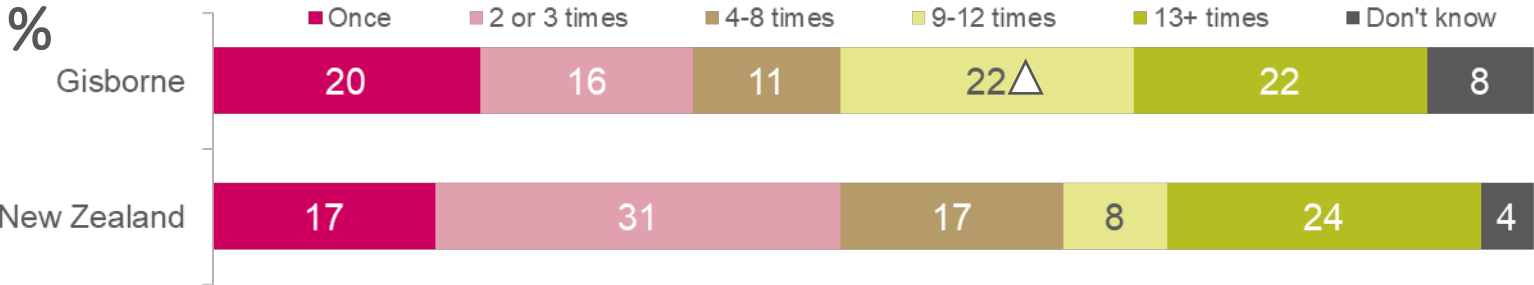
Base: All respondents: Gisborne (128); New Zealand (6,101)

Thirty-one percent of Gisborne residents have participated in the visual arts in the last 12 months. This is consistent with all New Zealanders (28%).

Of those who participate, 44% do so on a regular basis (at least nine times in the last 12 months). Twenty-two percent of Gisborne residents have participated in visual arts between 9-12 times in the last year, more often than the New Zealand average (22% vs. 8%).

There are no sub-group differences of note for levels of participation in visual arts.

Q On average how often have you done this in the last 12 months?

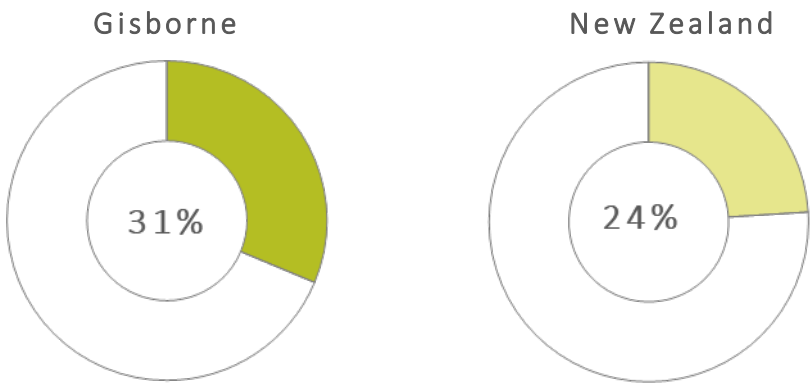


Base: All those who have participated in the visual arts - Gisborne (43); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

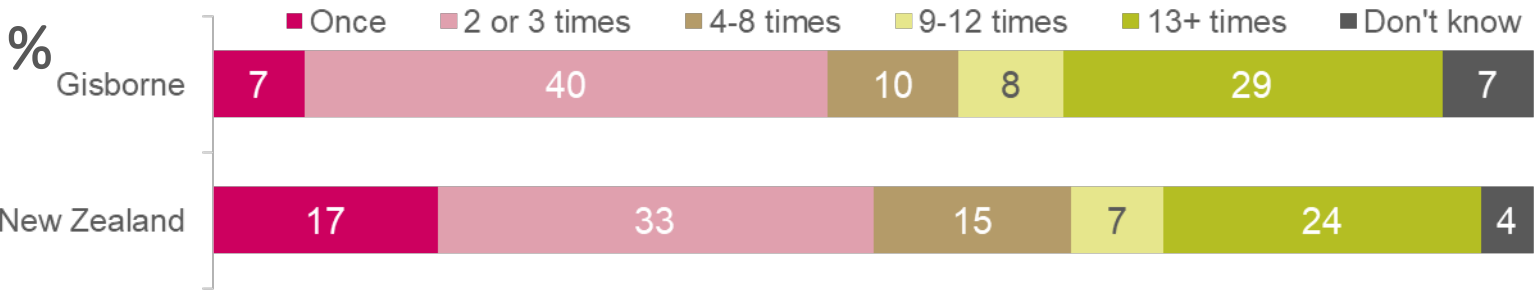
Craft and object art participation

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All those who have participated in craft and object art - Gisborne (41); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Thirty-one percent of Gisborne residents have participated in craft and object art in the last 12 months. This compares to 24% for all New Zealanders, although the difference is not statistically significant.

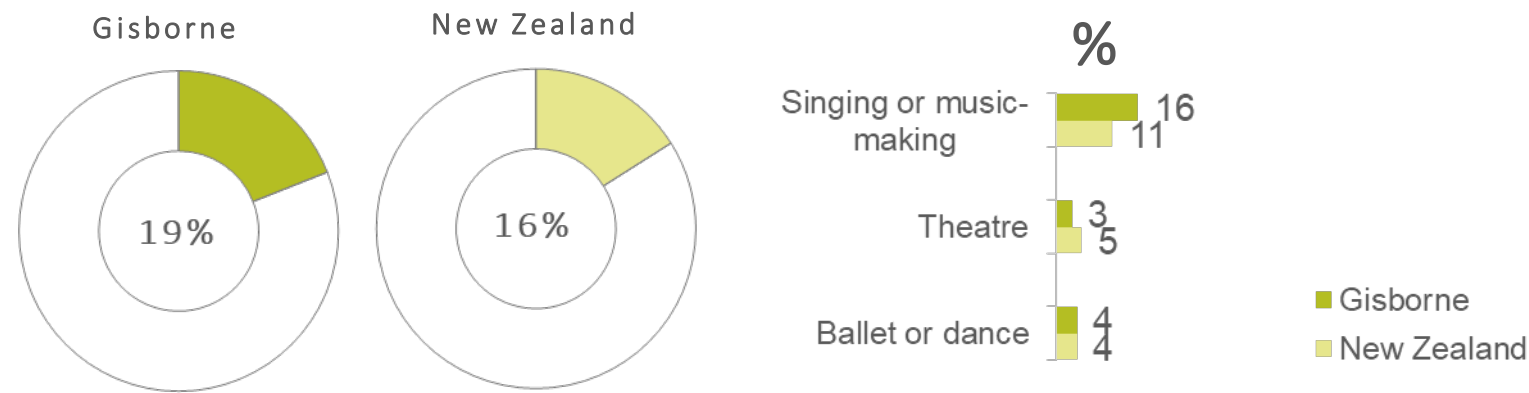
Of those who participate, 37% do so on a regular basis (at least nine times in the last 12 months). The difference between Gisborne residents and all New Zealanders (31%) is not statistically significant.

Sub-group differences in Gisborne:

Those living in households with one or two members were less likely than average to have participated in craft and object art in the last 12 months (23% vs. 31%).

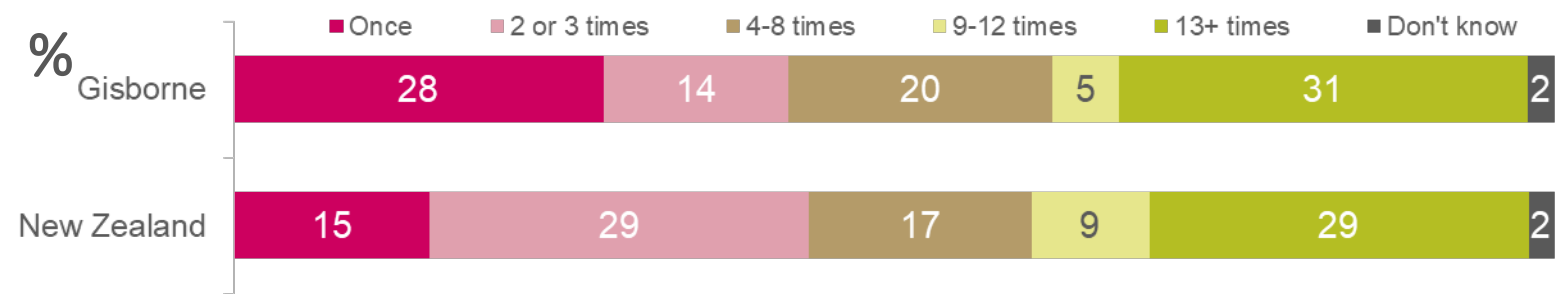
Performance arts participation

Q Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making? Which of these were you actively involved in?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All those who have participated in the performance arts - Gisborne (27); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Nineteen percent of Gisborne residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

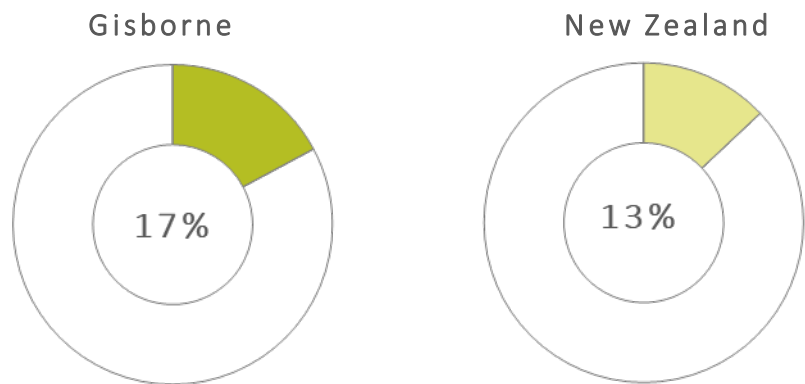
Looking more specifically at the type of performing arts, the survey shows that 16% of Gisborne residents have participated in singing or music making, while 3% have participated in the theatre and 4% ballet or some other form of dance.

Of those who participate in the performing arts, 36% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (27 respondents).

There are no sub-group differences of note in terms of participation in the performing arts in Gisborne.

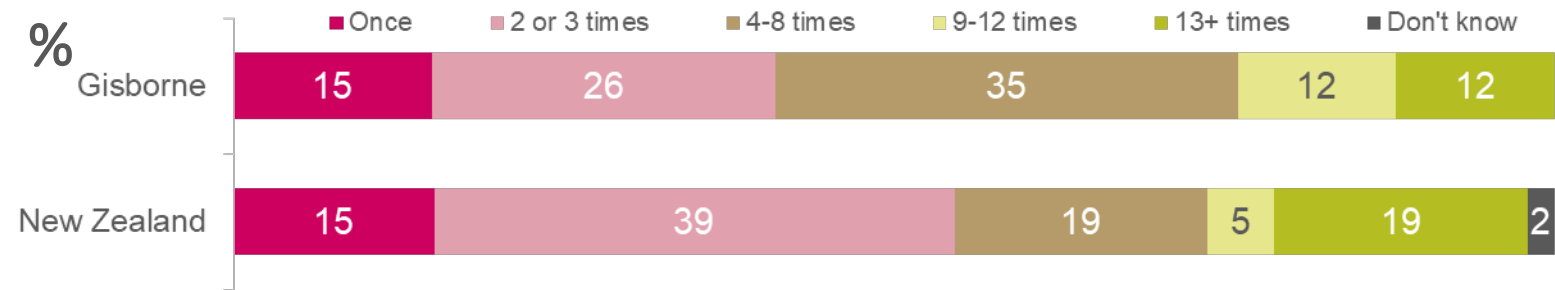
Literary arts participation

Q Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non fiction?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All those who have participated in the literary arts - Gisborne (22); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Seventeen percent of Gisborne residents have participated in the literary arts in the last 12 months. This is broadly in line with all New Zealanders (13%).

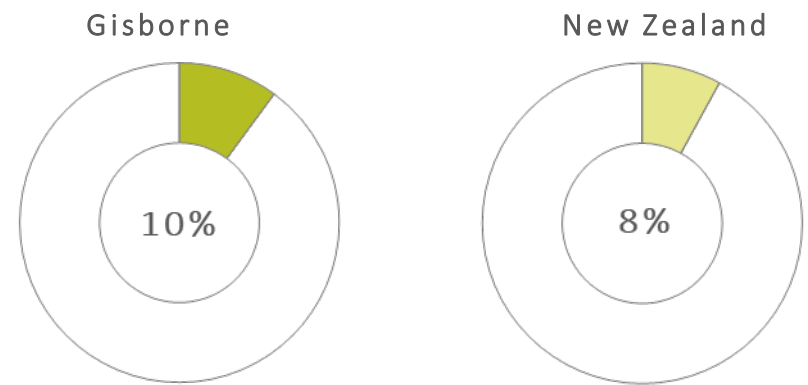
Of those who participate in the literary arts, 24% do so on a regular basis (at least nine times in the last 12 months), in line with the national average. These results should be treated with caution due to the low base size (22 respondents).

Sub-group differences in Gisborne:

Those living in households with one or two members were less likely than average to have participated in literary art in the last 12 months (12% vs. 17%).

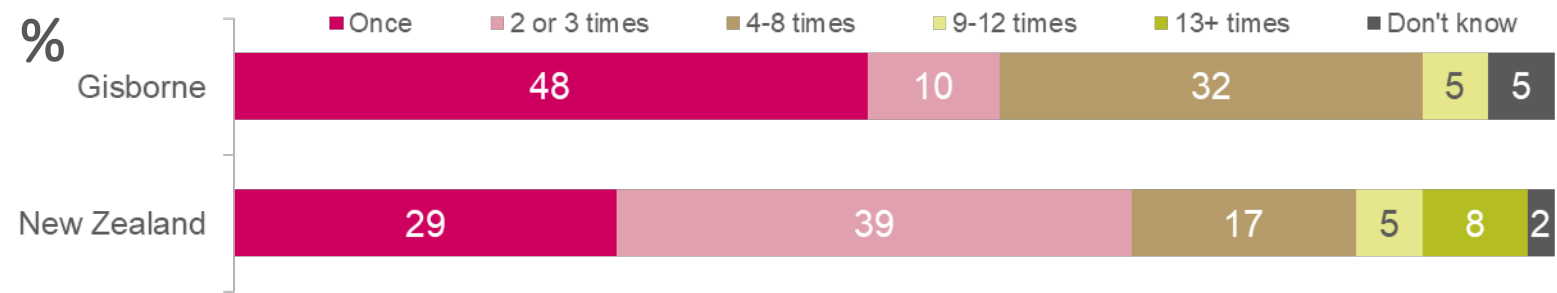
Pacific arts participation

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All those who have participated in the Pacific arts - Gisborne (13); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Ten percent of Gisborne residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Of those who participate in the Pacific arts, 5% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (13 respondents).

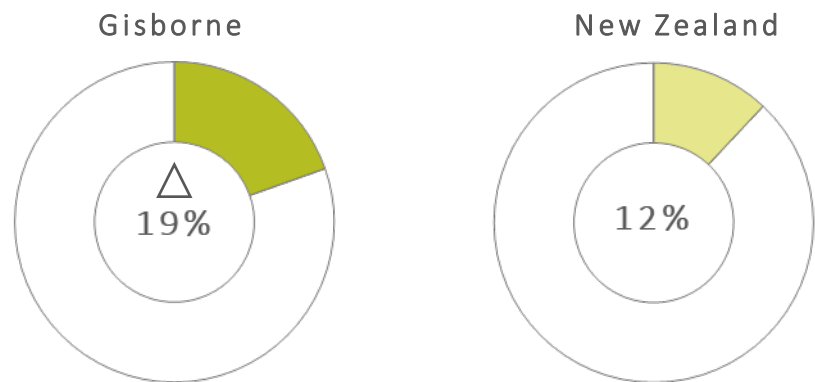
Sub-group differences in Gisborne:

The following groups are less likely than average (10%) to have participated in Pacific arts in the last 12 months:

- One or two person households (4%)
- Older people (60+ years) (0%).

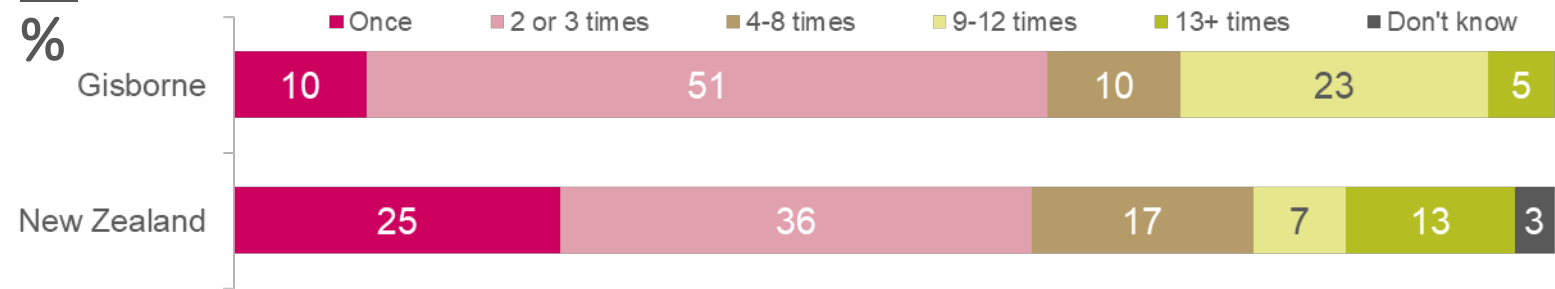
Māori arts participation

Q Still thinking about Māori arts, in the last 12 months have you been actively involved in any **Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?**



Base: All respondents: Gisborne (128); New Zealand (6,101)

Q On average how often have you done this in the last 12 months?



Base: All those who have participated in the visual arts - Gisborne (27); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Nineteen percent of Gisborne residents have participated in Māori arts in the last 12 months. This is higher than the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 28% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (27 respondents).

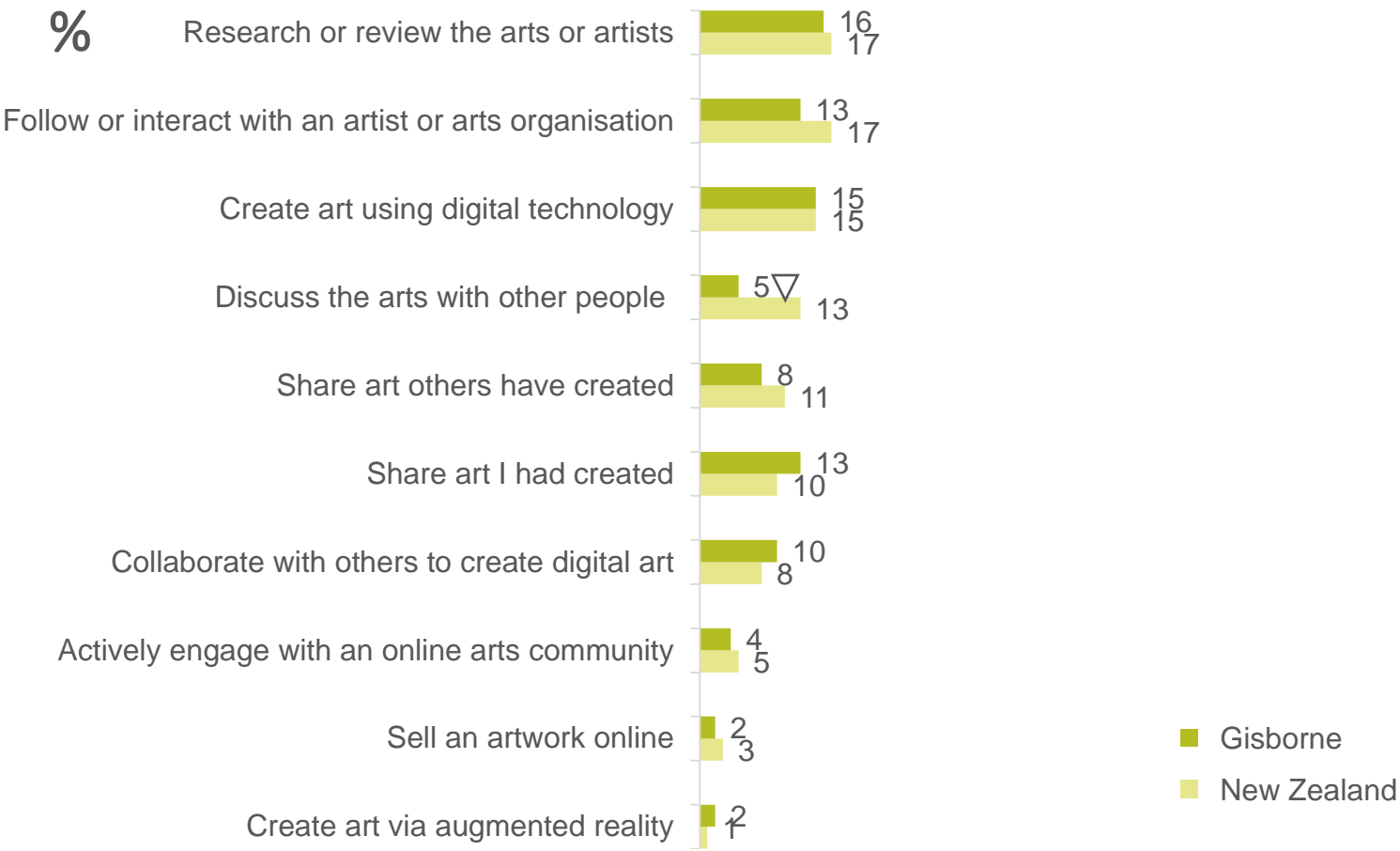
Sub-group differences in Gisborne:

The following groups are less likely than average (19%) to have participated in Māori arts in the last 12 months:

- One or two person households (10%)
- Pākehā (9%)
- Older people, aged 60+ (4%).

Use of digital technology for arts activities

Q In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Gisborne (128); New Zealand (6,101)

Digital technology is enabling greater engagement in the arts for a significant minority in Gisborne. Forty-two percent of Gisborne residents have used digital technology for arts activities. This is consistent with all New Zealanders (43%).

The most popular activities are researching or reviewing the arts or artists (16%), followed by creating art using digital technology (15%).

Gisborne residents are much less likely to discuss the arts with other people compared with the average for New Zealand (5% vs. 13%).

Sub-group differences in Gisborne:

There are no sub-group differences at the overall level, although women and middle-aged people, aged 40-59, are more likely than average to follow or interact with artists or arts organisations (19% and 24% respectively vs. 13%).

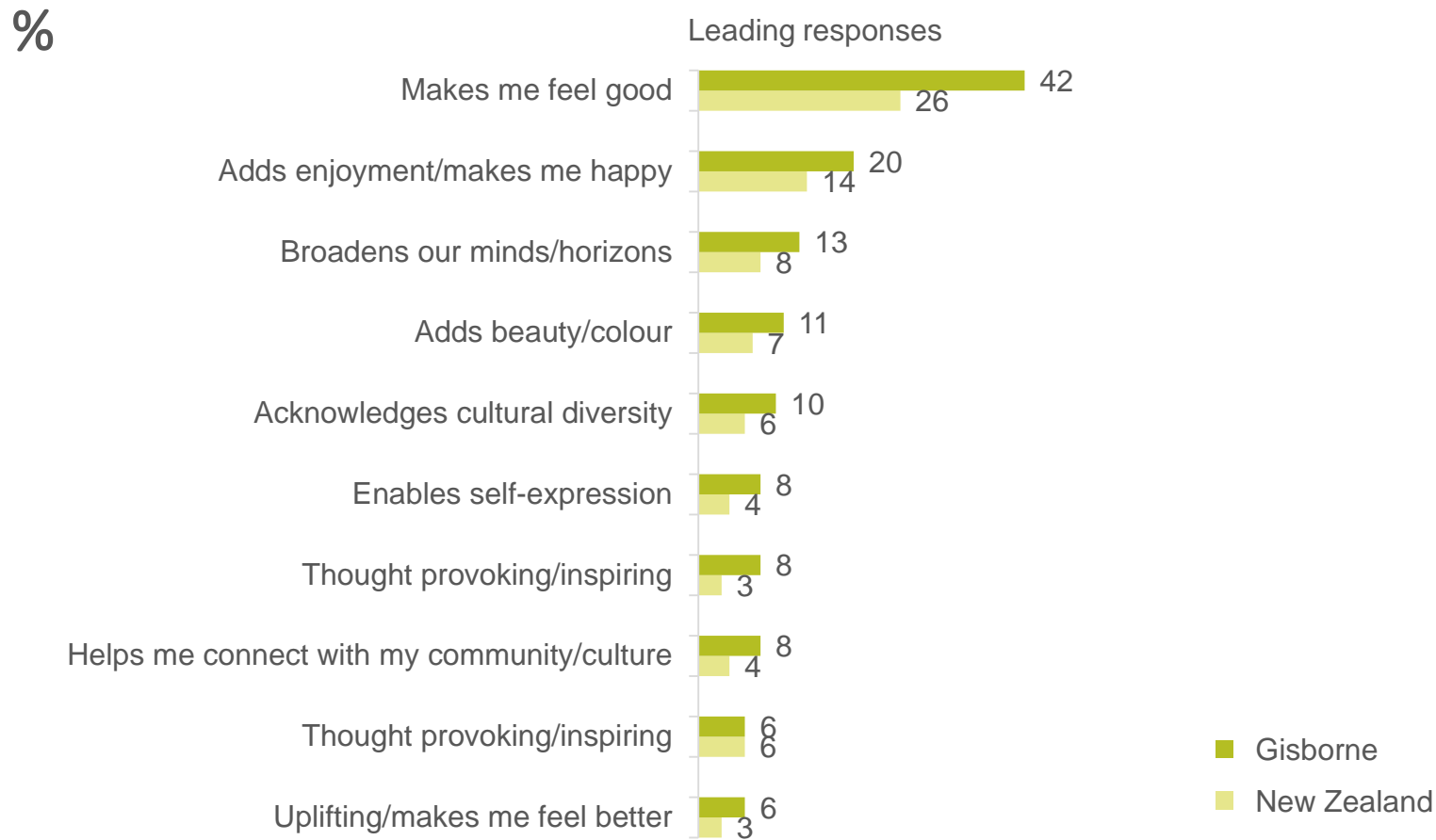
Households of one or two people are less likely compared to the average to share art that they had created (8% vs. 13%).

A large, stylized, light green swirl graphic on the left side of the slide, set against a white background. The swirl starts from the bottom left and curves upwards and to the right.

ADVOCACY OF THE ARTS

Reasons why the arts improve how New Zealanders feel about life

Q You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Gisborne (29); New Zealand (1,397)

Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked one of the follow-up questions.

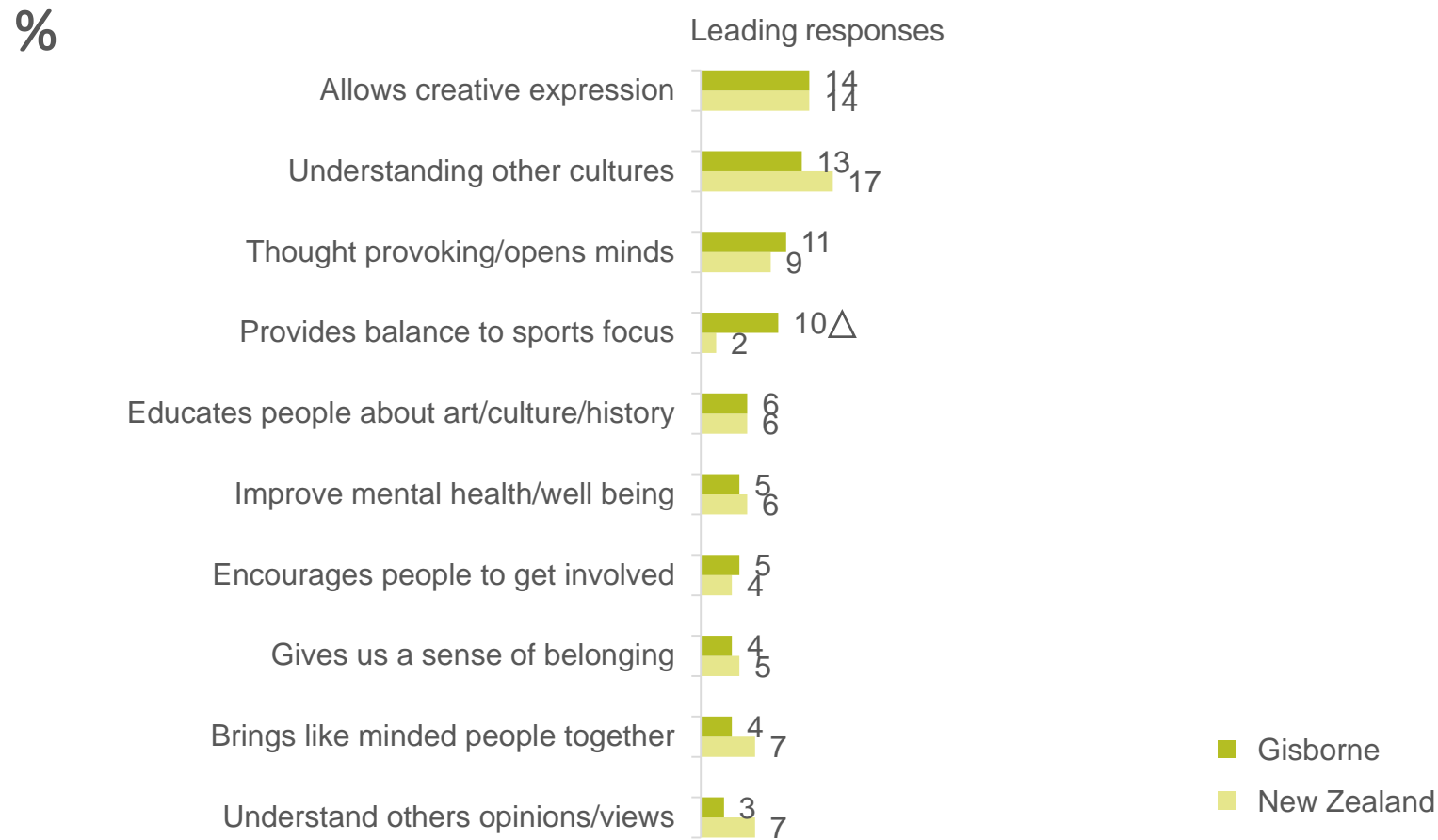
The chart opposite shows the leading responses. The key reasons why residents in Gisborne feel the arts improve how they feel about life in general is simply that it makes them feel good (42%) and it adds enjoyment to life and makes them feel happy (20%).

Due to the low base size (29 respondents) we cannot test for differences between Gisborne residents and all New Zealanders.

"
Creates positive connections to whanau, iwi, community.
Seeing how others express themselves or share their view of the world makes me feel more connected.
It's a identity of who we are as Māori .
By making connections with people (sense of wider community), culture and learning about our traditions and history, creates overall health and well-being.
"

Reasons why the arts improve society

Q You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



^Δ_▽ = significantly higher / lower than New Zealand
Base: Respondents who agree the arts help improve New Zealand society - Gisborne (46); New Zealand (2,323)

The chart opposite shows the leading responses why residents in Gisborne feel the arts help improve society.

The key reasons are that they allow creative expression (14%) and understanding of other cultures (13%). These reasons are inline with the average for New Zealand.

Gisborne residents are more likely than the New Zealand average to mention that arts help provide balance to the sports focused country that New Zealand is (10% vs. 2%).

"

It helps New Zealand Māori know who they are.

Gives people a way to express themselves apart from vocally.

Helps an encourages people to be who they are an to express themselves through the arts.

People know there history, where they come from, where their future lies. The can learn compassion, identify hate. The arts make us who we are, without them, we are hollow, a shell.

Provides balance to society.

"

FOR FURTHER INFORMATION PLEASE CONTACT:

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