

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR MANAWATU-WANGANUI
2017

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 the Manawatu-Wanganui. 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



317

ONLINE INTERVIEWS

With adults aged 15+ living in the Manawatu-Wanganui



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 the Manawatu-Wanganui was 150 interviews. In order to achieve a representative sample of residents in the Manawatu-Wanganui, quotas (or interviewing targets) were set by age within gender.

The final sample was higher in the region, because Palmerston North increased its sample size to generate its own report.

Weighting was applied to ensure the final sample profile was representative of the Manawatu-Wanganui population (including correcting for the over sampling of Palmerston North residents). Weighting was also applied to the national results to correct for the over-sampling of residents in Manawatu-Wanganui.

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 317 respondents the margin of error is up to +/- 5.5 percentage points.

We have used statistical tests to determine whether the survey findings between Manawatu-Wanganui 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 (Δ ∇).

SUMMARY

Summary of key findings

OVERALL: Although overall attendance of the arts is lower than the national average, residents in Manawatu-Wanganui are engaged with the arts. On balance, they are much more positive than negative in their attitudes towards the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Manawatu-Wanganui are engaged with the arts (77%). 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 (67%) or have **participated** in the arts in the last 12 months (50%).

Overall attendance is lower compared to the national average (67% vs. 73%). However, attendance is highest for performing arts (44%), followed by the visual arts (43%). Attendance for performing arts is lower than the national average (51%). Attendance is lowest for literary arts (6%).

Participation is highest for the visual arts (28%) and craft and object art (24%). Participation is lowest for the Pacific arts (7%).

ADVOCACY OF THE ARTS

In line with all New Zealanders, Manawatu-Wanganui residents are broadly positive about the arts.

They are more likely than all New Zealanders to agree that the arts in New Zealand are of high quality (71% vs. 62%).

Residents also believe the arts benefit the nation and their community. They are a source of national pride (75% agree), contribute positively to the economy (57%), help define who we are as New Zealanders (55%) and improve New Zealand society (54%). In addition, 48% agree their community would be poorer without the arts.

In recognition of these benefits 55% agree the arts should receive public funding and 46% agree the local council should provide financial support to the arts.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. More than half of all Manawatu-Wanganui residents (57%) 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, price and social isolation emerged as key barriers. Fifty-one percent of the respondents indicated that a greater range of events that appealed to them would make a big difference. Forty-nine percent indicated that reducing the price of tickets would make a big difference to their likelihood to attending. Finally, 48% indicated having someone to go with would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

There are various demographic trends throughout the report. Generally women express greater levels of engagement with the arts than the average for the region, while younger people, aged 15-39, express greater levels of participation.

In contrast, men are generally less engaged with the arts, or hold less positive attitudes.

“ Art makes New Zealand a more rounded society.

Develops good feelings of joy when you see or hear something you like.

It helps to put New Zealand on the map. ”



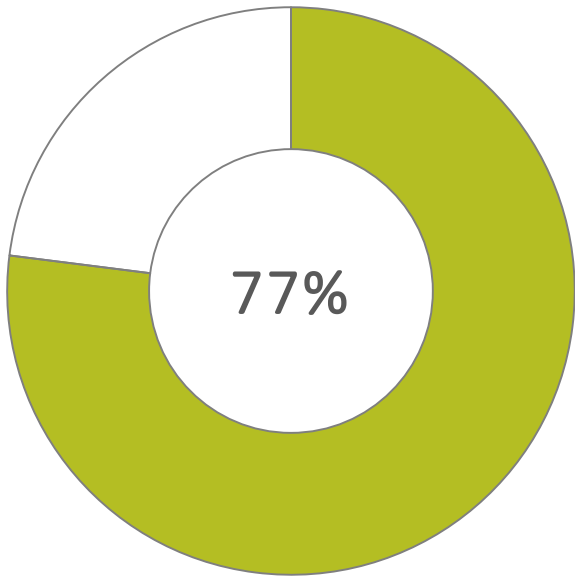
OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

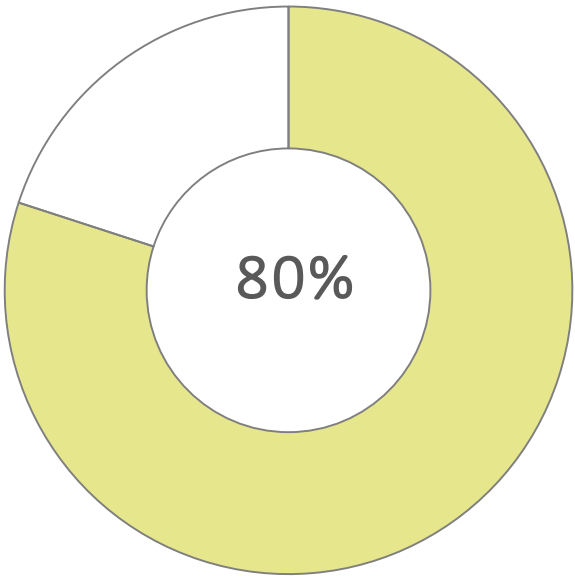
Overall engagement

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**

Manawatu-Wanganui



New Zealand



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, 77% of residents in the Manawatu-Wanganui are engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

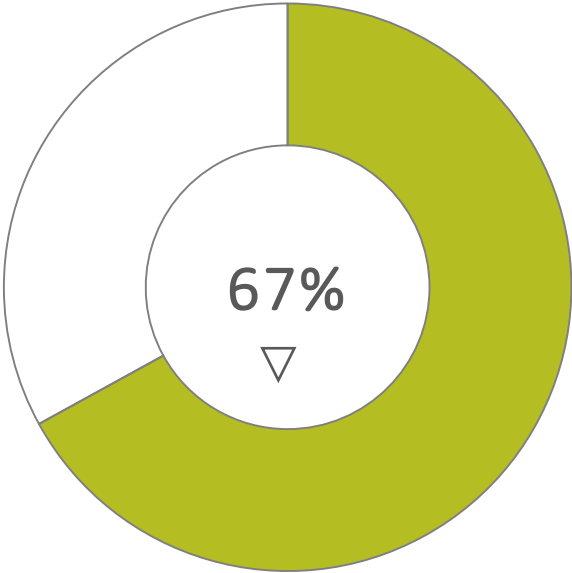
There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

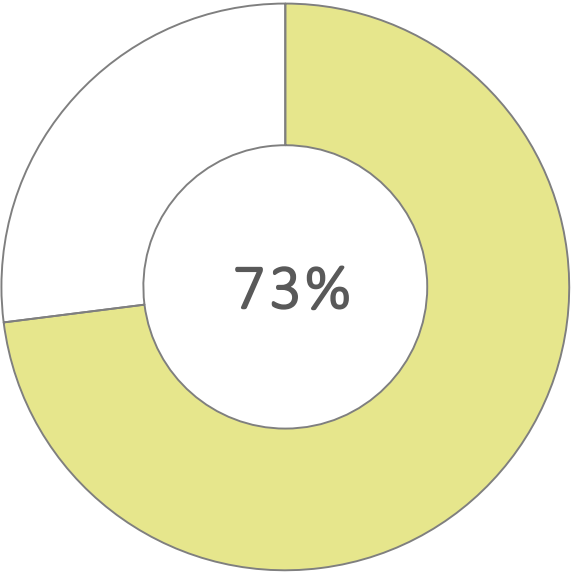
Overall attendance

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**

Manawatu-Wanganui



New Zealand



A total of 67% of residents in the Manawatu-Wanganui have attended at least one arts event or location in the last 12 months. Overall attendance is lower compared to the national average (73%).

Sub-group differences in Manawatu-Wanganui:

The following groups are more likely than average (67%) to have attended any art form in the last 12 months:

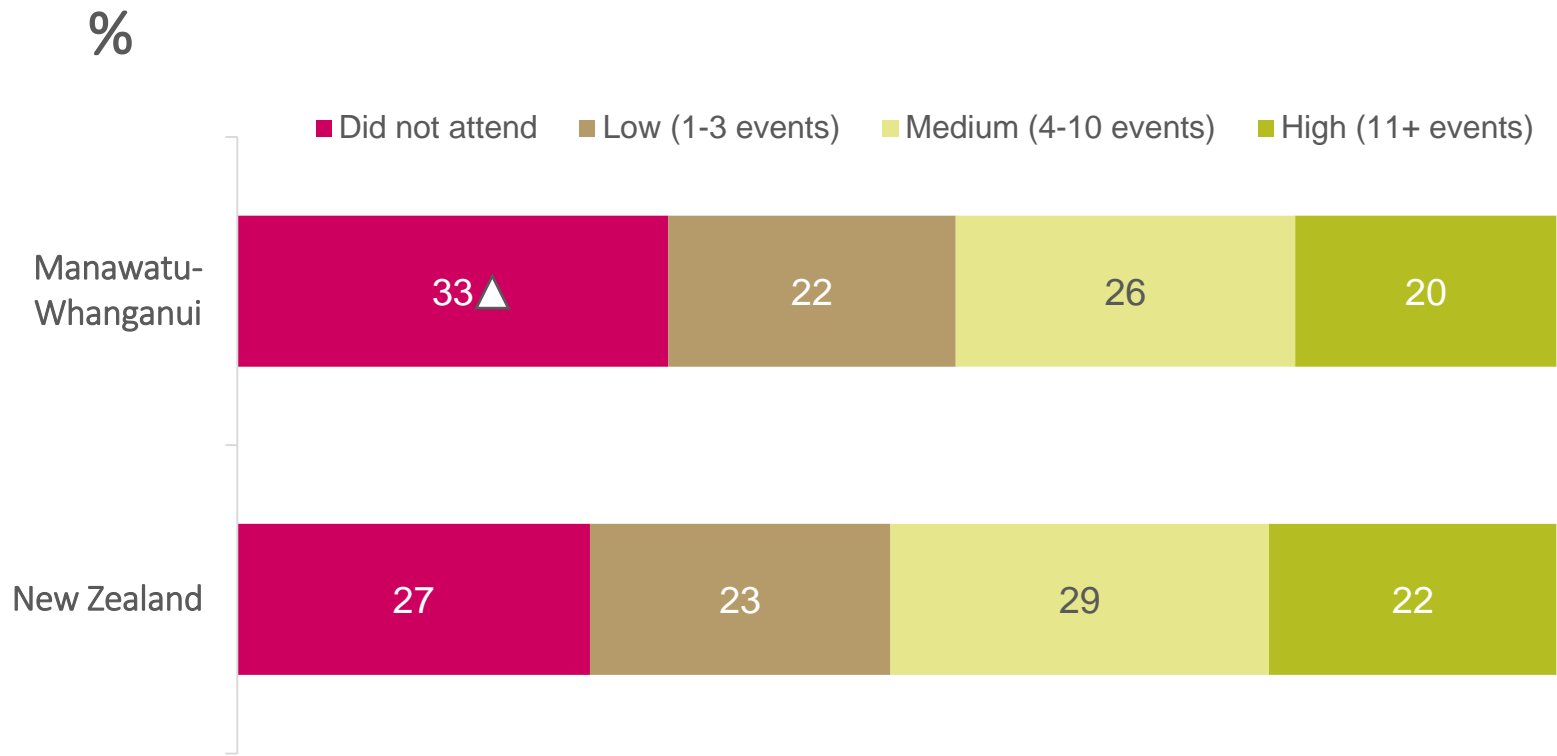
- Women (76%)
- Provincial residents (72%).

In contrast, men are less likely to have attended any art form in the last 12 months (57% vs. 67%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); 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: Manawatu-Wanganui (317); New Zealand (6,101)

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

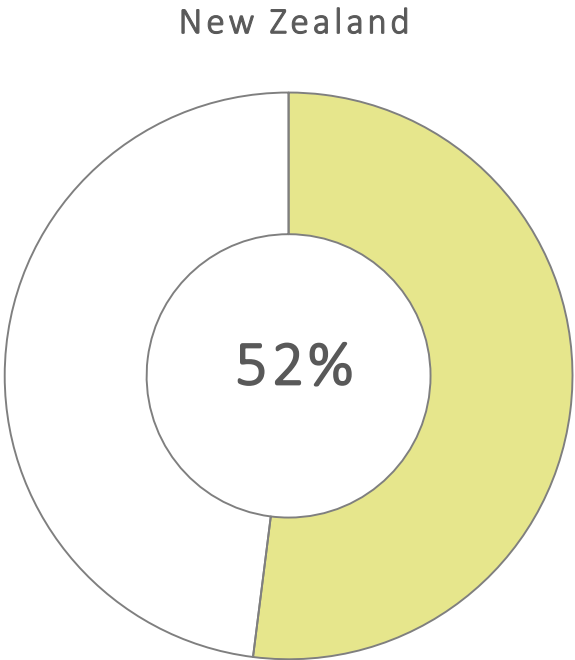
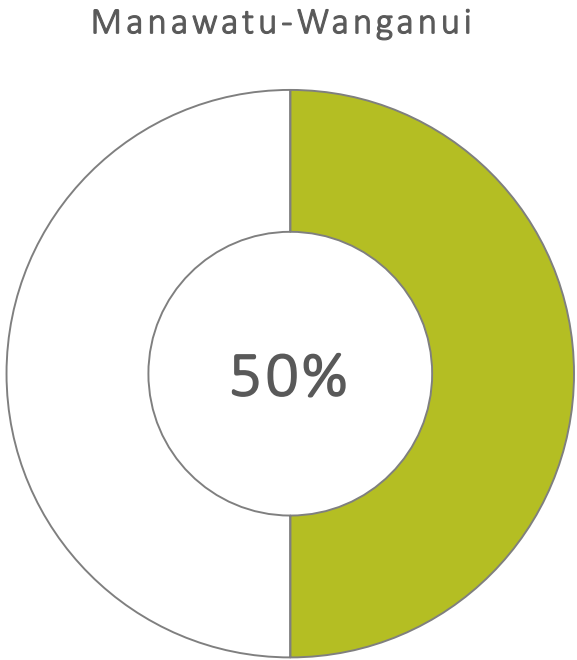
One in five residents in Manawatu-Wanganui (20%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

One third of residents (33%) claim to have not attended any art form in the last 12 months, higher than the national average (27%).

Sub-group differences in Manawatu-Wanganui:
Women are more likely than average to have attended the arts on a regular basis (more than ten times a year) (27% vs. 20%).

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



Half (50%) of residents in Manawatu-Wanganui have participated in at least one art form in the last 12 months. This is consistent with all New Zealanders (52%).

Sub-group differences in Manawatu-Wanganui:

The following groups are more likely than average (50%) to have participated in any art form in the last 12 months:

- Younger people, aged 15-39 (61%)
- Women (58%).

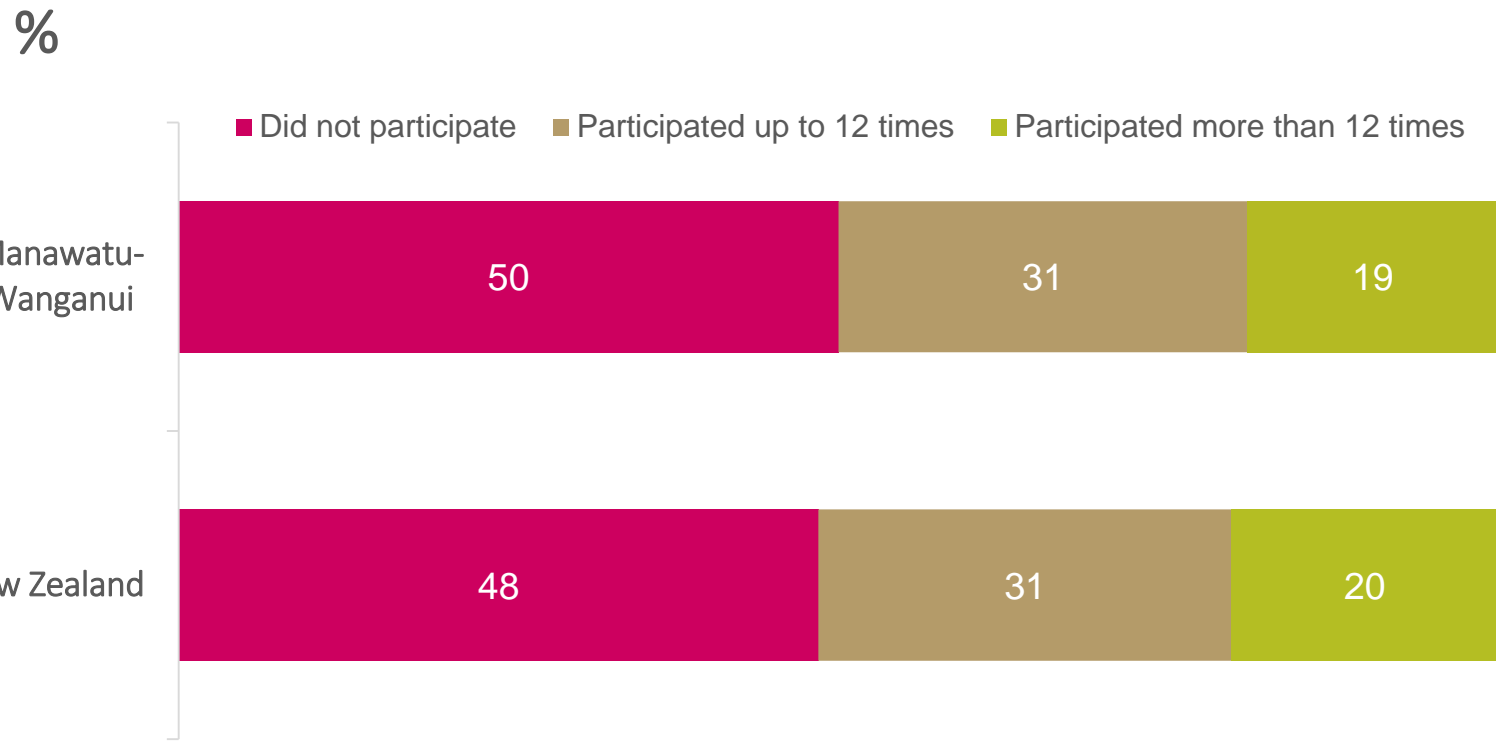
In comparison, the following groups are less likely than average (50%) to have participated in any art form in the last 12 months:

- Men (41%)
- Middle-aged people, 40-59 years (38%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); 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: Manawatu-Wanganui (317); New Zealand (6,101)

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

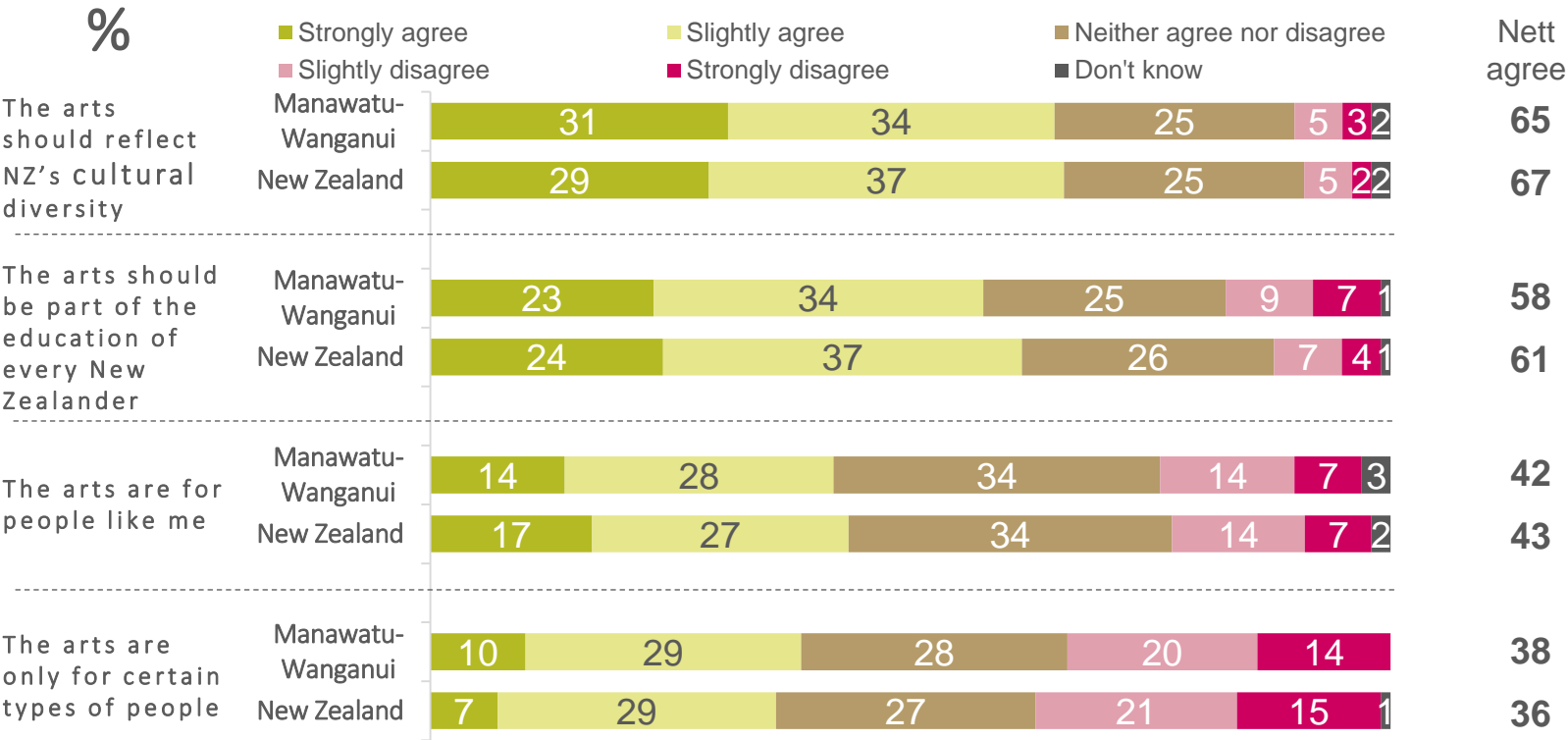
Around one in four residents in Manawatu-Wanganui (19%) participate on a regular basis (more than 12 times a year). This is in line with all New Zealanders (20%).

Sub-group differences in Manawatu-Wanganui:
Men are less likely than average to participate on a regular basis (more than 12 times a year) (13% vs. 19%).

ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

There is strong support amongst Manawatu-Wanganui residents for the arts to reflect New Zealand's cultural diversity (65%) and to be part of the education of every New Zealander (58%).

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

There is a feeling the arts could be more inclusive. Twenty-one percent disagree that the 'arts are for people like me', while at the same time 38% agree 'the arts are only for certain types of people'.

The views expressed by residents in Manawatu-Wanganui are broadly in line with all New Zealanders.

Sub-group differences in Manawatu-Wanganui:

The following groups are more likely than average (58%) to agree that the arts should be part of the education of every New Zealander:

- Women (65%)
- One or two person households (65%).

The following groups are less likely than average (58%) to agree that the arts should be part of the education of every New Zealander:

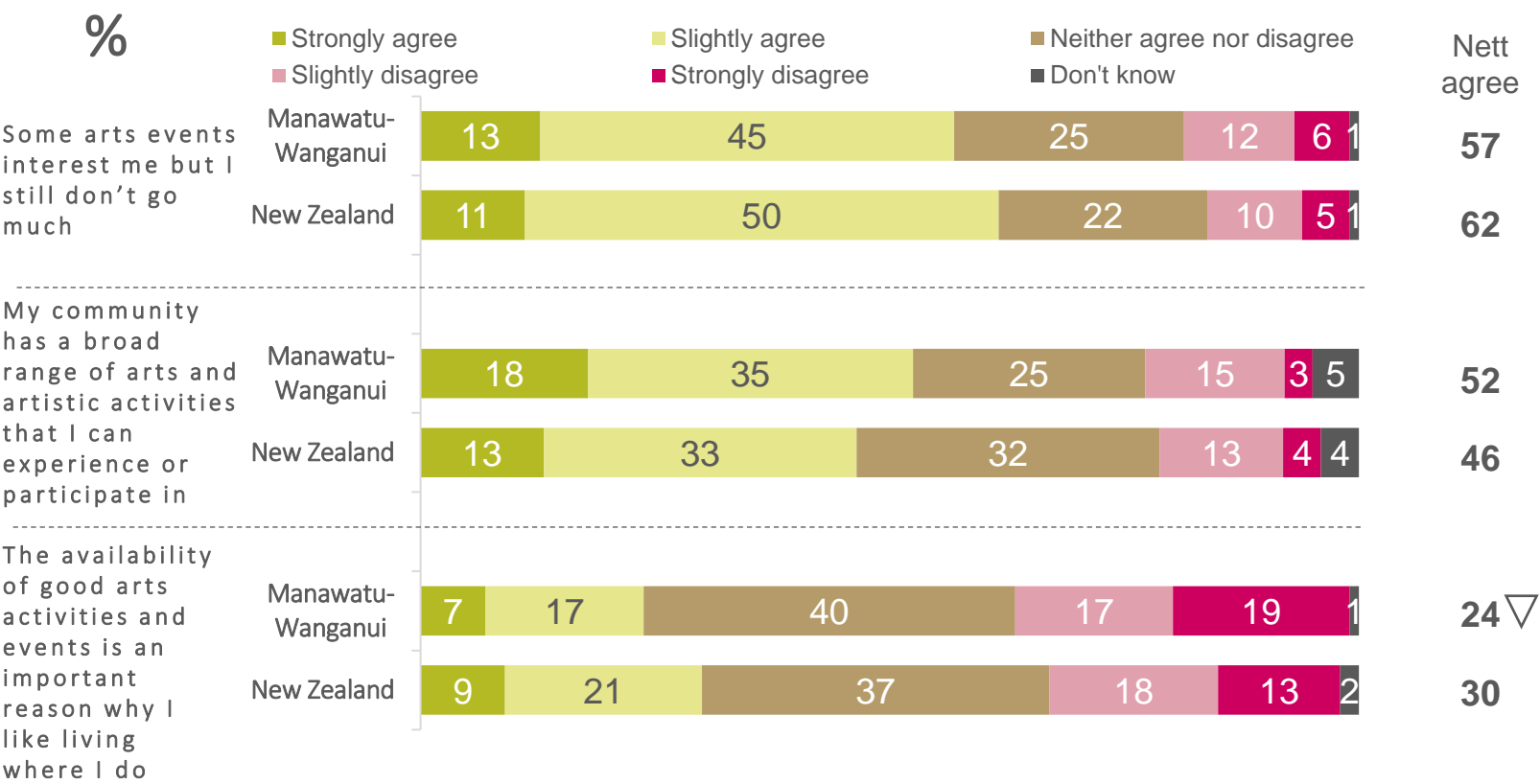
- Men (49%)
- Three or four person households (44%).

Men are more likely than average to agree that the arts are only for certain types of people (49% vs. 38%). Conversely, women are less likely to agree with this (29% vs. 38%).

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

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

There is potential to significantly improve attendance at arts events. More than half of residents in Manawatu-Wanganui (57%) agree some arts events interest them but they still don't go much.

There is evidence that residents have access to a range of arts and artistic activities, 52% agree with this. This compares to a national average of 46%, however the difference is not statistically significant.

Close to one in four residents (24%) feel the arts and arts activities is an important reason in why they like living in Manawatu-Wanganui. This is lower than all New Zealanders (30%). It could be that other reasons (such as the natural environment) are of greater importance to Manawatu-Wanganui residents in determining this.

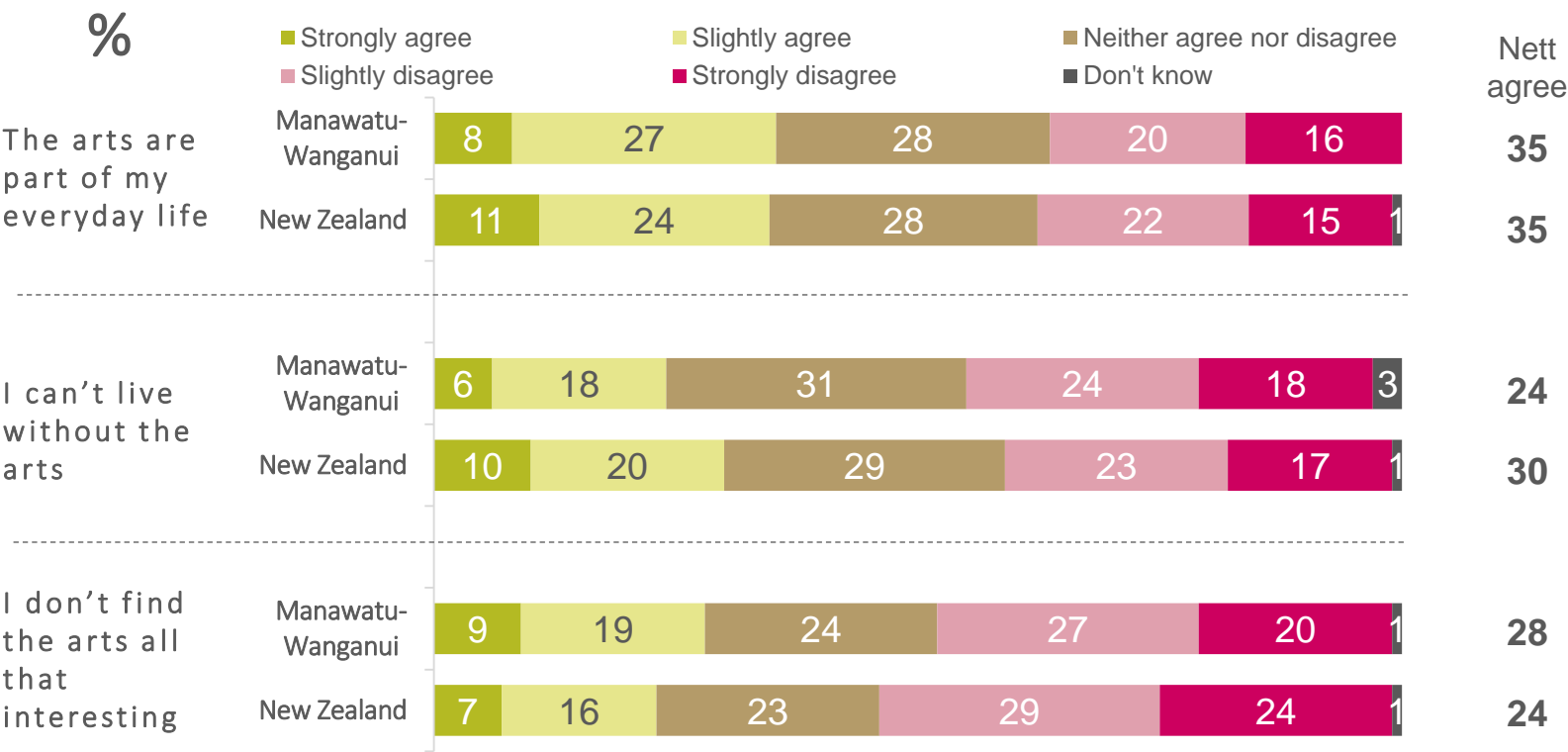
Sub-group differences in Manawatu-Wanganui:

Provincial residents are more likely than average to agree that the community has a broad range of arts and activities that they can participate in (58% vs. 52%).

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

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: Manawatu-Wanganui (317); New Zealand (6,101)

The arts have meaning for a sizeable minority of residents in Manawatu-Wanganui. More than one third (35%) agree the arts are part of their everyday life. This is in line with all New Zealanders.

Around one in four (24%) agree they can't live without the arts. This is broadly in line with the national average (30%).

More residents are interested in the arts than not. While, 28% of residents in Manawatu-Wanganui agree they don't find the arts all that interesting, 47% disagree. This is consistent with all New Zealanders.

Sub-group differences in Manawatu-Wanganui:

Women are more likely than average to agree the arts are part of their everyday life (43% vs. 35%).

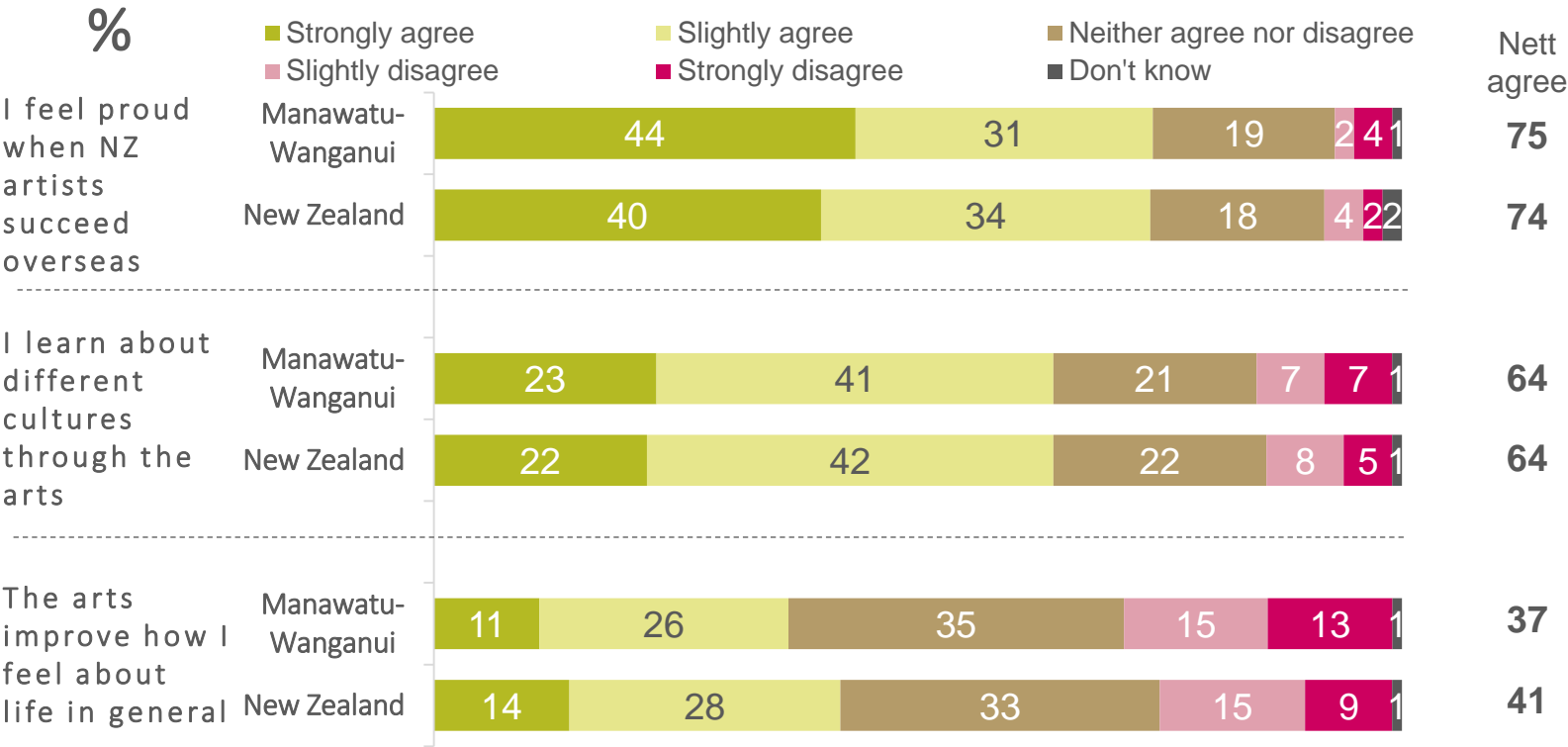
In contrast, the following groups are less likely than average (35%) to agree that the arts are part of their everyday life:

- Provincial residents (30%)
- Men (27%).

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

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

The arts provide personal benefits to most residents in Manawaru-Wanganui. Three in four (75%) agree they feel proud when New Zealand artists succeed overseas.

More than three in five residents (64%) feel they learn about different cultures through the arts, this is in line with the national average.

In addition, 37% of Manawatu-Wanganui residents agree the arts improve how they feel about life in general, compared to 28% who disagree.

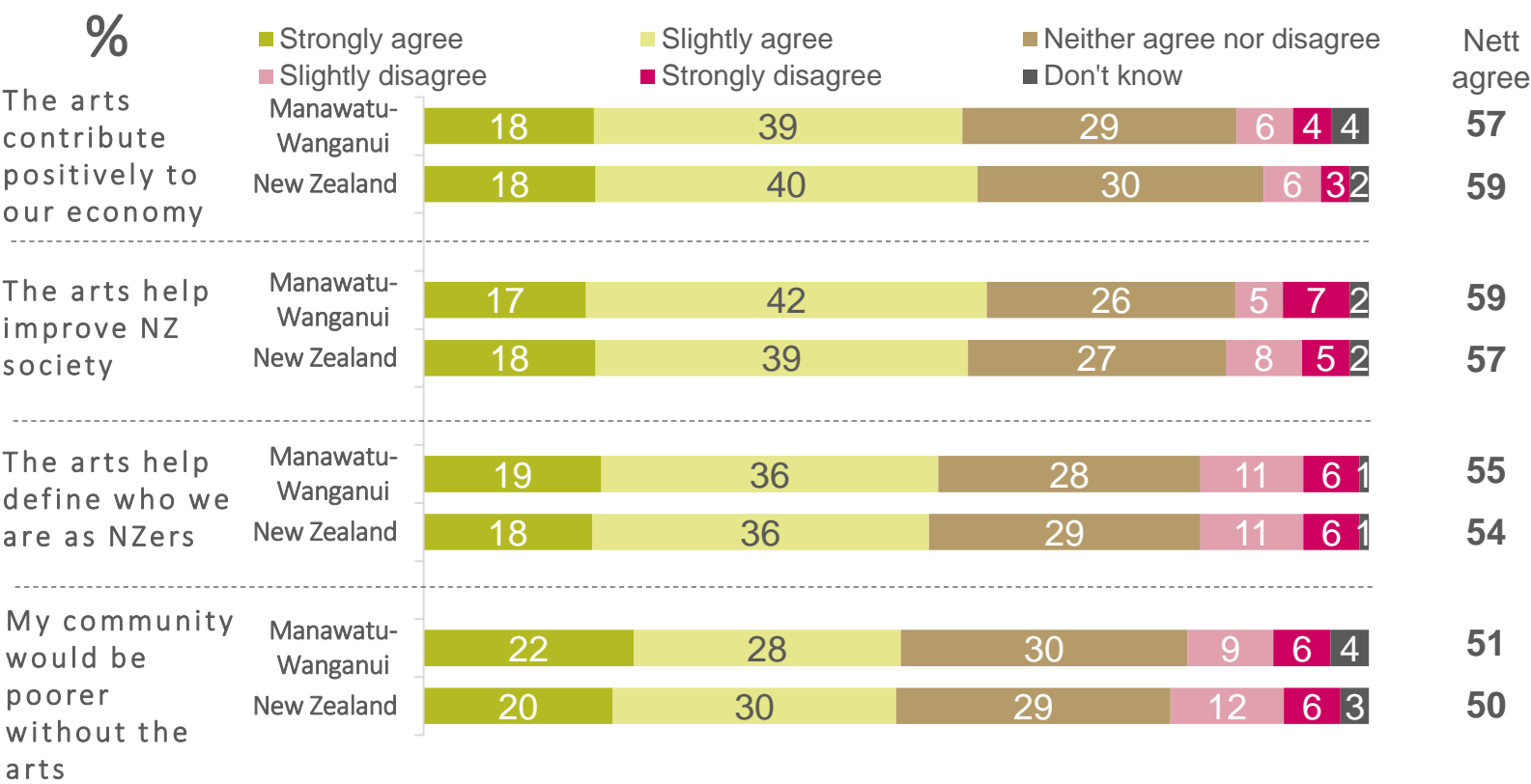
Sub-group differences in Manawatu-Wanganui:

Those with an annual household income between \$81k - \$120k are more likely than average to feel the arts improve how they feel about life in general (58% vs. 37%).

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

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



The majority of residents in Manawatu-Wanganui recognise different ways in which the arts benefit New Zealand.

Over half agree they contribute positively to the economy (57%), improve New Zealand society (59%) and help define who we are as New Zealanders (55%). These views are in line with all New Zealanders.

In addition, half (51%) agree their community would be poorer without the arts. This is also in line with all New Zealanders.

Sub-group differences in Manawatu-Wanganui:

One or two person households are more likely than average to feel that the arts help improve New Zealand society (64% vs. 59%). Conversely, three to four person households are less likely to think that the arts help improve New Zealand society (45% vs. 59%).

Households of three to four persons are also less likely than average to feel the arts help define who we are as New Zealanders (39% vs. 55%).

The following groups are more likely than average (51%) to feel that their community would be poorer without the arts:

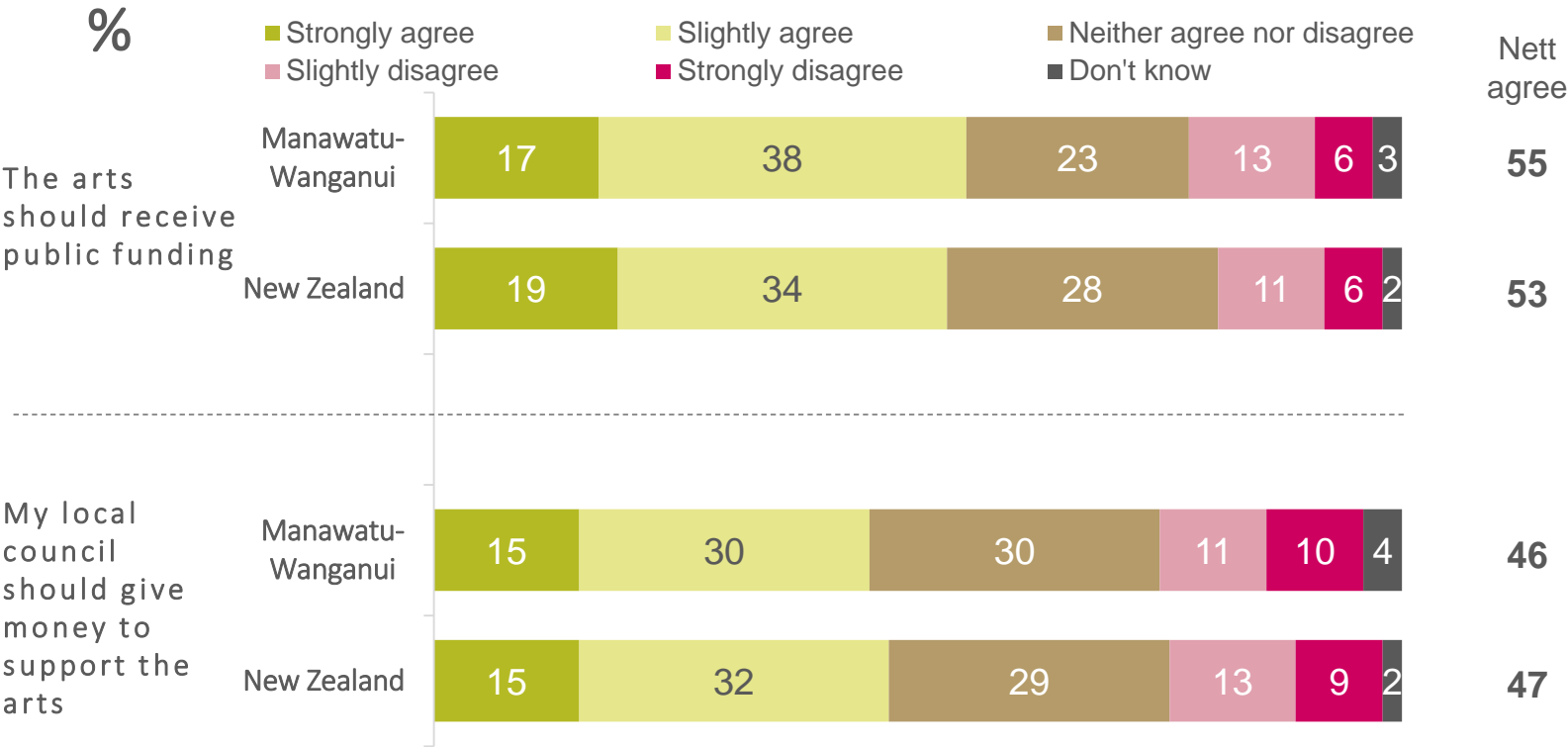
- Households with an annual income of \$81k – \$120k (68%)
- Older people, aged 60+ (64%).

In contrast, younger people, aged 15-39, are less likely than average to feel that their community would be poorer without the arts (38% vs. 51%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); 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: Manawatu-Wanganui (317); New Zealand (6,101)

On balance, there is support for public funding of the arts. Over half of Manawatu-Wanganui residents (55%) agree the arts should receive public funding. In contrast, 19% disagree, while the remainder are on the fence or do not express an opinion.

Forty-six percent of all residents in Manawatu-Wanganui feel the local council should give money to support the arts. This compares to 21% who disagree.

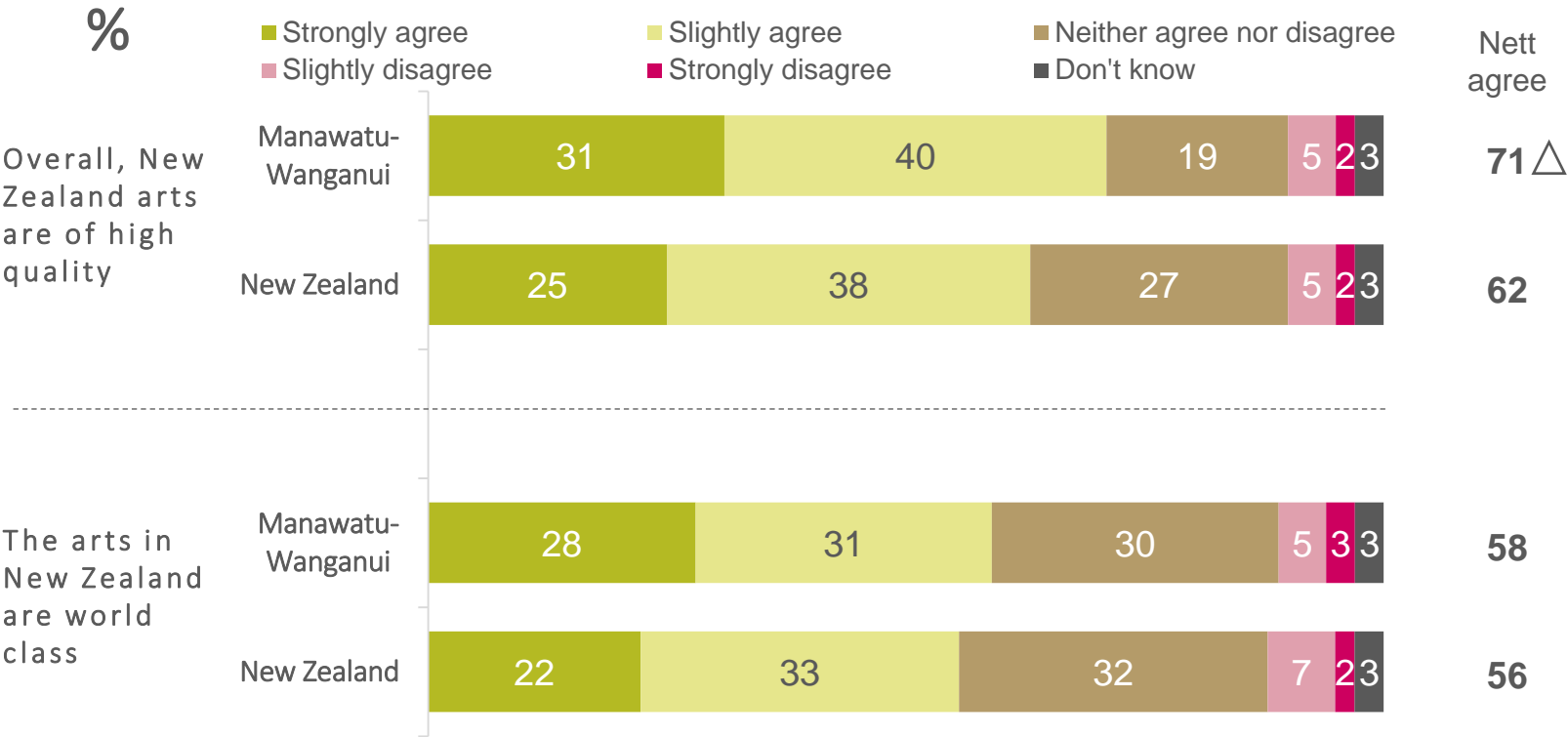
Sub-group differences in Manawatu-Wanganui:

Households with an annual income between \$81k - \$120k are more likely than average to feel that the local council should give money to support the arts (66% vs. 46%).

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

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



$\Delta \nabla$ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

The majority of residents in Manawatu-Wanganui are positive about the quality of New Zealand arts.

Seventy-one percent of residents agree the New Zealand arts of high quality. This is higher than the average for all New Zealanders (62%).

More than half of Manawatu-Wanganui residents feel they are world class (58%). This is in line with the national average.

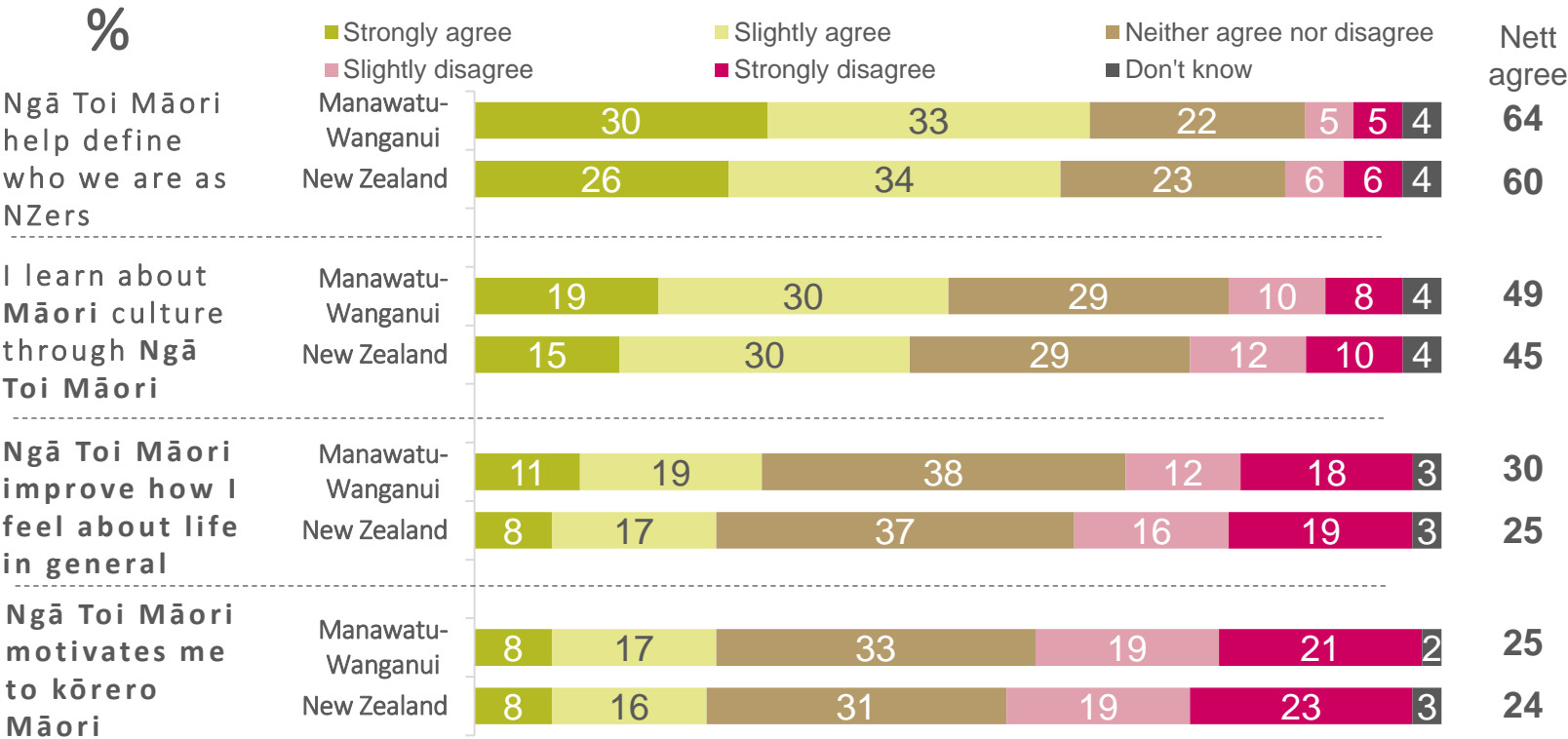
Sub-group differences in Manawatu-Wanganui:

Provincial residents are less likely than average to agree that the New Zealand arts are of high quality (65% vs. 71%).

There are no statistically significant sub-group differences for the other statement.

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

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

Manawatu-Wanganui residents benefit from Ngā Toi Māori in a number of ways. Sixty-four percent agree they help define who we are as New Zealanders, whereas 49% 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 (30%) and that Ngā Toi Māori motivates them to speak Māori 25%).

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

Sub-group differences in Manawatu-Wanganui:

Men are less likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (56% vs. 64%).

Households with an annual income between \$51k - \$80k are less likely than average to agree that they learn about Māori culture through Ngā Toi Māori.

Women are more likely than average to agree that Ngā Toi Māori improve how they feel about life in general (40% vs. 30%).

In comparison, the following groups are less likely than average (30%) to agree that Ngā Toi Māori improve how they feel about life in general:

- Pākehā (24%)
- Men(18%)
- Households of three or four persons (18%).

Younger people, aged 15-39, are more likely than average to agree that Ngā Toi Māori motivates them to speak Māori (34% vs. 25%). In contrast, Pākehā are less likely than average to agree with this (21% vs. 25%).

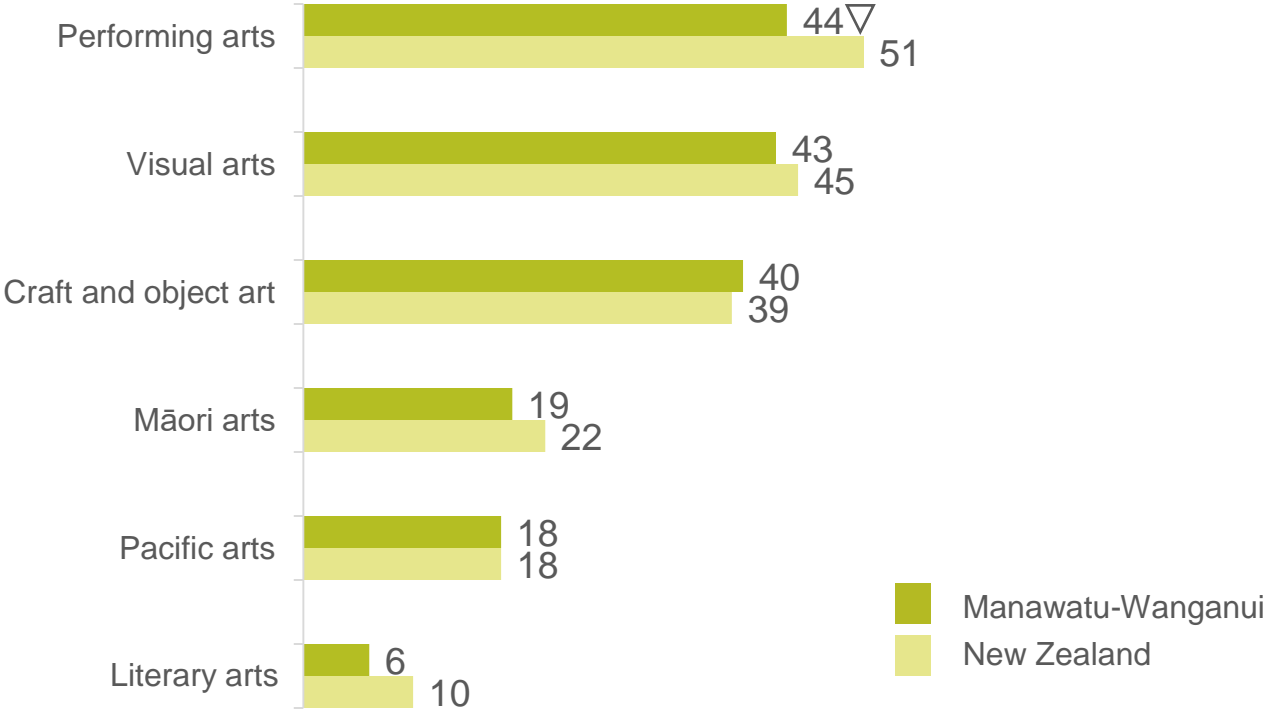


ATTENDANCE BY ARTFORM

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: Manawatu-Wanganui (317); New Zealand (6,101)

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

In line with the national picture, the most popular art form in Manawatu-Wanganui is performing arts. Forty-four percent of all residents have attended a performing arts event in the last 12 months. Although it is the most popular art form, attendance for performing arts is lower than the New Zealand average (44% vs. 51%). It is the only art form where there is a significant difference in attendance.

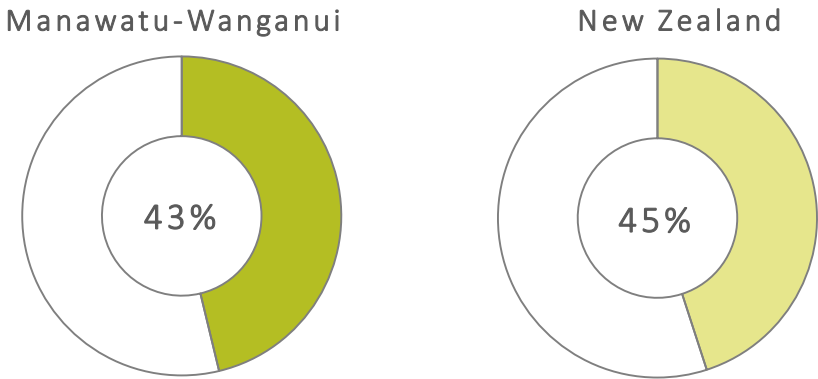
This is followed by visual arts (43%), and craft and object art (40%).

The least popular art form is literary arts. Only 6% 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.

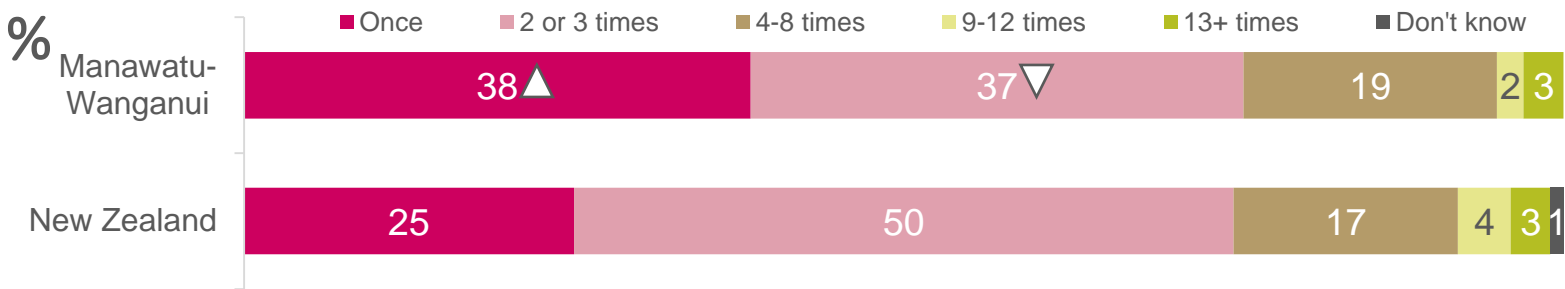
Visual arts attendance

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (151); New Zealand (2,786)

▲▼ = significantly higher / lower than New Zealand

Forty-three percent of Manawatu-Wanganui residents have attended a visual arts event in the last 12 months. This is consistent with the average of all New Zealanders.

The majority (75%) of those who have attended have done so between one and three times. The proportion of residents who have attended visual arts between 2-3 times is lower than the national average (37% vs. 50%), however the proportion of residents who have attended the visual arts once is higher than all New Zealanders (38% vs. 25%).

Sub-group differences in Manawatu-Wanganui:

The following groups are more likely than average (43%) to have attended the visual arts in the last 12 months:

- Women (53%)
- Provincial residents (50%).

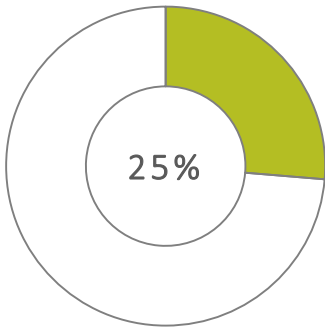
In contrast, men are less likely than average to have attended a visual arts event in the last 12 months (33% vs. 43%).

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

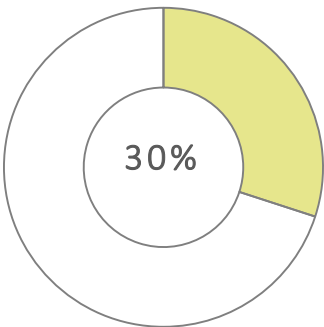
Visual arts attendance: impact of film festivals

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

Manawatu-Wanganui



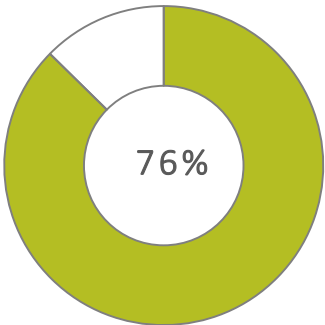
New Zealand



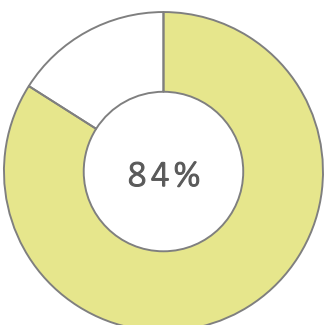
Base: All who have attended the visual arts - Manawatu-Wanganui (151); New Zealand (2,786)

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

Manawatu-Wanganui



New Zealand



Base : All who have attended film festivals - Manawatu-Wanganui (40); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

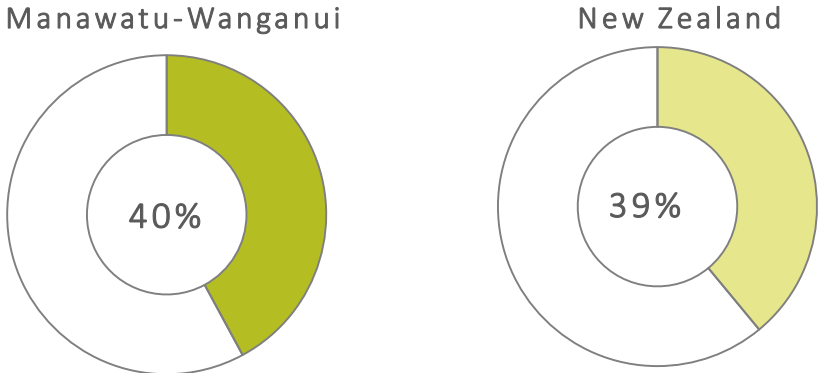
Of those who have attended the visual arts, 25% have attended film festivals in the last 12 months. This is broadly in line with the national average (30%).

The majority (76%) of those who attended film festivals in the last 12 months also attended other visual art forms. Again, 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?



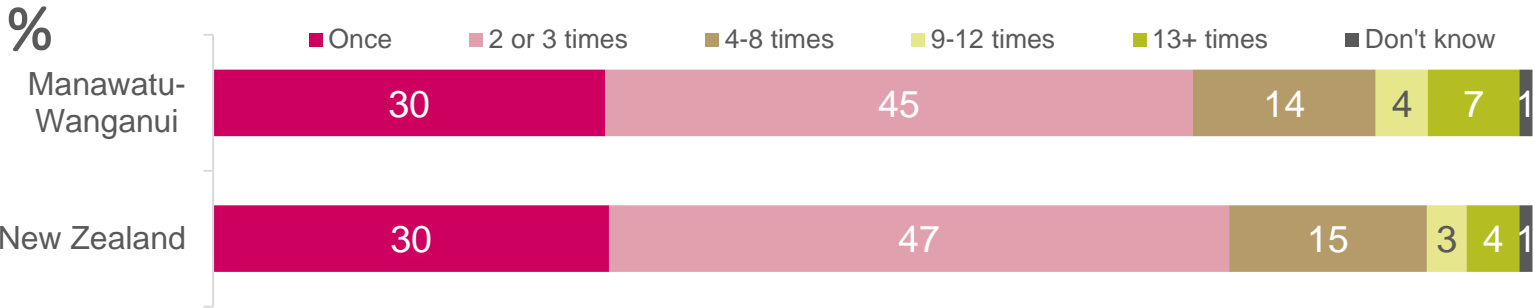
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

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

The majority (75%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

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

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

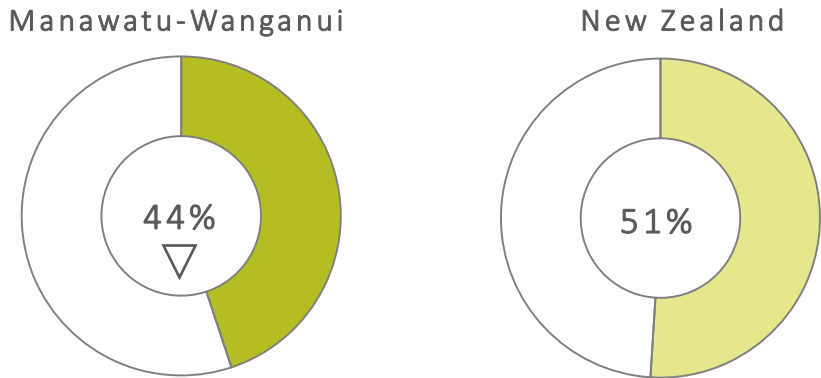


Base: All who have attended craft and object art - Manawatu-Wanganui (135); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

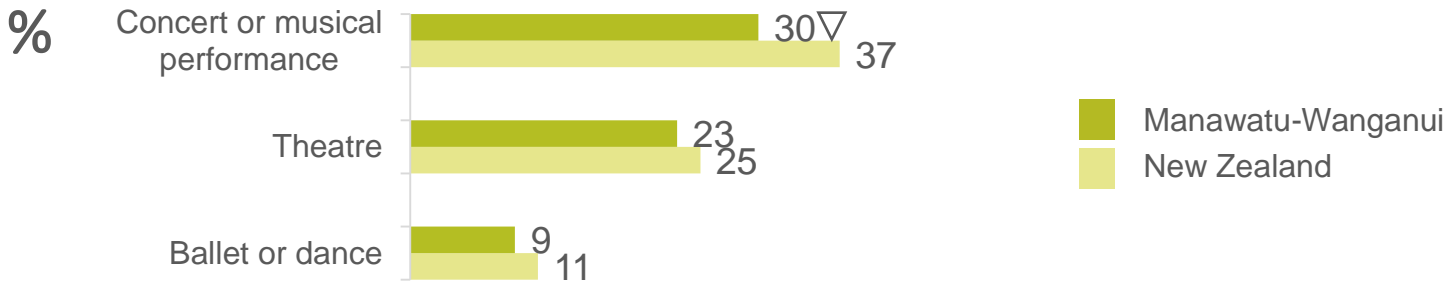
Performance arts attendance

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: Manawatu-Wanganui (317); New Zealand (6,101)

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



Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Forty-four percent of Manawatu-Wanganui 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 30% of Manawatu-Wanganui residents have attended a concert or musical performance, this is lower than the national average (37%).

23% have attended the theatre and 9% have attended the ballet or some other form of dance.

Sub-group differences in Manawatu-Wanganui:

Women are more likely than average to have attended a performing arts event in the last 12 months (52% vs. 40%). Conversely, men are less likely than average to have attended a performing arts event (34% vs. 40%).

Women are more likely than average to have attended the following performing arts events in the last 12 months:

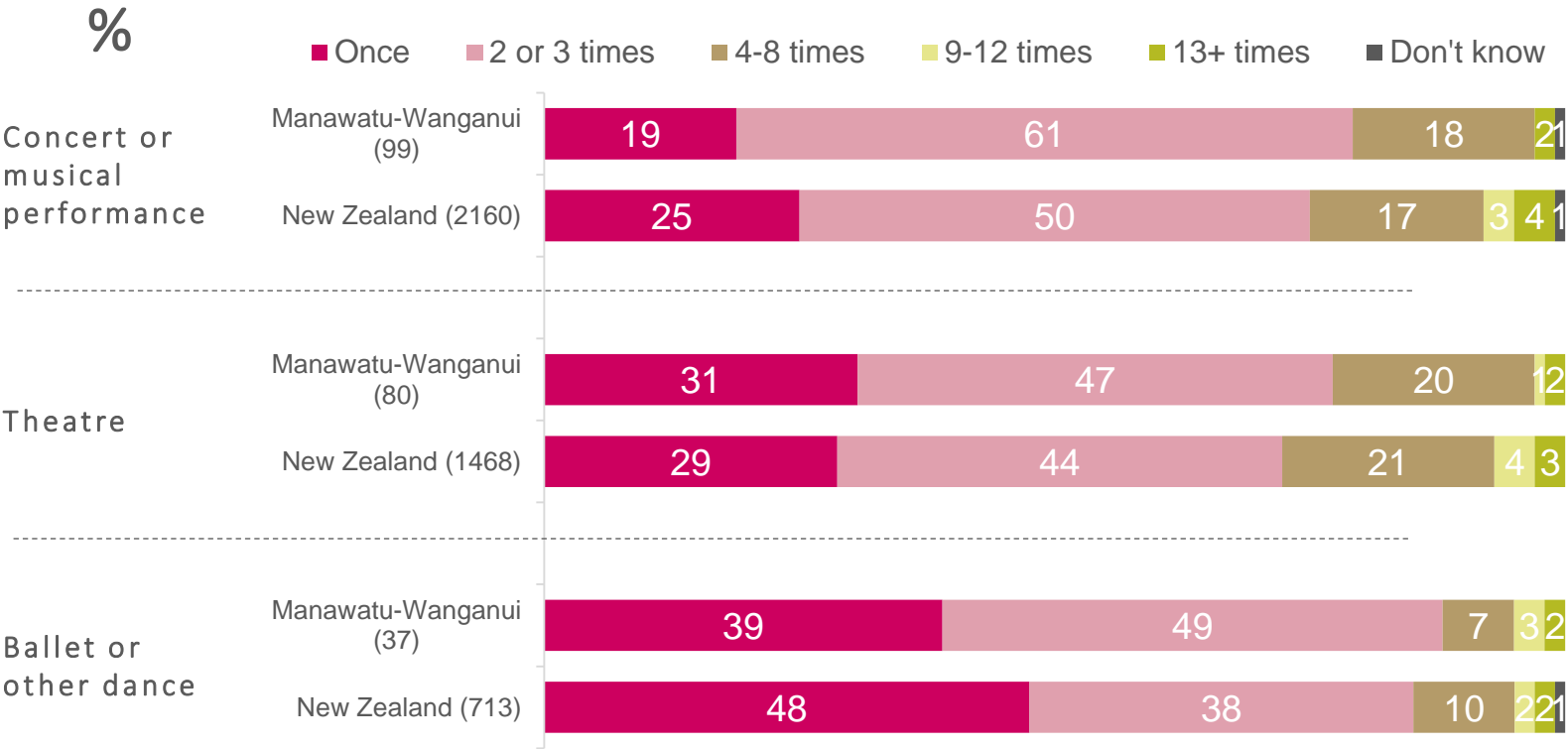
- Concert or musical performance (39% vs. 30%)
- Ballet or other dance event (15% vs. 9%).

In contrast, men are less likely the average to have attended the following performing arts event:

- Concert or musical performance (19% vs. 30%)
- Ballet or other dance event (3% vs. 9%).

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 (80%) 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 (78%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Manawatu-Wanganui who have attended ballet or other dance performances have also done so between one and three times (88%). This is in line with all New Zealanders (86%).

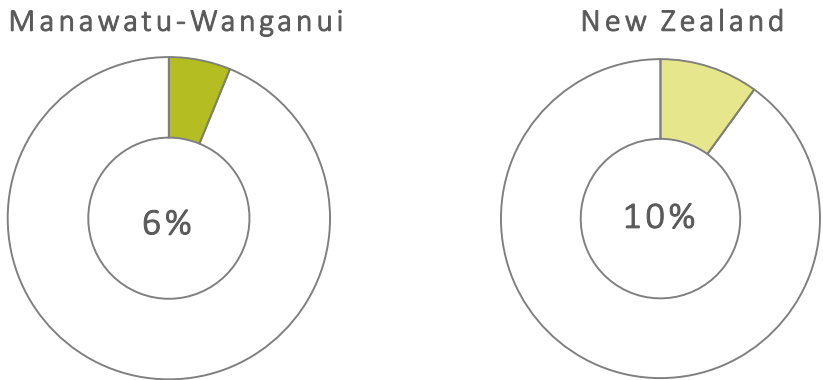
Sub-group differences in Manawatu-Wanganui:

Women are more likely than average to have attended the theatre between 4-8 times in the last 12 months (33% vs. 20%).

There are no sub-group differences of note in terms of frequency of attendance in the other two performing arts events.

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?



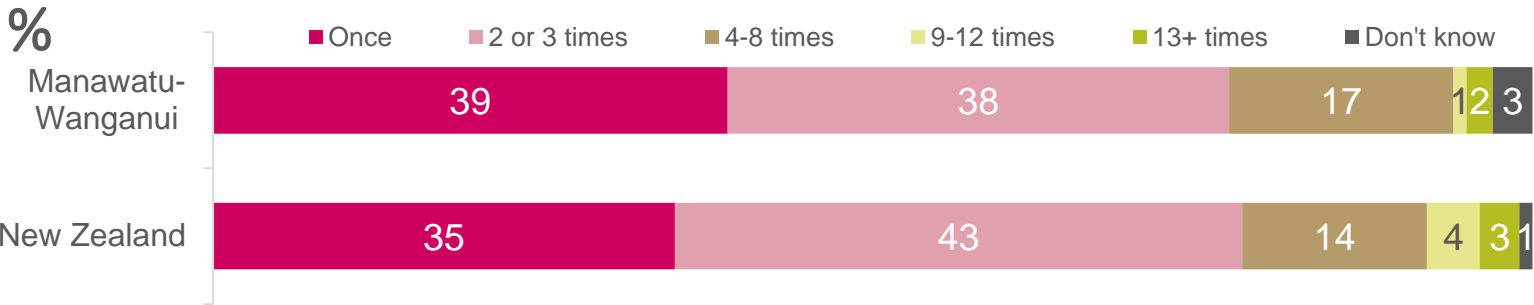
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

Six percent of Manawatu-Wanganui residents have attended a literary arts festival or event in the last 12 months. This is compared to the national level of attendance at 10%.

The majority (77%) of those who have attended literary festivals or events have done so between one and three times. Please note this result should be treated with caution due to the low base size (27 respondents). Again, this is in line with all New Zealanders (78%).

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?



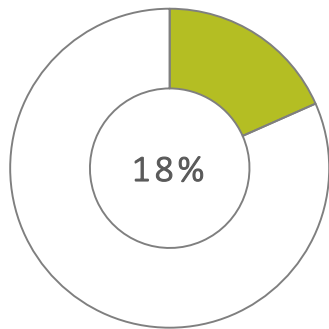
Base: All who have attended the literary arts - Manawatu-Wanganui (27); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

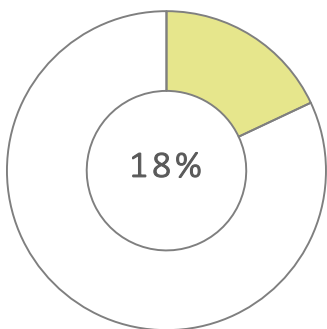
Pacific arts attendance

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?

Manawatu-Wanganui



New Zealand



Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

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

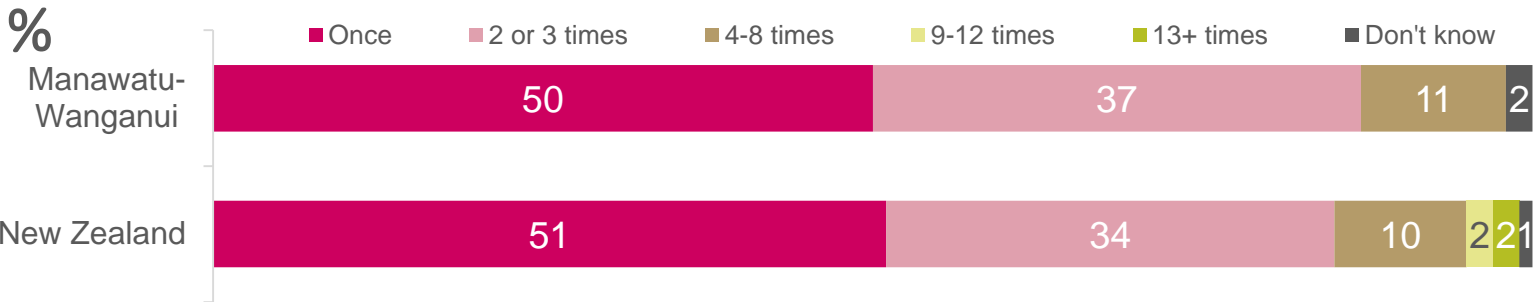
The majority (87%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

Sub-group differences in Manawatu-Wanganui:

Men are less likely than average to have attended a Pacific arts event in the last 12 months (11% vs. 18%).

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

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

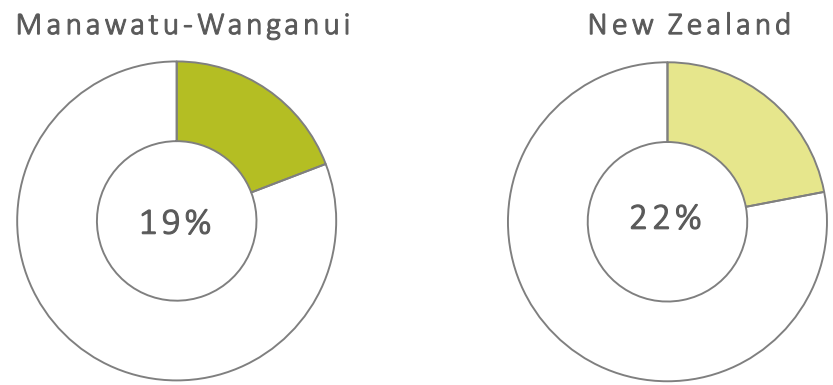


Base: All who have attended the Pacific arts - Manawatu-Wanganui (52); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

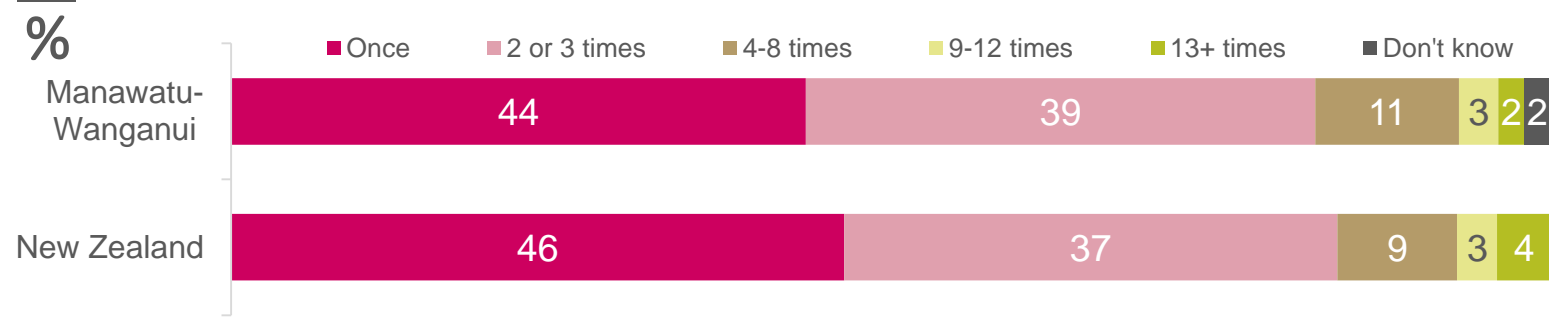
Māori arts attendance

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: Manawatu-Wanganui (317); New Zealand (6,101)

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



Base: All who have attended Māori arts - Manawatu-Wanganui (68); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Close to one in five Manawatu-Wanganui residents (19%) have attended a Māori arts event in the last 12 months. This is consistent with the national level of attendance (22%).

Eighty-three percent of those who have attended have done so between one and three times. This is in line with the average for all New Zealanders (83%).

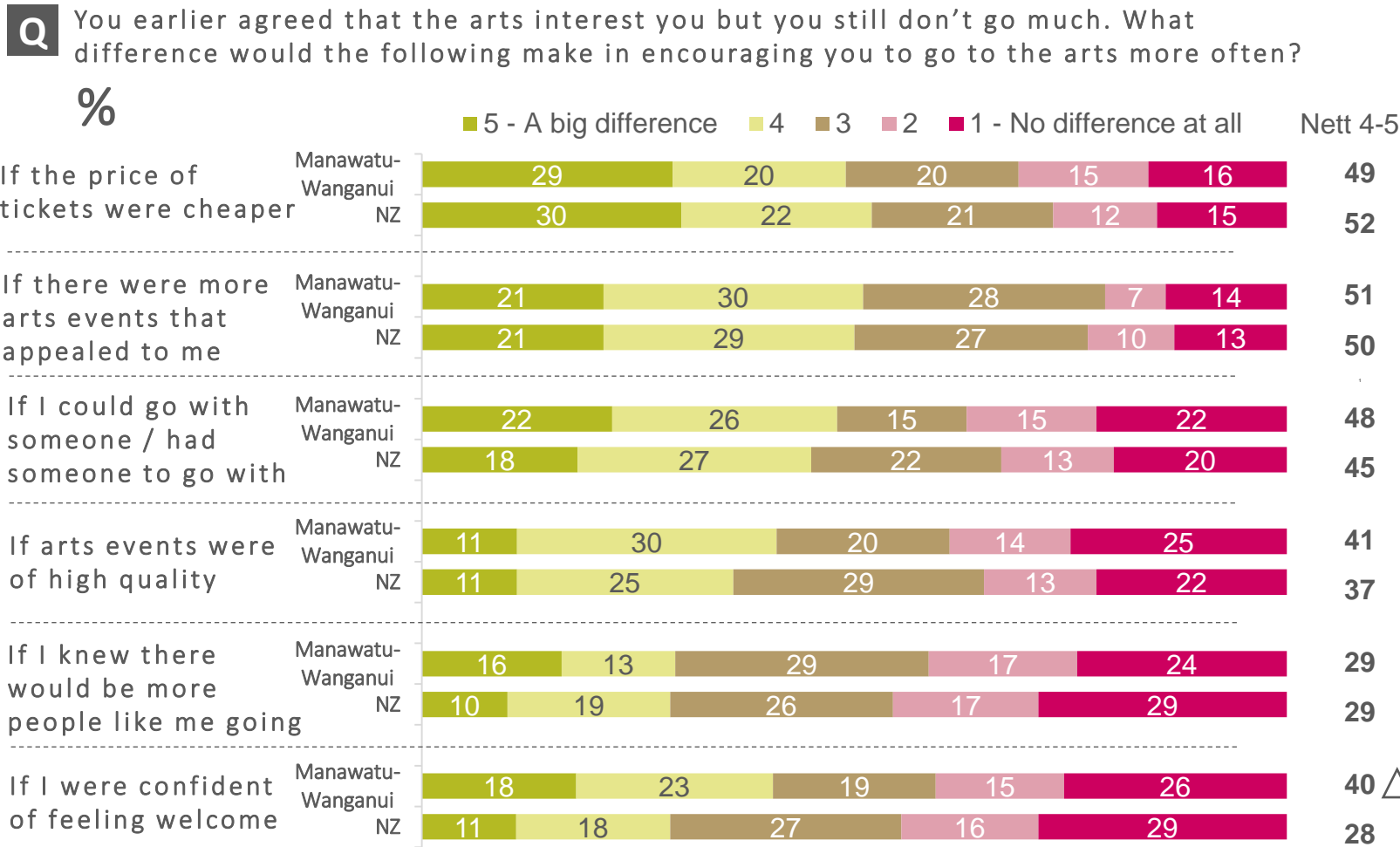
Sub-group differences in Manawatu-Wanganui:

Women are more likely than average to have attended a Māori arts event in the last 12 months (28% vs. 19%).

In contrast, the following groups are less likely than average (19%) to have attended a Māori arts event in the last 12 months:

- Pākehā (15%)
- Men (9%).

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: Manawatu-Wanganui (169); New Zealand (3,822)

More than half of residents (57%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice, price and social isolation emerged as key barriers. Fifty-one percent of respondents indicated that a greater range of events that appealed to them would make a big difference. Additionally, 49% indicated that reducing the price of tickets would make a big difference to their likelihood to attending. 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 some residents find the arts elitist. Twenty-nine percent indicate that knowing there were more people like them going would make a big difference, while 40% point to being made to feeling welcome, this is higher than the New Zealand average.

Sub-group differences in Manawatu-Wanganui:

Older people, aged 60+, are less likely than average to indicate that a greater range of events would make a big difference to their attendance (34% vs. 51%).

Younger people, aged 15-39, are more likely than average to indicate that being confident of feeling welcome would make a difference (56% vs. 40%).

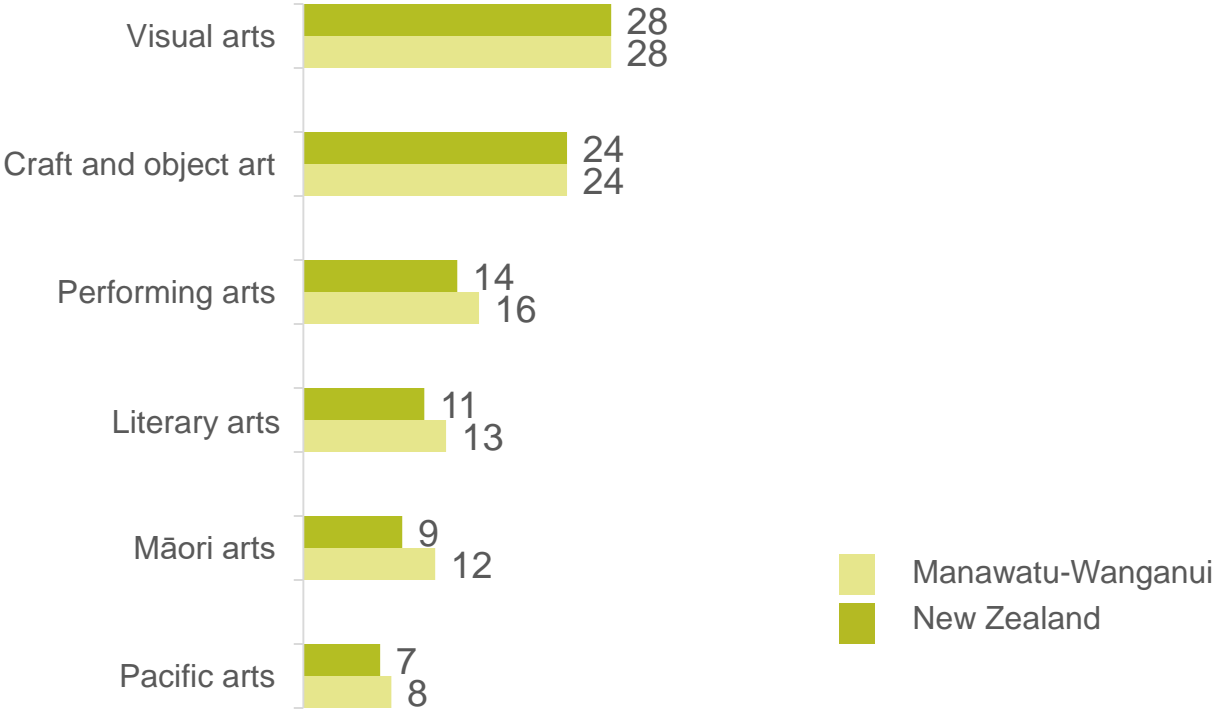


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Manawatu-Wanganui 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. 28% of Manawatu-Wanganui residents have participated in the visual arts and close to one in four (24%) have participated in craft and object art in the last 12 months.

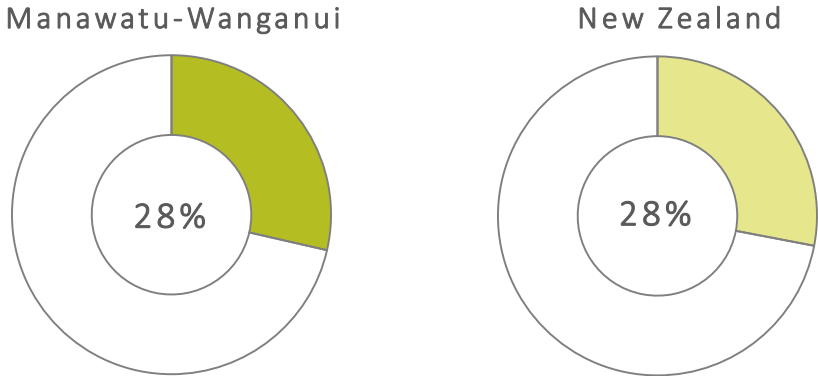
The least popular art form is Pacific arts. Only 7% have participated in Pacific arts.

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

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Manawatu-Wanganui (317); New Zealand (6,101)

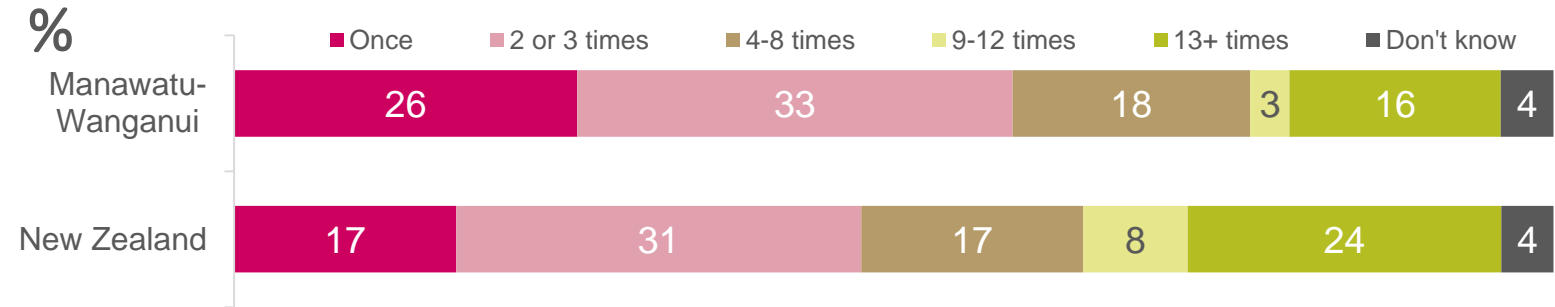
Visual arts participation

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (87); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Twenty-eight percent of Manawatu-Wanganui residents have participated in the visual arts in the last 12 months. This is in line with all New Zealanders (28%).

Of those who participate, 19% do so on a regular basis (at least nine times in the last 12 months). This compares to 32% for all New Zealanders however the difference is not statistically significant.

Sub-group differences in Manawatu-Wanganui:

The following groups are more likely than average (28%) to have participated in visual arts in the last 12 months:

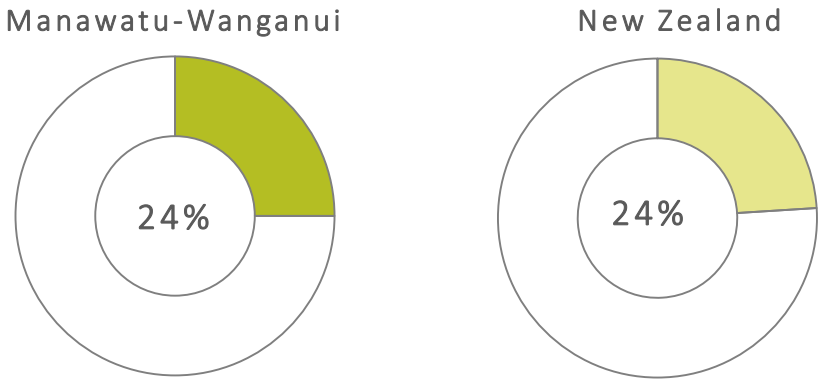
- Younger people, aged 15-39 (40%)
- Women (35%).

In contrast, the following groups are less likely than average (28%) to have participated in visual arts in the last 12 months:

- Men (20%)
- Middle-aged people, aged 40-59 (13%).

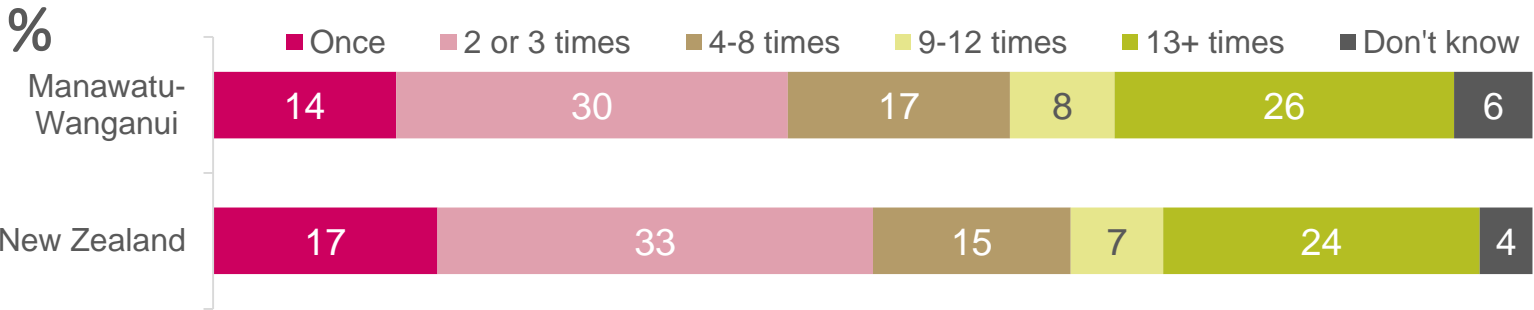
Craft and object art participation

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (83); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-four percent of Manawatu-Wanganui residents have participated in craft and object art in the last 12 months. This is in line with the New Zealand average (24%).

Of those who participate, 34% do so on a regular basis (at least nine times in the last 12 months). This is largely in line with the average for all New Zealanders (31%).

Sub-group differences in Manawatu - Wanganui:

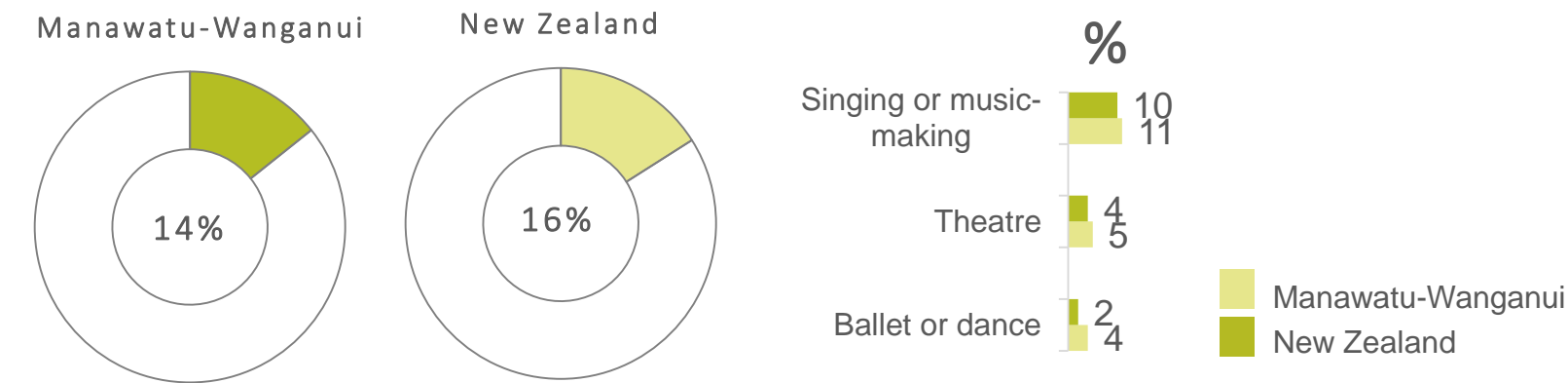
Women are more likely than average to have participated in craft and object art in the last 12 months (33% vs. 24%).

The following groups are less likely than average (24%) to have participated in craft and object art in the last 12 months:

- Provincial residents (20%)
- Men (15%).

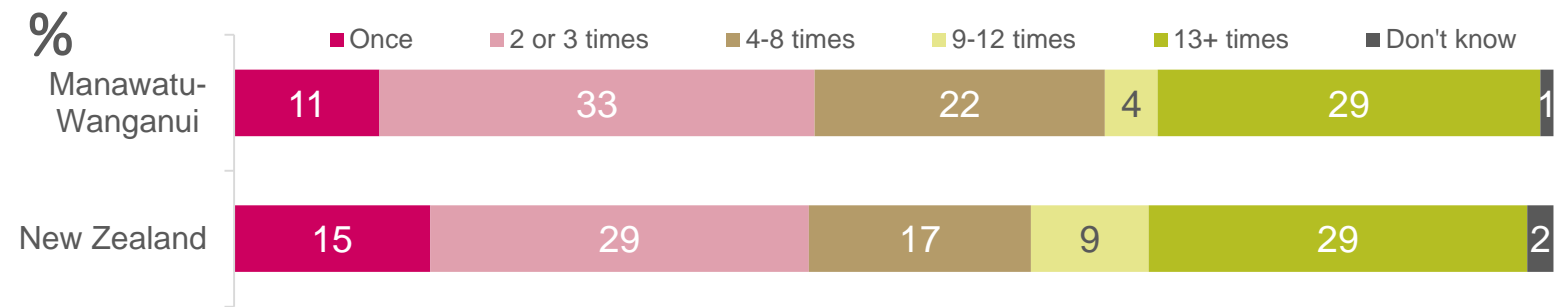
Performance arts participation

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (46); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Fourteen percent of 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 10% of residents have participated in singing or music making, while 4% have participated in the theatre and 2% ballet or some other form of dance.

Of those who participate in the performing arts, 33% do so on a regular basis (at least nine times in the last 12 months). This is largely in line with the average for all New Zealanders (38%).

Sub-group differences in Manawatu - Wanganui:

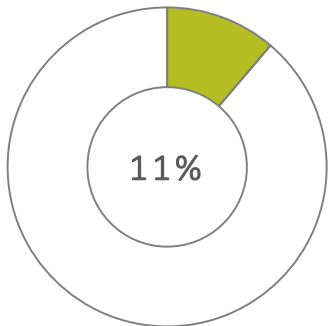
Younger people, aged 15-39, are more likely than average to have participated in the performing arts in the last 12 months (23% vs. 14%). In contrast, older people, aged 60+, are less likely than average to have participated in performing arts (6% vs. 14%).

Younger people, aged 15-39, are more likely than average to have participated in singing or music making (17% vs. 10%).

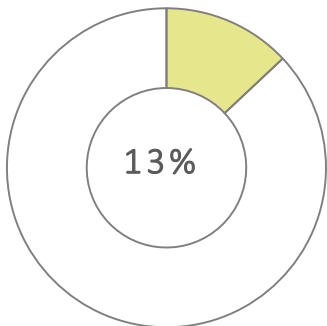
Literary arts participation

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?

Manawatu-Wanganui

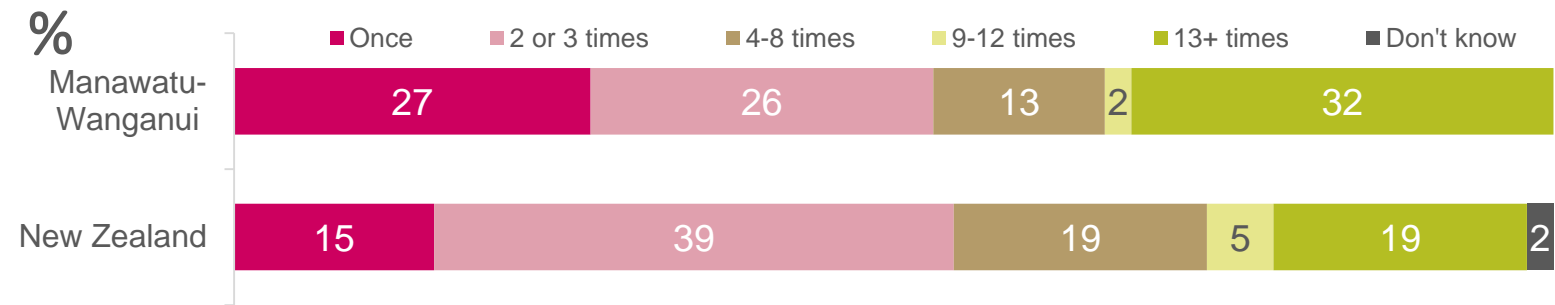


New Zealand



Base: All respondents: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (39); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Eleven percent of Manawatu-Wanganui residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

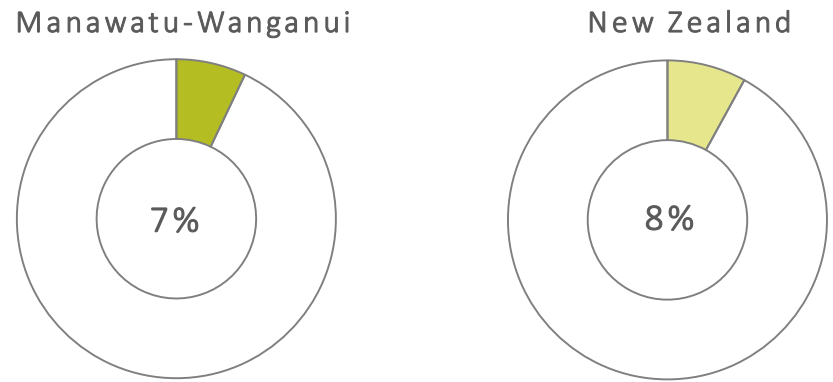
Of those who participate in the literary arts, 34% do so on a regular basis (at least nine times in the last 12 months). This compares to 24% participation amongst all New Zealanders, however the difference is not statistically significant.

Sub-group differences in Manawatu-Wanganui:

Younger people, aged 15-39, are more likely than average to have participated in literary arts in the last 12 months (17% vs. 11%).

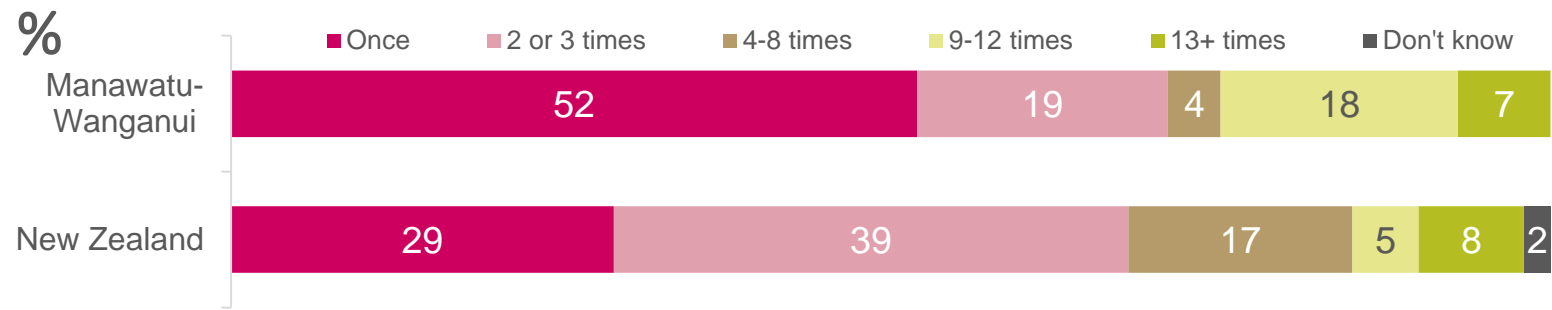
Pacific arts participation

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (17); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

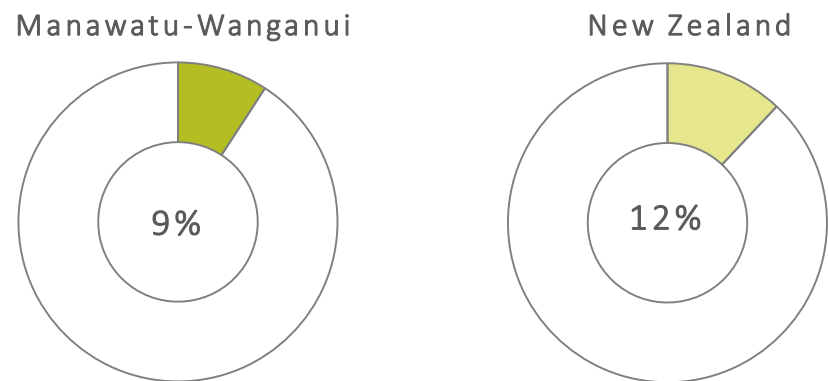
Seven percent of Manawatu-Wanganui residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Of those who participate in the Pacific arts, 25% 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 (17 respondents).

There are no sub-group differences of note in terms of participation in the Pacific arts in Manawatu-Wanganui.

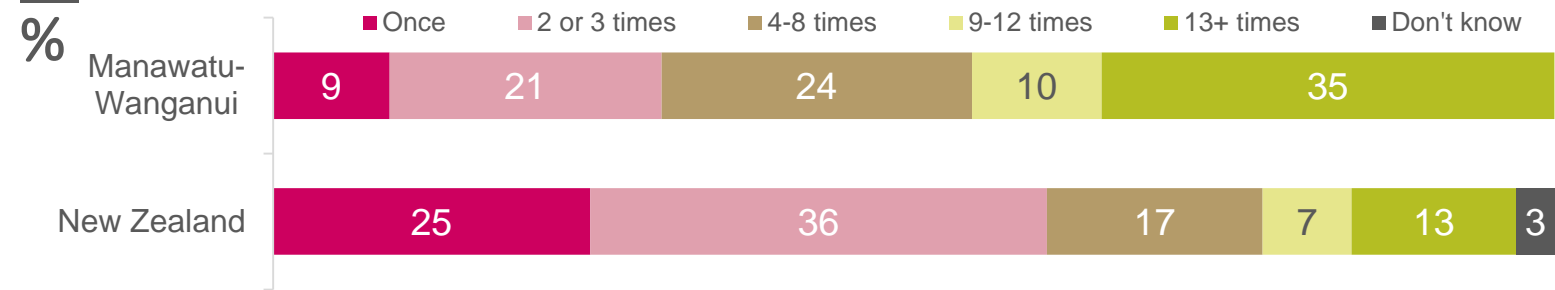
Māori arts participation

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: Manawatu-Wanganui (317); 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 - Manawatu-Wanganui (29); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Nine percent of Manawatu-Wanganui residents have participated in Māori arts in the last 12 months. This is largely in line with the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 45% 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 (29 respondents).

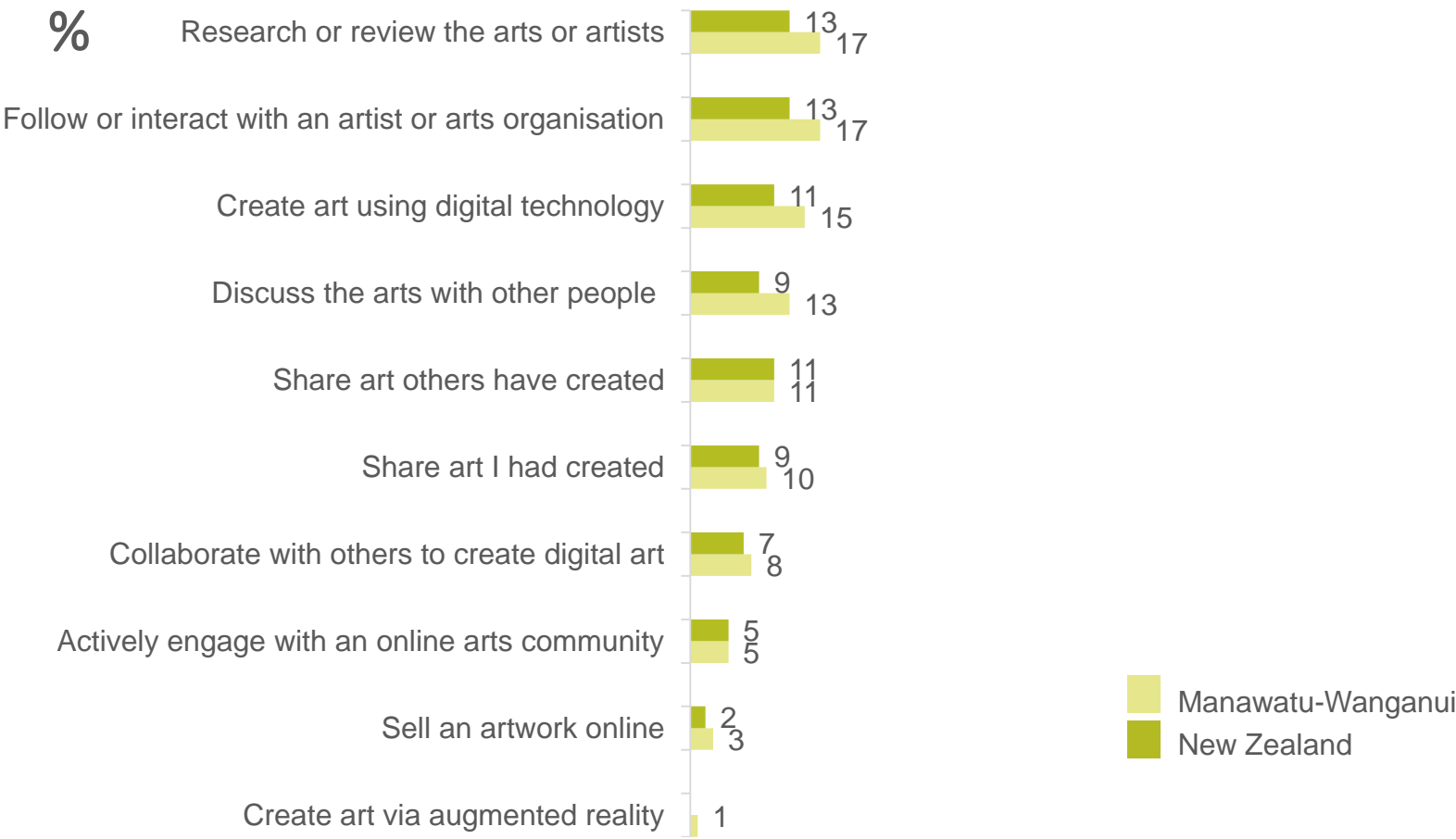
Sub-group differences in Manawatu-Wanganui:

The following groups are less likely than average (9%) to have participated in Māori arts in the last 12 months:

- Pākehā (6%)
- Men (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: Manawatu-Wanganui (317); New Zealand (6,101)

Digital technology is enabling greater engagement in the arts for a significant minority in Manawatu-Wanganui. Thirty-five percent of residents have used digital technology for arts activities. This is lower than the New Zealand average (43%).

The most popular activities are researching or reviewing the arts or artists (13%) and following or interacting with an artist or arts organisation (13%).

The different ways in which residents use digital technology for art and artistic activities are in line with that of all New Zealanders.

Sub-group differences in Manawatu-WHanganui:

There are no sub-group differences at the overall level, although younger people are more likely than average to use digital technology for the following reasons:

- Follow or interact with artists or organisations (20% vs. 13%)
- Create art using digital technology (18% vs. 11%)
- Discuss the arts with other people (18% vs. 9%).



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 - Manawatu-Wanganui (67); 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 Manawatu-Wanganui feel the arts improve how they feel about life in general is simply that it makes them feel good (25%) and it adds enjoyment to life and makes them feel happy (14%).

Residents of Manawatu-Wanganui are more likely than the national average to indicate that the arts are relaxing (12% vs. 4%).

“

I participate in the art of Māori weaving and reo with this comes calmness and companionship with other weavers.

It helps me identify with my culture more when I am always so busy juggling work family and everyday life.

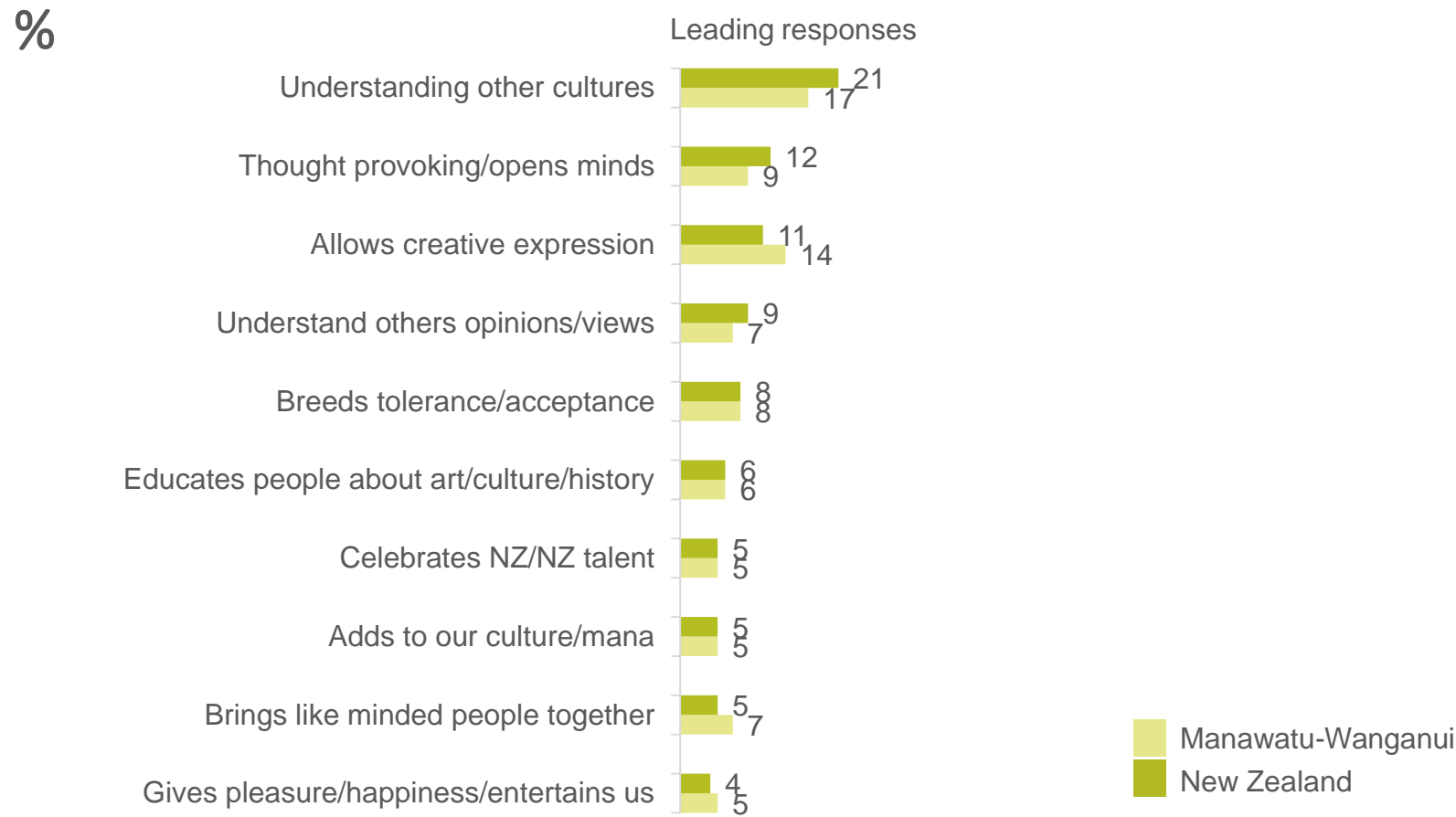
They can give a feeling of belonging, inspire imagination and show beauty in the everyday.

I like to see people succeeding in the arts. Some of the performances I have seen have been thought-provoking.

”

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?



△▽ = significantly higher / lower than New Zealand
Base: Respondents who agree the arts help improve New Zealand society - Manawatu-Wanganui (130); New Zealand (2,323)

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

The key reasons is that they allow the understanding of other cultures (21%) as well as being thought provoking (12%) and allowing creative expression (11%). These reasons are inline with the average for New Zealand.

Findings are in line with the results expressed by all New Zealanders.

“

New Zealand has a unique culture which should be embraced by all NZ's. This would go along way to preventing racism.

Assists with a life perspective outside of earning a wage or running a business.

Arts display the creativity of our society, they create discussion and debate, and entertain.

Anything that portrays the country as a beautiful place where a skill of any artist is welcomed.

A great many people get immense satisfaction from the arts and that creates a more positive society. It also benefits us as a nation from the tourism perspective.

”

FOR FURTHER INFORMATION PLEASE CONTACT:

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