

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR OTAGO

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 Otago. 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



148

ONLINE INTERVIEWS

With adults aged 15+ living in Otago



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 Otago was 150 interviews. In order to achieve a representative sample of residents in Otago, 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 Otago population. Weighting was also applied to the national results to correct for the over-sampling of residents in Otago.

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 148 respondents the margin of error is up to +/- 8 percentage points.

We have used statistical tests to determine whether the survey findings between Otago 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: Otago residents are engaged with the arts and report higher than average levels of attendance. They generally express more positive than negative attitudes about the arts. Overall, their views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Otago are engaged with the arts (86%). This compares to 80% for all New Zealanders, although the difference is not statistically significant.

Engagement is based on those who have either **attended** the arts in the last 12 months (83%) or have **participated** in the arts in the last 12 months (55%). Overall attendance of Otago residents is higher than the national average (83% vs. 73%).

The high level of attendance, is driven by higher than average levels of attendance for the visual arts (64%), performing arts (57%) and craft and object art. Attendance is lowest for literary arts (11%).

Participation is highest for the visual arts (26%) and craft and object art (25%).

Around three in five Otago residents (59%), feel that their community has a broad range of arts and artistic activities that they can participate in. This is higher than the national average (46%).

ADVOCACY OF THE ARTS

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

Residents also believe the arts benefit the nation and their community. They are a source of national pride (79% agree), contribute positively to the economy (63%), improve New Zealand society (60%) and help define who we are as New Zealanders (57%). In addition, 56% agree their community would be poorer without the arts.

In recognition of these benefits, more than half of residents (56%) agree the arts should receive public funding. Additionally, 56% agree the local council should provide funding to the arts.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Otago residents (62%) 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 and price emerged as key barriers. Forty-two percent of the respondents indicated that a greater range of events that appealed to them would make a big difference to their likelihood to attend. In addition, the same proportion indicated that reducing the price of tickets would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women generally report higher levels of participation than average in Otago, and hold more positive attitudes about the arts.

“Promote bicultural and multicultural understanding. Provide community cohesion.

They give me something to put my creativity and emotions into.

I feel positive, happier through looking at arts in random streets or around where I live.



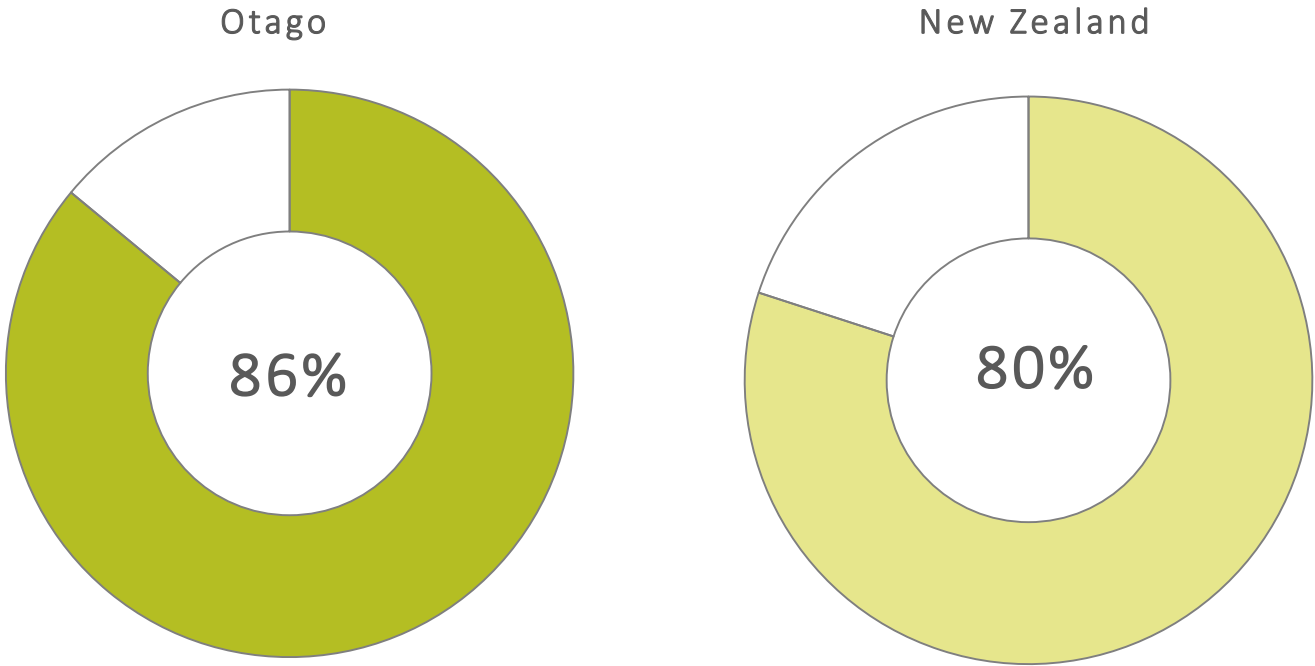


OVERALL ENGAGEMENT

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**



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); New Zealand (6,101)

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.

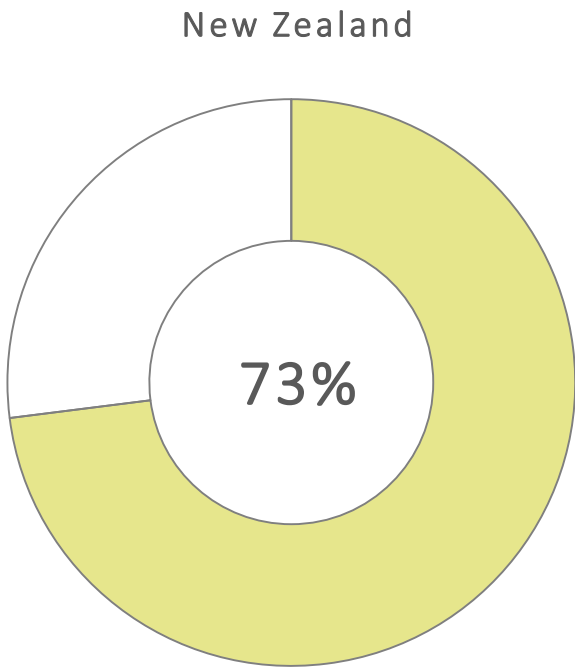
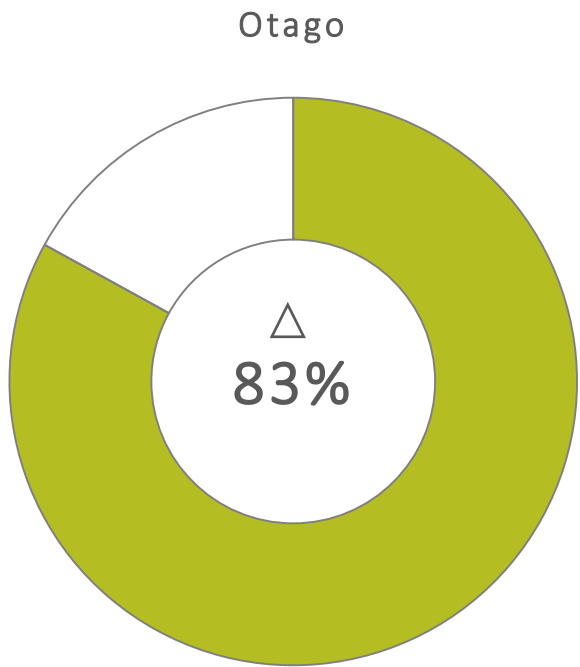
The results opposite are therefore a net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 86% of residents in Otago engaged with the arts in the last 12 months. This compares to 80% for all New Zealanders however the difference is not statistically significant.

There are no sub-group differences of any note.

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**

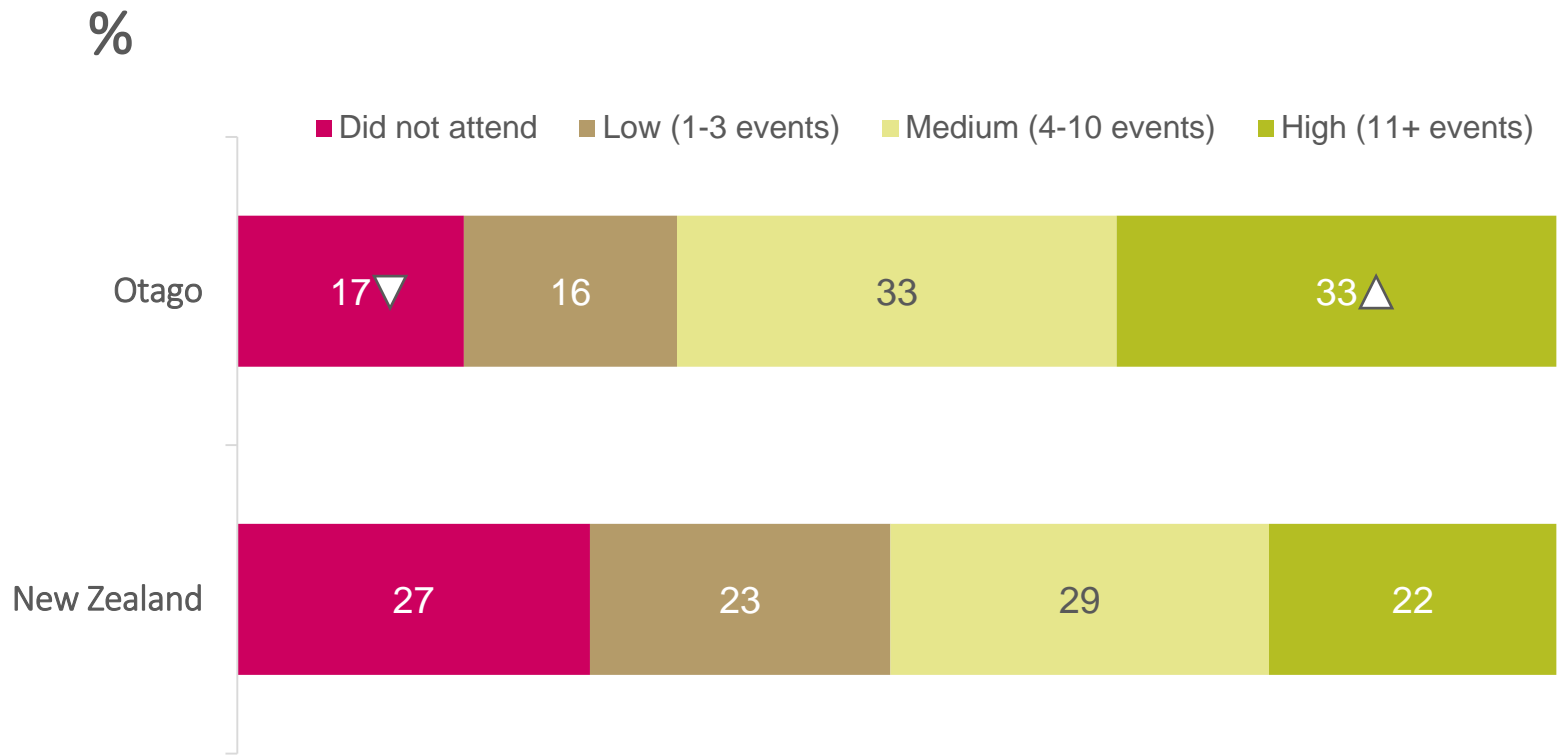


A total of 83% of residents in Otago have attended at least one arts event or location in the last 12 months. Attendance is higher in Otago compared to the average for all New Zealanders (73%). There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); 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: Otago (148); New Zealand (6,101)

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

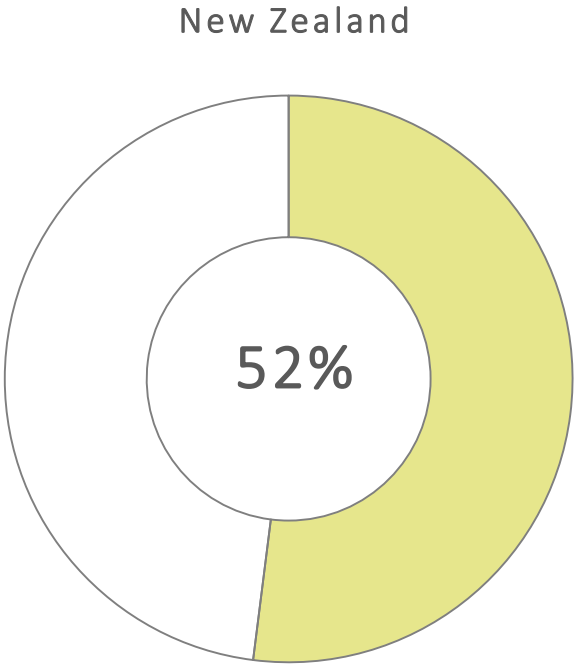
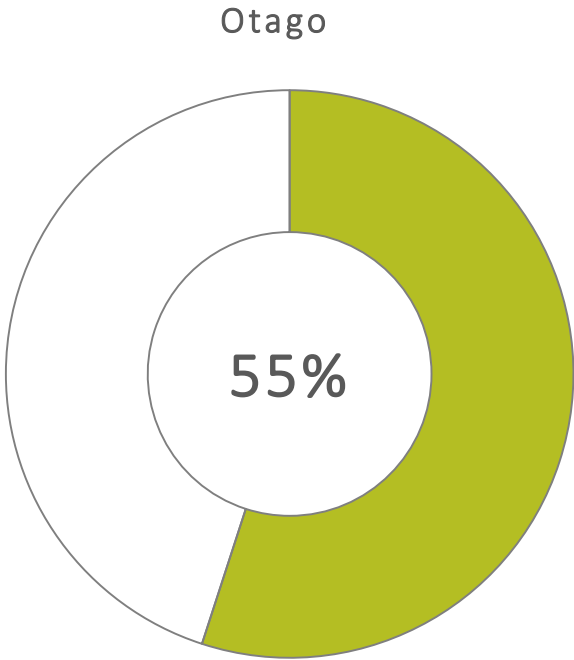
One third of residents in Otago (33%) attend the arts on a regular basis (more than ten times a year). This is higher than the average for all New Zealanders (22%).

In contrast, a lower proportion of Otago residents claim to have not attended any art form in the last 12 months compared to the rest of New Zealand (17% vs. 27%).

There are no sub-group differences of any note for 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 55% of residents in Otago have participated in at least one art form in the last 12 months. This is consistent with all New Zealanders (52%).

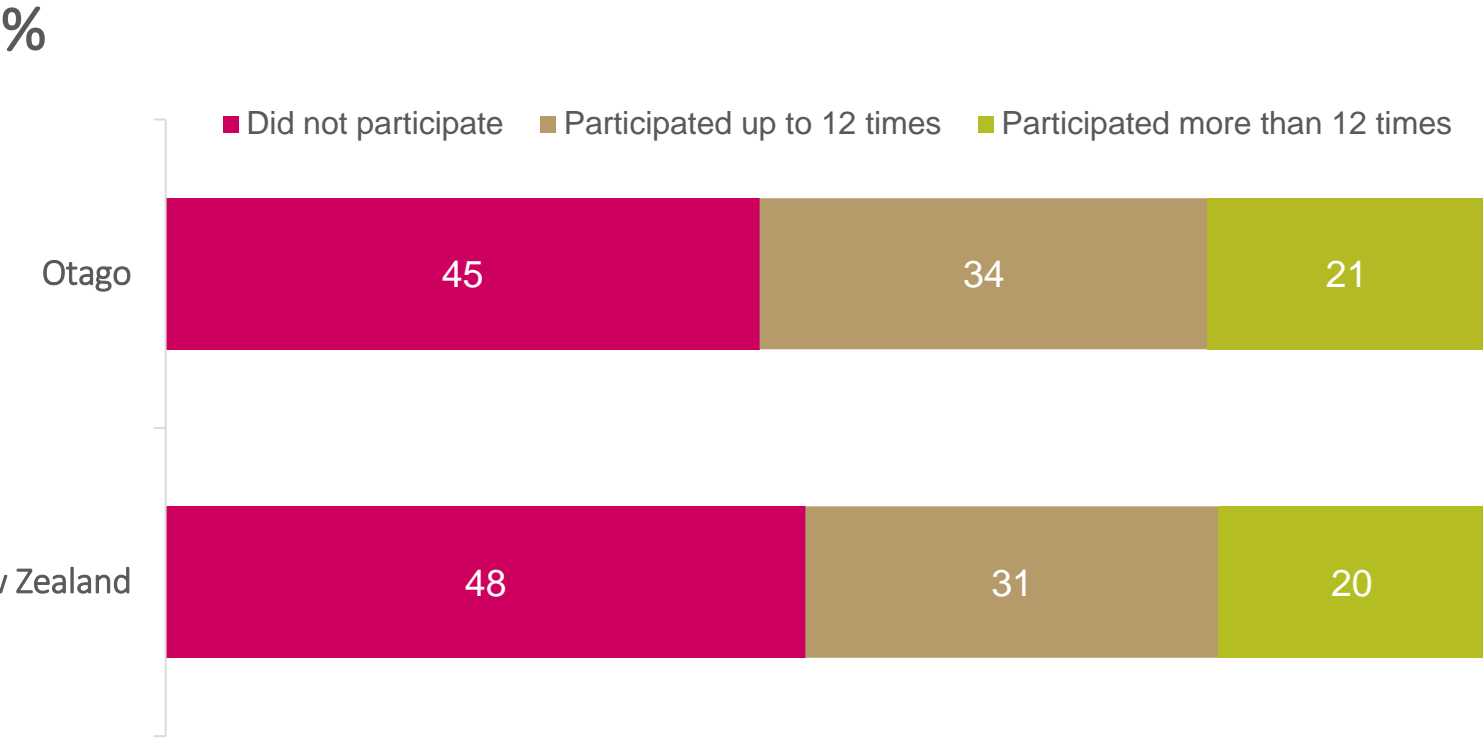
Sub-group differences in Otago:

One or two person households are less likely than average to have participated in any art form in the last 12 months (49% vs. 55%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); 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: Otago (148); New Zealand (6,101)

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

One in five residents in Otago (21%) participate on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

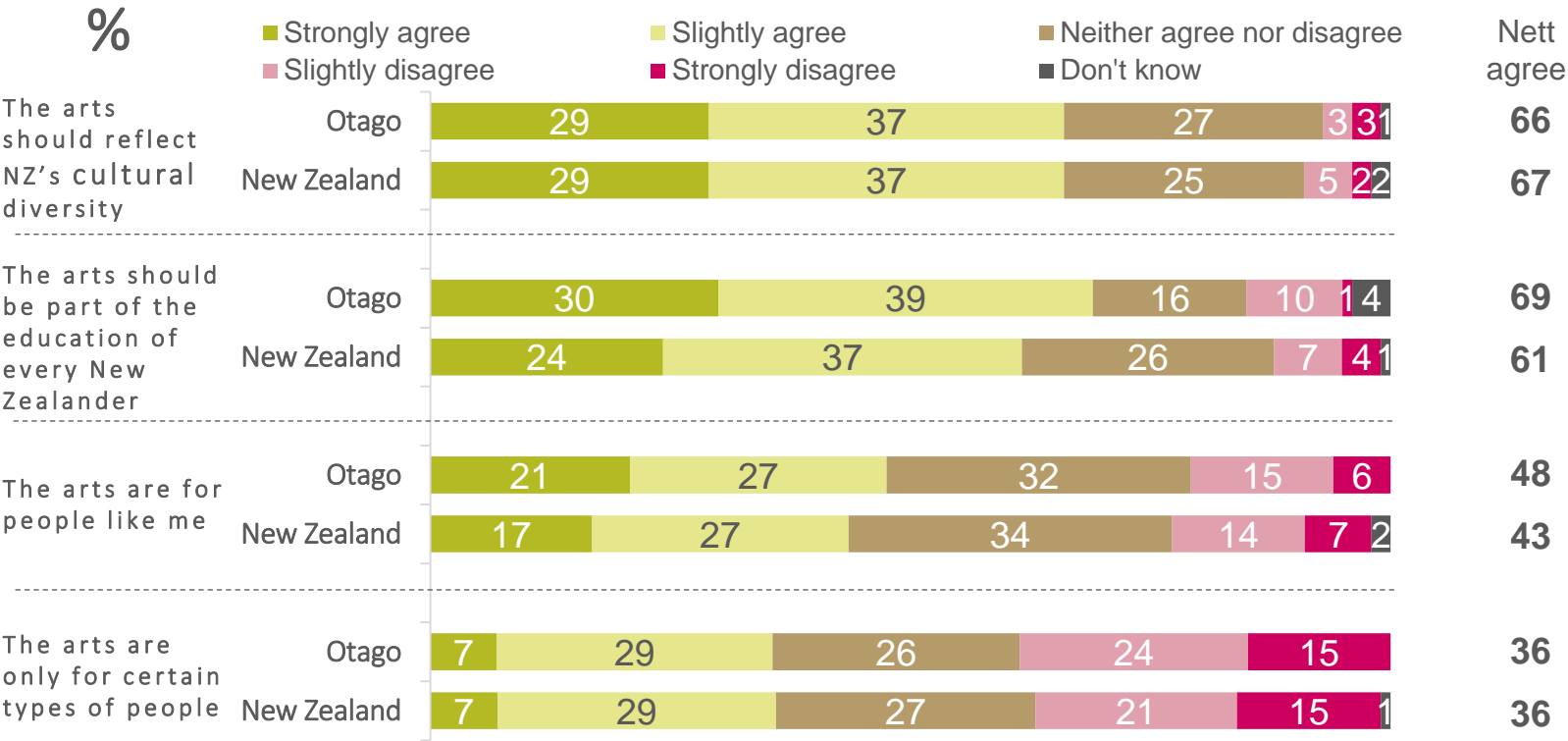
Sub-group differences in Otago:

In line with overall participation, households with one or two persons are more likely than average to have not participated in any art form in the last 12 months (51% vs. 45%).

ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Otago residents for the arts to reflect New Zealand's cultural diversity (66%) and to be part of the education of every New Zealander (69%).

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

Forty-eight percent of residents agree that the arts are 'for people like me'. There is a feeling the arts could be more inclusive, 36% agree 'the arts are only for certain types of people'.

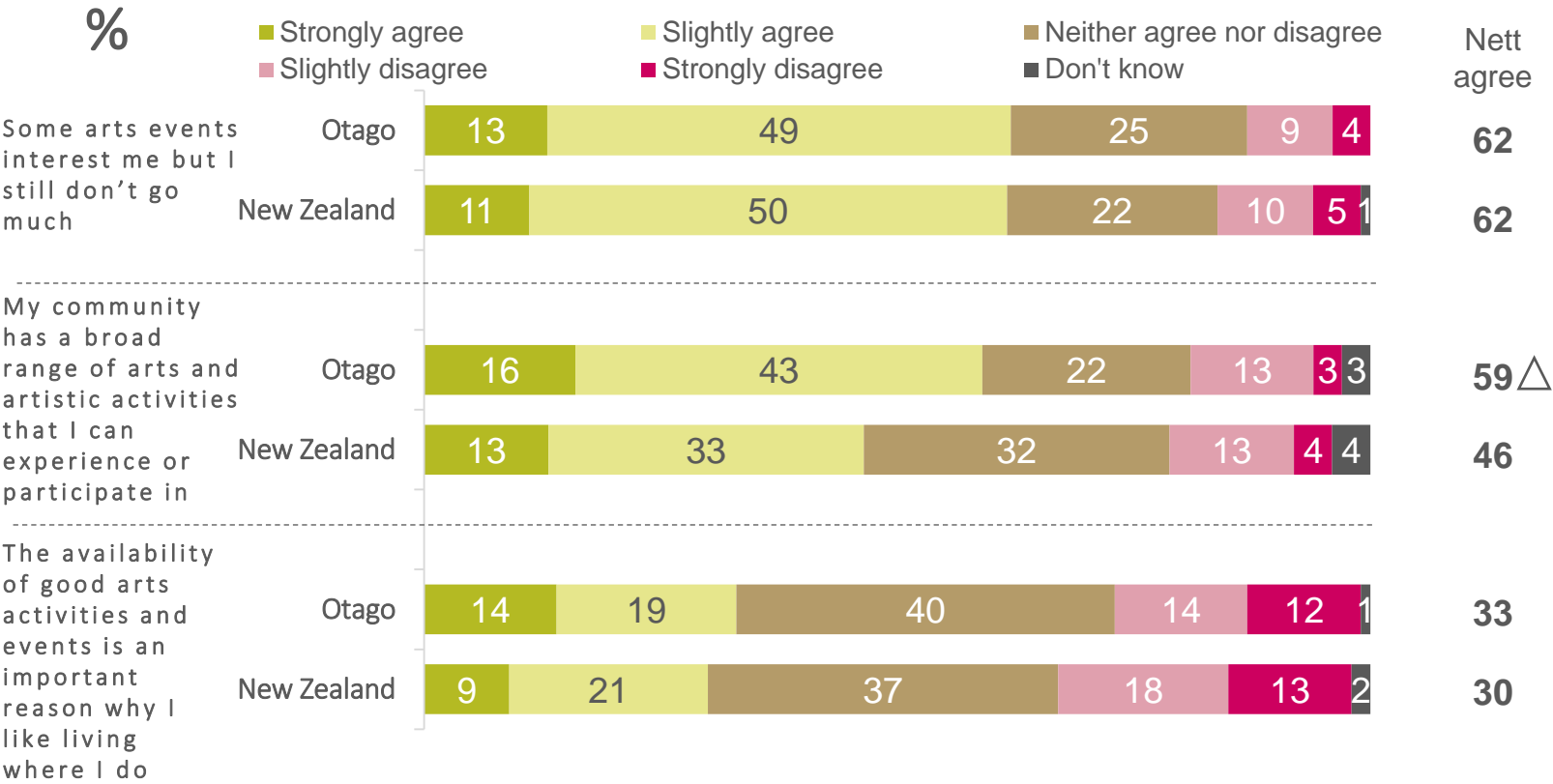
The views expressed by residents in Otago are in line with all New Zealanders.

There are no sub-group differences of any note for these statements.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); New Zealand (6,101)

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: Otago (148); New Zealand (6,101)

There is potential to significantly improve attendance at arts events. Three in five (62%) residents in Otago agree some arts events interest them but they still don't go much.

Compared to the New Zealand average, a higher proportion of Otago residents agree that there is a broad range of arts and activities made available within their community (59% vs. 46%).

One third of residents (33%) feel the arts and arts activities is an important reason in why they like living in Otago. This is consistent with all New Zealanders (30%).

Sub-group differences in Otago:

Older people, aged 60+, are more likely than average to agree that some arts events interest them but they still don't go to much (77% vs. 62%).

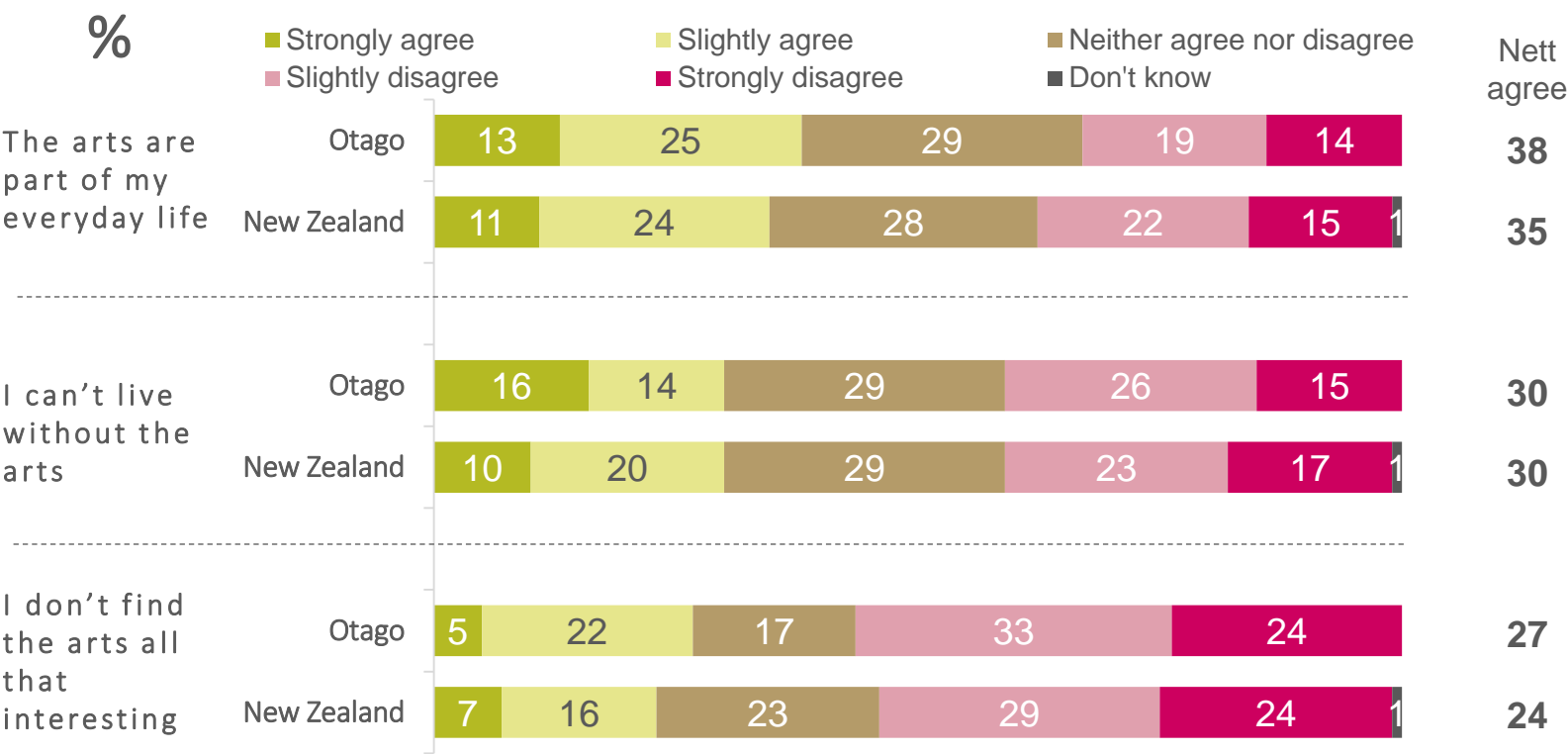
The following groups are more likely than average to agree that their community has a broad range of arts and activities:

- Older people, aged 60+ (75%)
- Pākehā (65%).

Those who live in provincial Otago are more likely than average to agree that the availability of arts is an important reason why they like living where they do (44% vs. 33%). In contrast, those living in town or rural Otago are less likely to agree that the arts available to them is an important reason why they live where they do (18% vs. 33%).

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: Otago (148); New Zealand (6,101)

The arts have meaning for a sizeable minority of residents in Otago. Thirty-eight percent agree the arts are part of their everyday life.

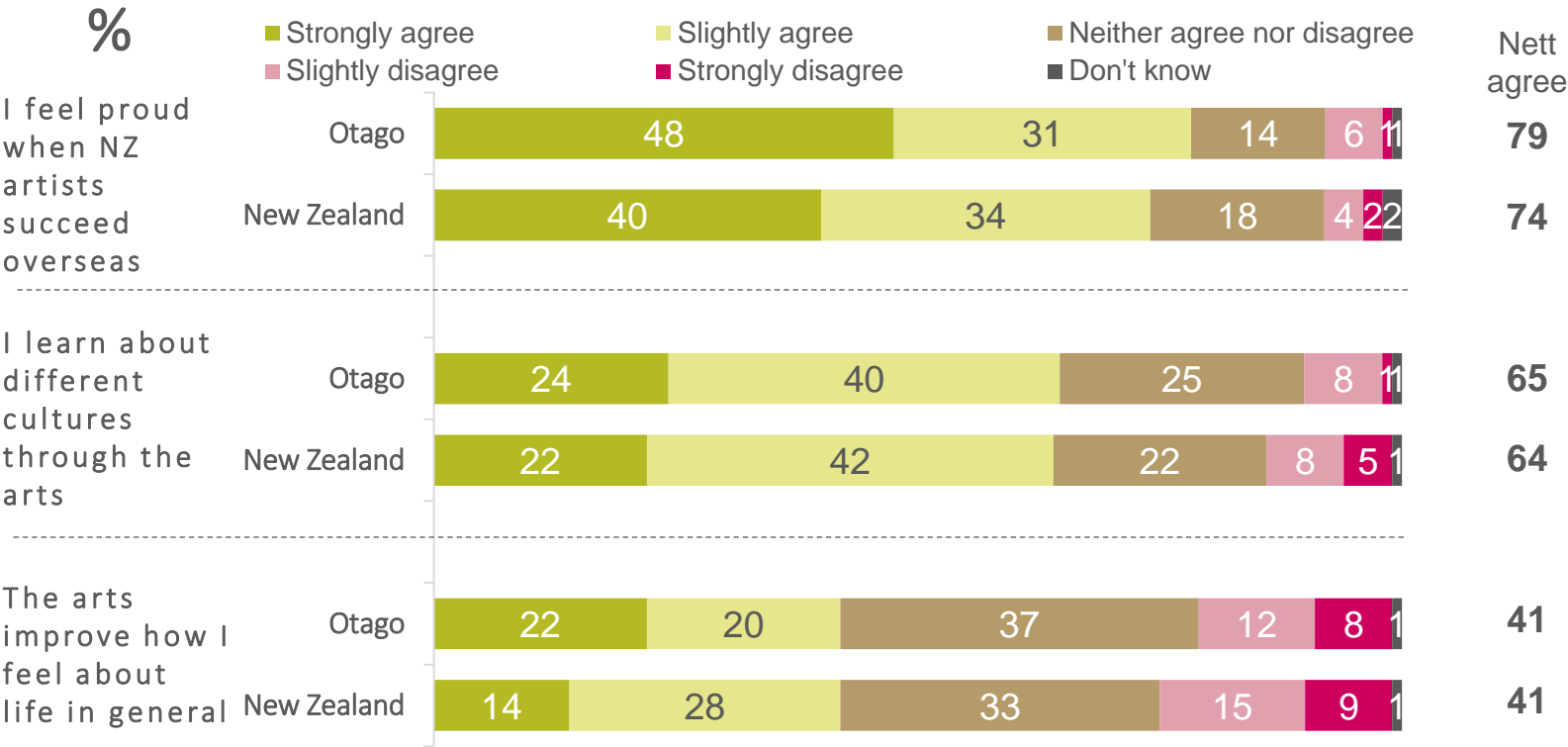
Consistent with the national average, 30% agree they can't live without the arts, while 41% disagree.

More residents are interested in the arts than not. While, 27% of residents in Otago agree they don't find the arts all that interesting, 57% disagree. This is consistent with all New Zealanders.

Sub-group differences in Otago:
Those living in town or rural Otago are more likely than average to disagree that the arts are part of their everyday life (49% vs. 33%).

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 Otago. Eight in ten (79%) agree they feel proud when New Zealand artists succeed overseas.

Close to two thirds of Otago residents (65%) feel they learn about different cultures through the arts.

In addition, 41% of residents agree the arts improve how they feel about life in general, compared to 20% who disagree.

Findings for these statements expressed by Otago residents are in line with the average for all New Zealanders.

Sub-group differences in Otago:

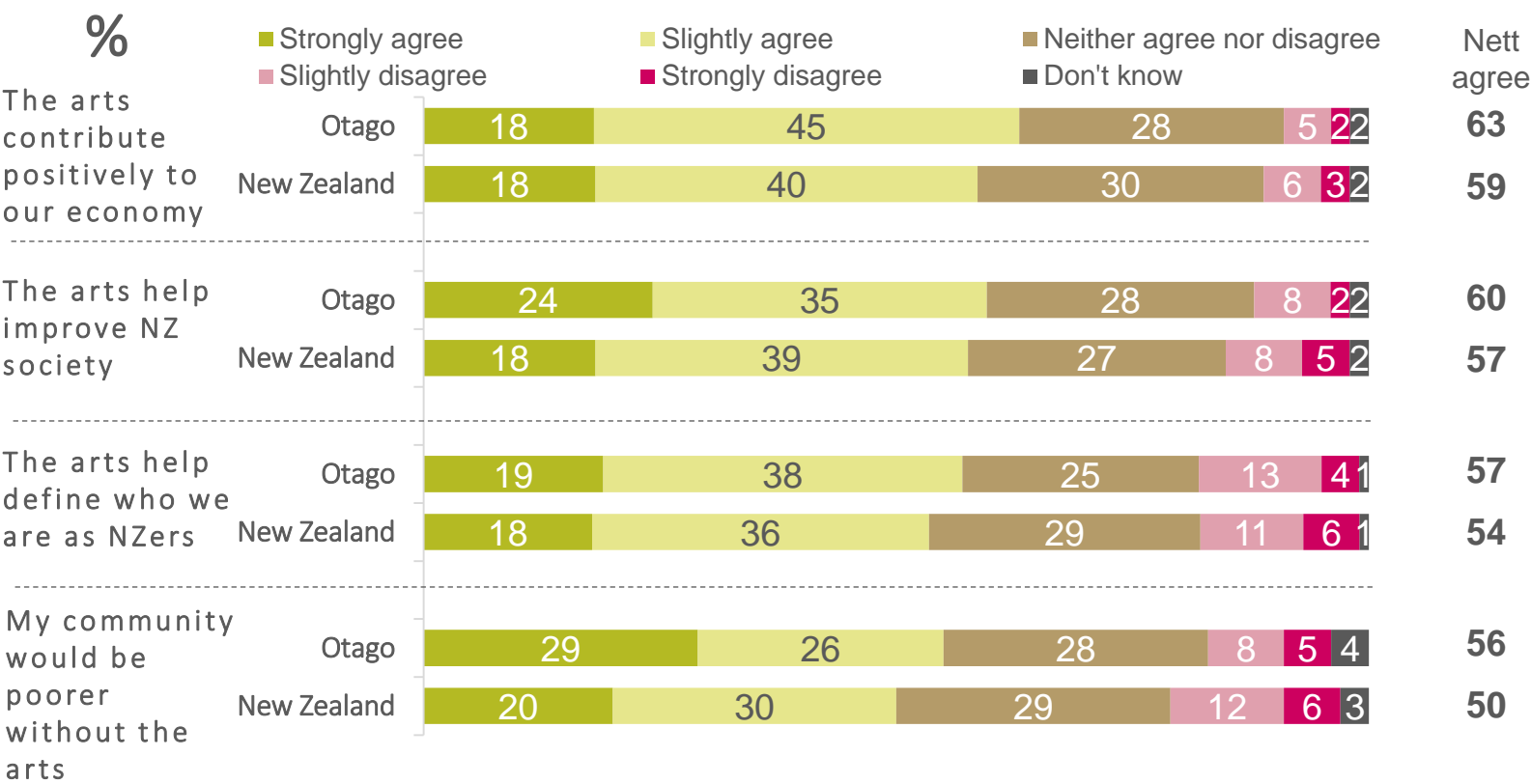
Older people, aged 60+, are more likely than average to agree that they feel proud when New Zealand artists succeed overseas (92% vs. 79%).

Women are more likely than average to agree they learn about different cultures through the arts (79% vs. 65%). In contrast, men are less likely to agree that they learn about different cultures through the arts (50% vs. 65%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); New Zealand (6,101)

The majority of residents in Otago recognise different ways in which the arts benefit New Zealand. Sixty-three percent agree they contribute positively to the economy, and 60% agree they help improve New Zealand society. Additionally, more than half (57%) feel the arts help define who we are as New Zealanders. These views are largely consistent with all New Zealanders.

Fifty-six percent of Otago residents agree their community would be poorer without the arts. This is also largely consistent with all New Zealanders.

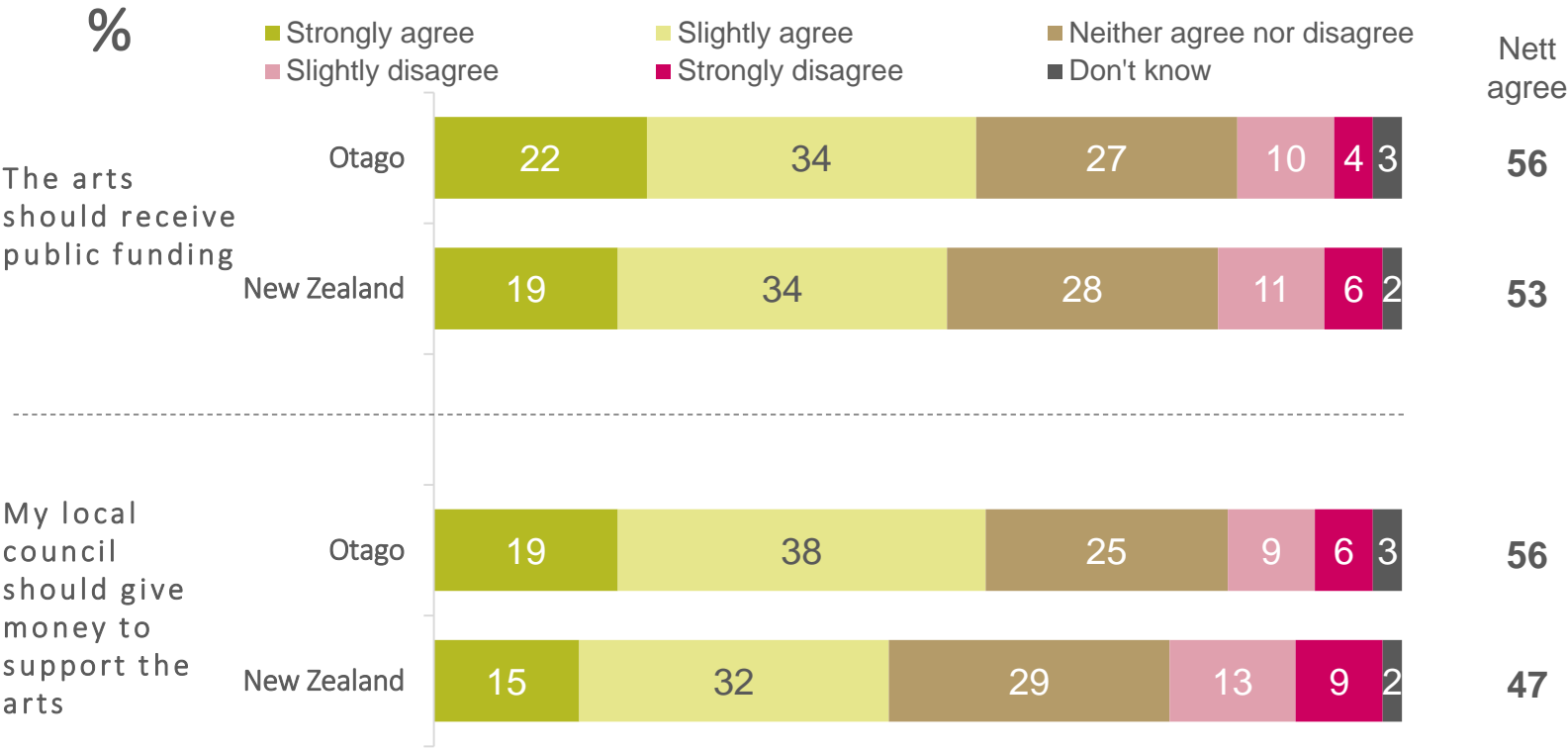
Sub-group differences in Otago:

Households of one or two persons are less likely than average to agree that the arts help improve New Zealand society (53% vs. 60%).

Those from provincial Otago are more likely than average to agree that the arts help to define who we are as New Zealanders (71% vs. 57%).

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: Otago (148); New Zealand (6,101)

On balance, there is support for public funding of the arts. Over half of Otago residents (56%) agree the arts should receive public funding. In contrast, 14% disagree, while the remainder are on the fence or do not express an opinion.

The same proportion of Otago residents (56%) feel the local council should give money to support the arts. This compares to 15% who disagree.

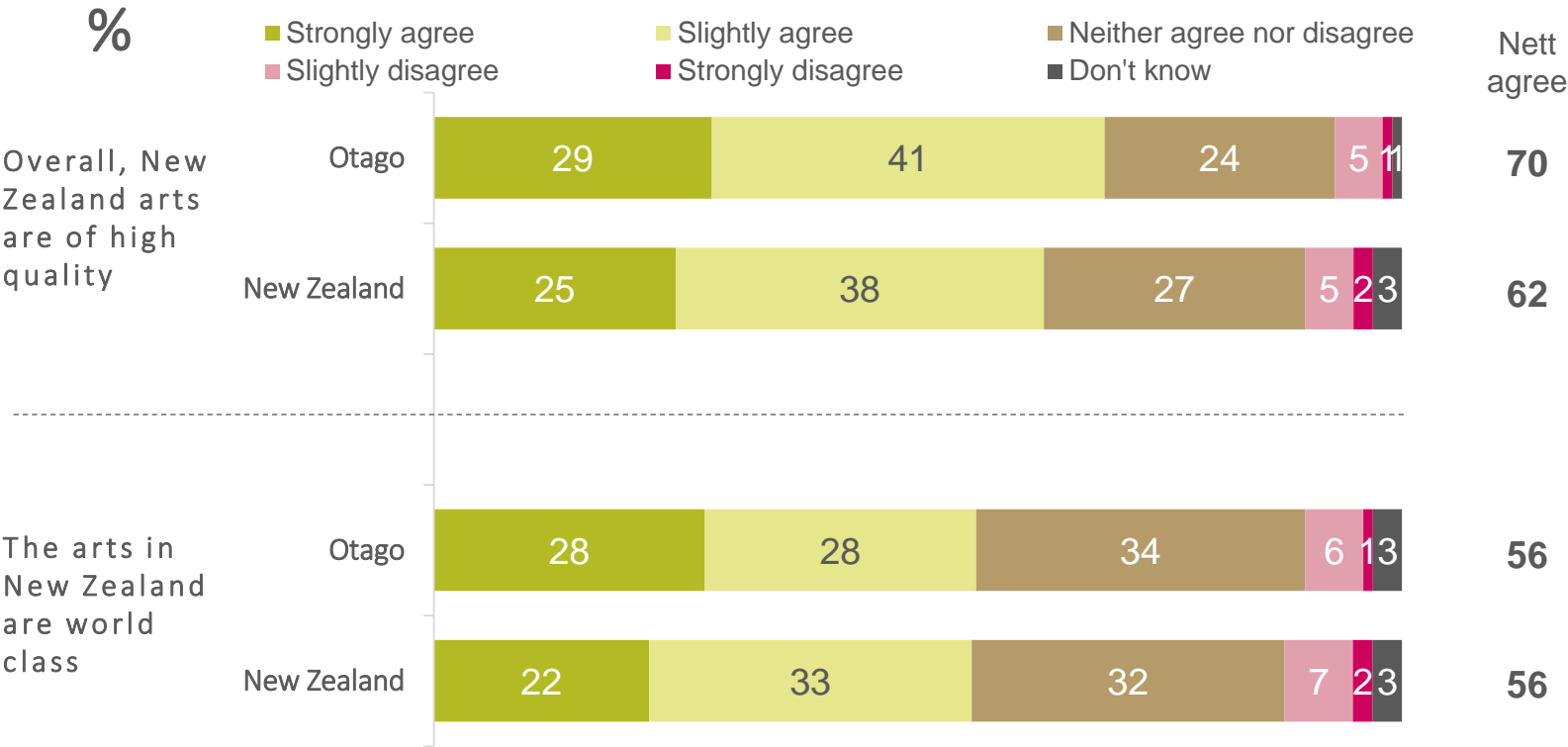
Sub-group differences in Otago:

Those living in town/rural Otago are less likely than average to agree that the local council should give money to support the arts (44% vs. 56%).

There are no statistically significant sub-group differences in views on the public 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: Otago (148); New Zealand (6,101)

The majority of residents in Otago are positive about the quality of New Zealand arts. Seven in ten agree the New Zealand arts of high quality (70%) while over half feel they are world class (56%).

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

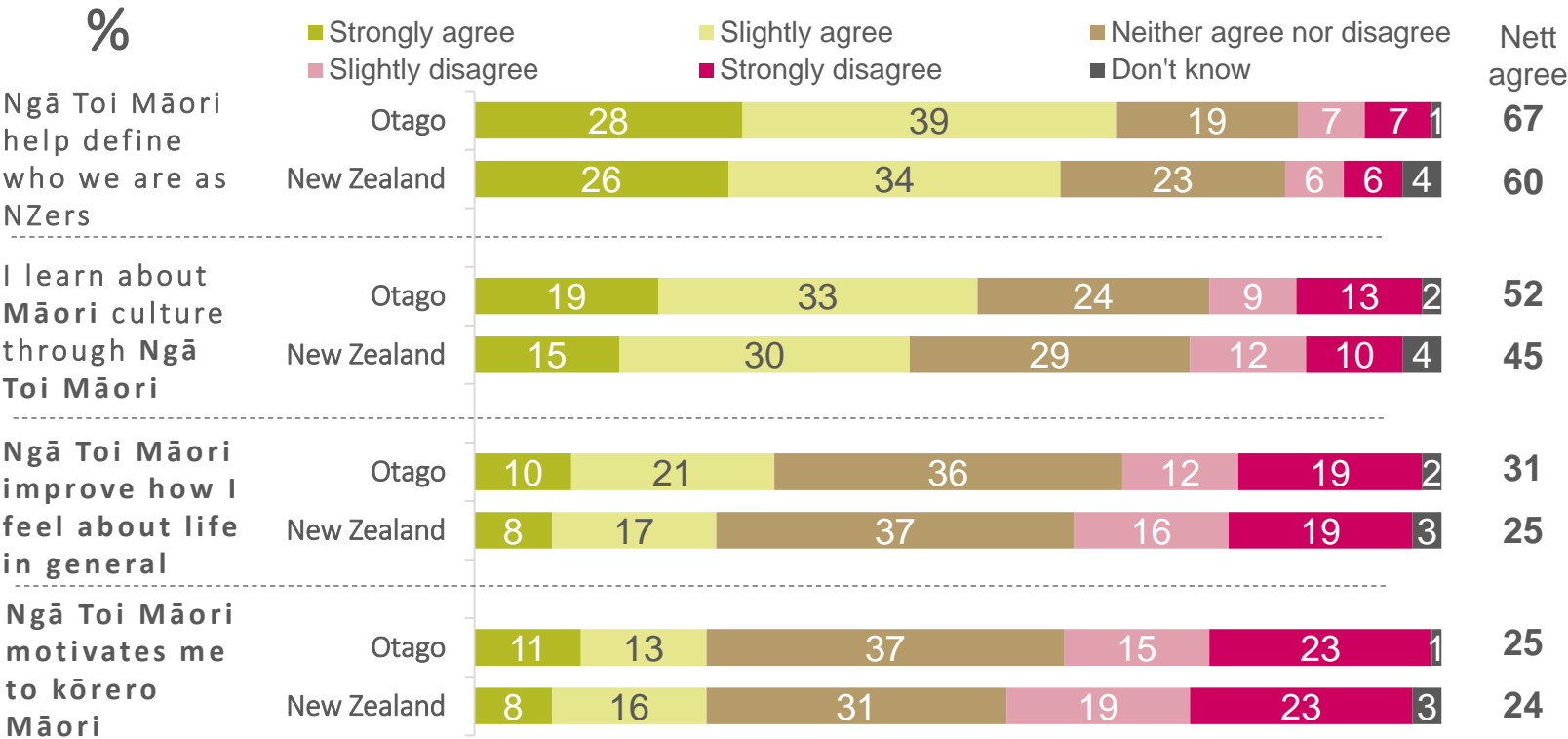
Sub-group differences in Otago:

Older people, aged 60+, are more likely than average to agree that New Zealand arts are of high quality (84% vs. 70%).

Additionally, older people, aged 60+, are also more likely than average to agree that arts in New Zealand are world class (80% vs. 56%).

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: Otago (148); New Zealand (6,101)

Otago residents benefit from Ngā Toi Māori in a number of ways. Sixty-seven percent agree they help define who we are as New Zealanders, whereas 52% 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 (31%) and that Ngā Toi Māori motivates them to speak Māori (25%).

The differences in views expressed by residents of Otago and the average for all New Zealanders are not statistically significant.

Sub-group differences in Otago:

Women are more likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (79% vs. 67%). Conversely, men are less likely to agree with this statement (53% vs. 67%).

Younger people, aged 15-39, are more likely than average to agree that they learn about Māori culture through Ngā Toi Māori (68% vs. 52%). In contrast, older people, aged 60+, are less likely to agree with this (34% vs. 52%).

Older people, aged 60+, are also less likely than average to agree Ngā Toi Māori motivates them to speak Māori (11% vs. 25%).

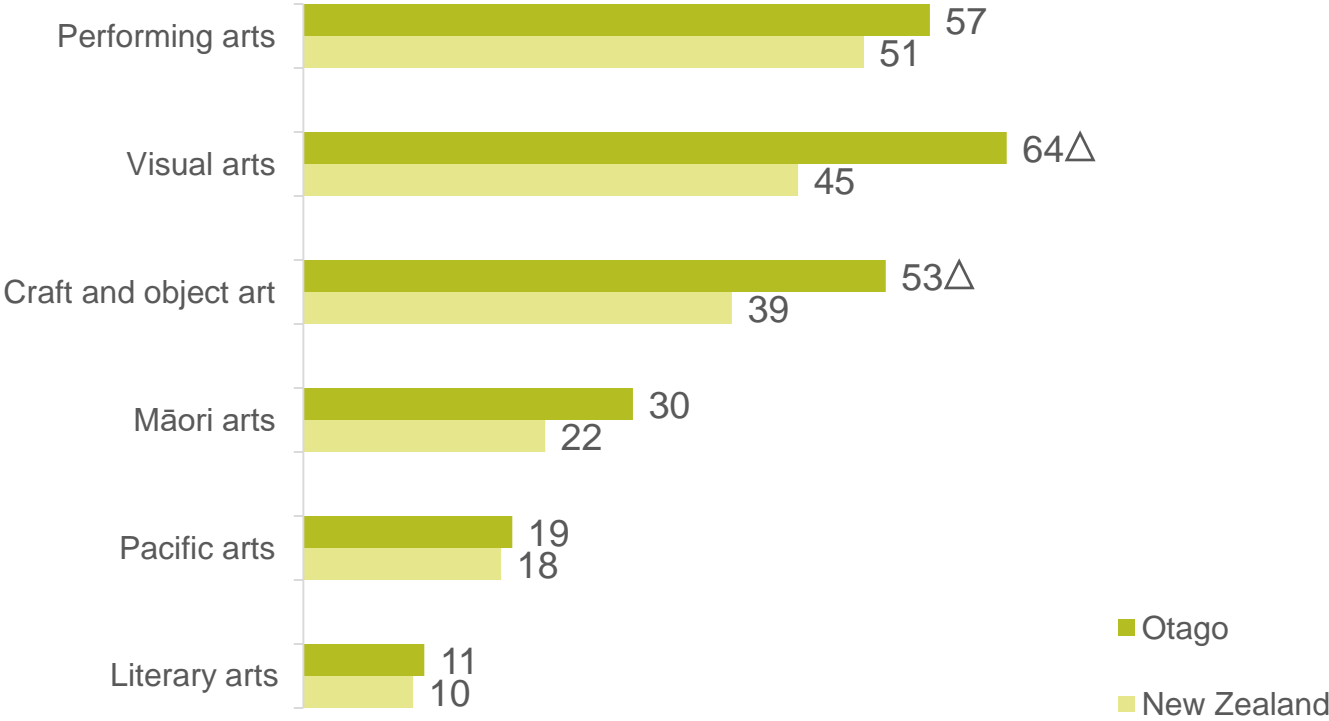


ATTENDANCE BY ARTFORM

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: Otago (148); New Zealand (6,101)

The chart shows the proportion of Otago 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 Otago is the visual arts. Sixty-four percent of all Otago residents have attended a visual arts event in the last 12 months, a higher proportion than the national average (45%).

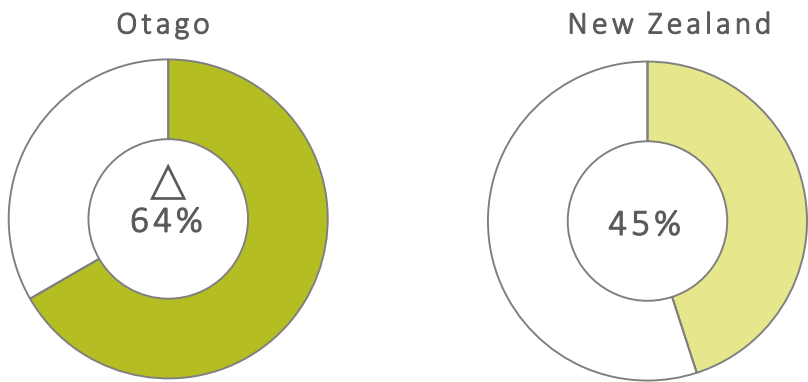
57% of residents have attended the performing arts. Additionally, over half of Otago residents have attended a craft and object event in the last 12 months, this is higher than the proportion of all New Zealanders (53% vs. 39%).

The least popular art form is literary arts. Only 11% 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?



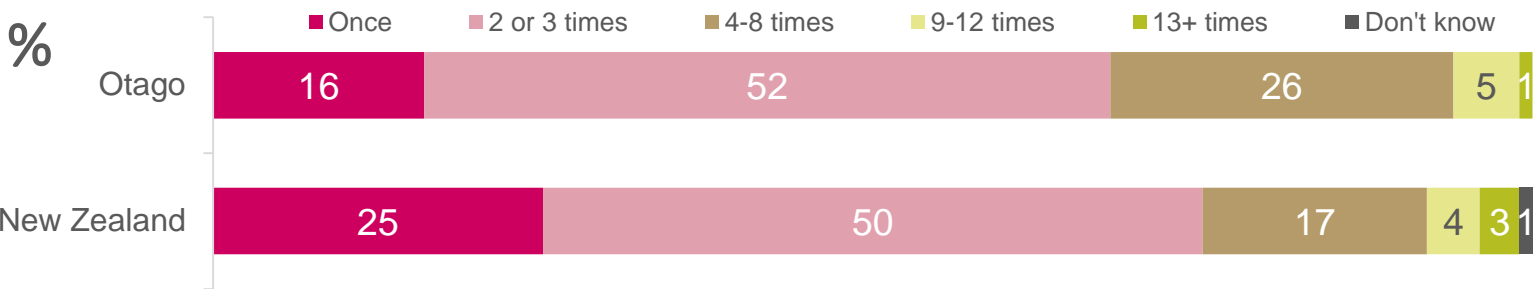
Base: All respondents: Otago (148); New Zealand (6,101)

Significantly higher than the national picture, sixty-four percent of Otago residents have attended a visual arts event in the last 12 months (64% vs. 45%).

The majority (68%) of those who have attended have done so between one and three times.

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

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

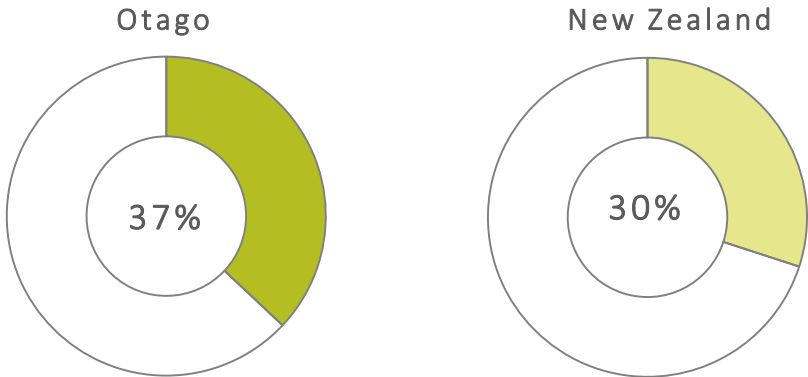


Base: All who have attended the visual arts - Otago (88); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

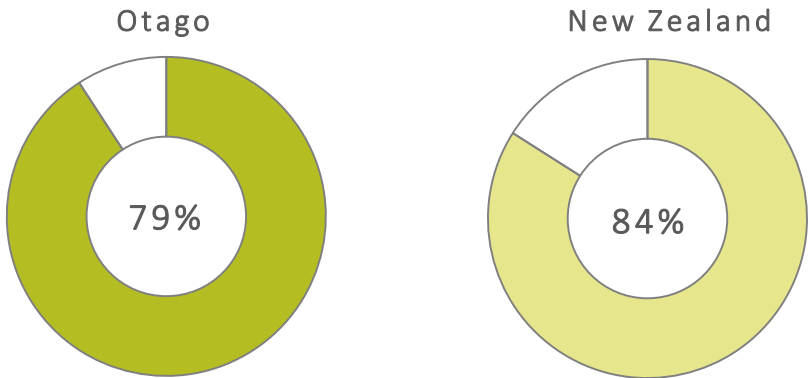
Visual arts attendance: impact of film festivals

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 - Otago (88); 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 - Otago (30); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

Of those who have attended the visual arts, 37% have attended film festivals in the last 12 months. This compares to 30% for all New Zealanders. The difference is not statistically significant.

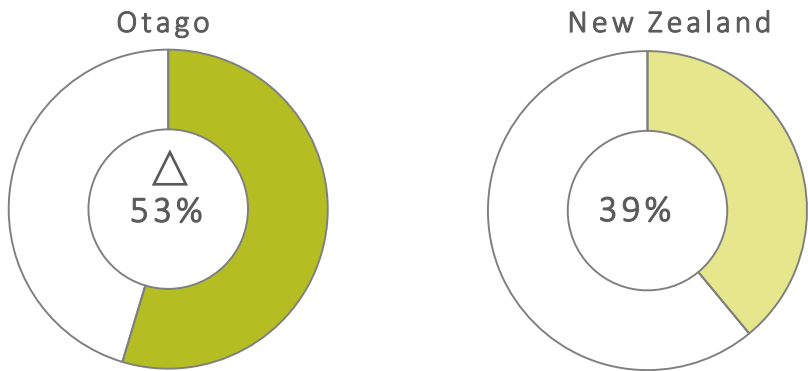
The majority (79%) of those who attended film festivals in the last 12 months also attended other visual art forms. The result is broadly in line with all New Zealanders (84%).

Sub-group differences in Otago:

Women who have attended a visual arts event were less likely than average to have attended film festivals in the last 12 months (25% vs. 37%).

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?



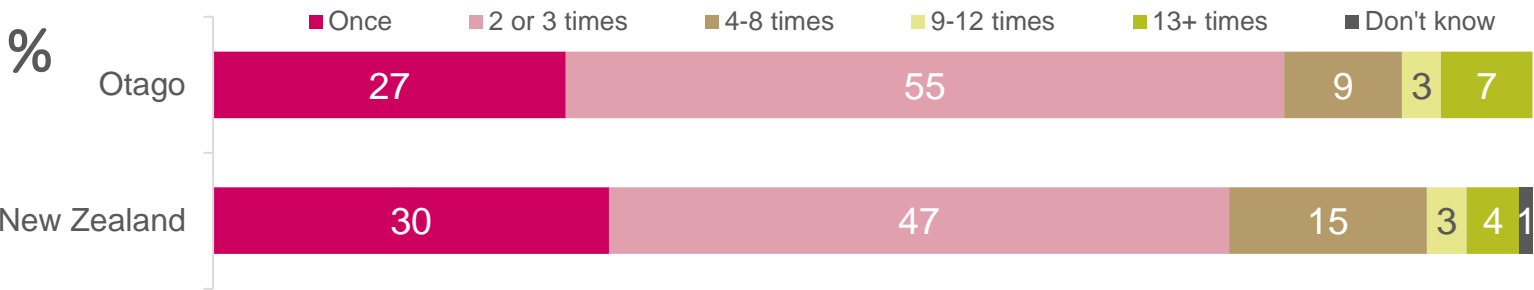
Base: All respondents: Otago (148); New Zealand (6,101)

Fifty-three percent of Otago residents have attended a craft and object art event in the last 12 months. This is higher than the proportion of all New Zealanders (39%).

The majority (82%) of those who have attended have done so between one and three times. This is broadly in line with the proportion of all New Zealanders (77%).

There are no sub-group differences of note for attendance to craft and object arts.

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

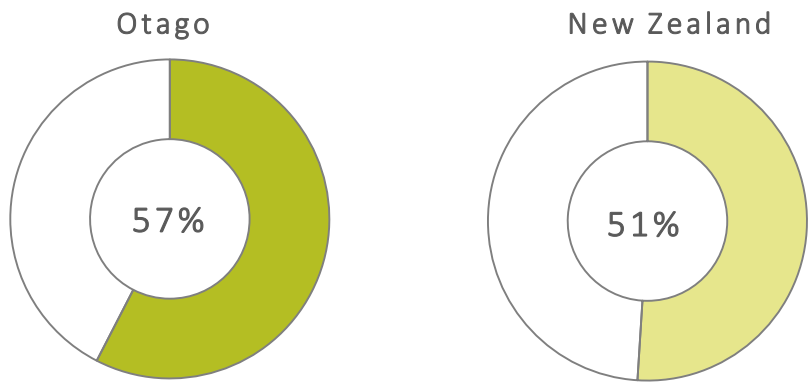


Base: All who have attended craft and object art - Otago (73); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

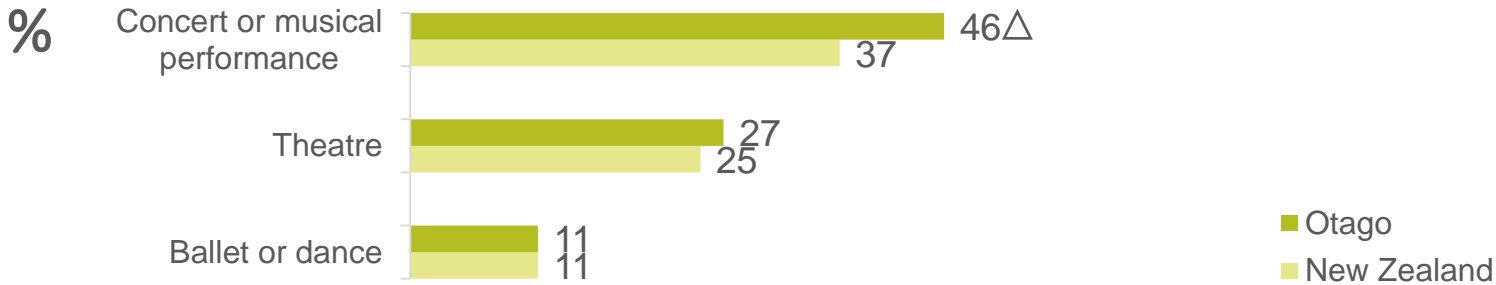
Performance arts attendance

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: Otago (148); New Zealand (6,101)

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



Base: All respondents: Otago (148); New Zealand (6,101)

Δ▽ = significantly higher / lower than New Zealand

Fifty-seven percent of Otago residents have attended a performing arts event in the last 12 months. This is largely in line with the national average (51%).

Looking more specifically at the type of performing arts, the survey shows that 46% of Otago residents have attended a concert or musical performance, while 27% have attended the theatre and 11% ballet or some other form of dance.

Otago residents are more likely than the national average to have attended a concert or musical performance (46% vs. 37%).

Sub-group differences in Otago:

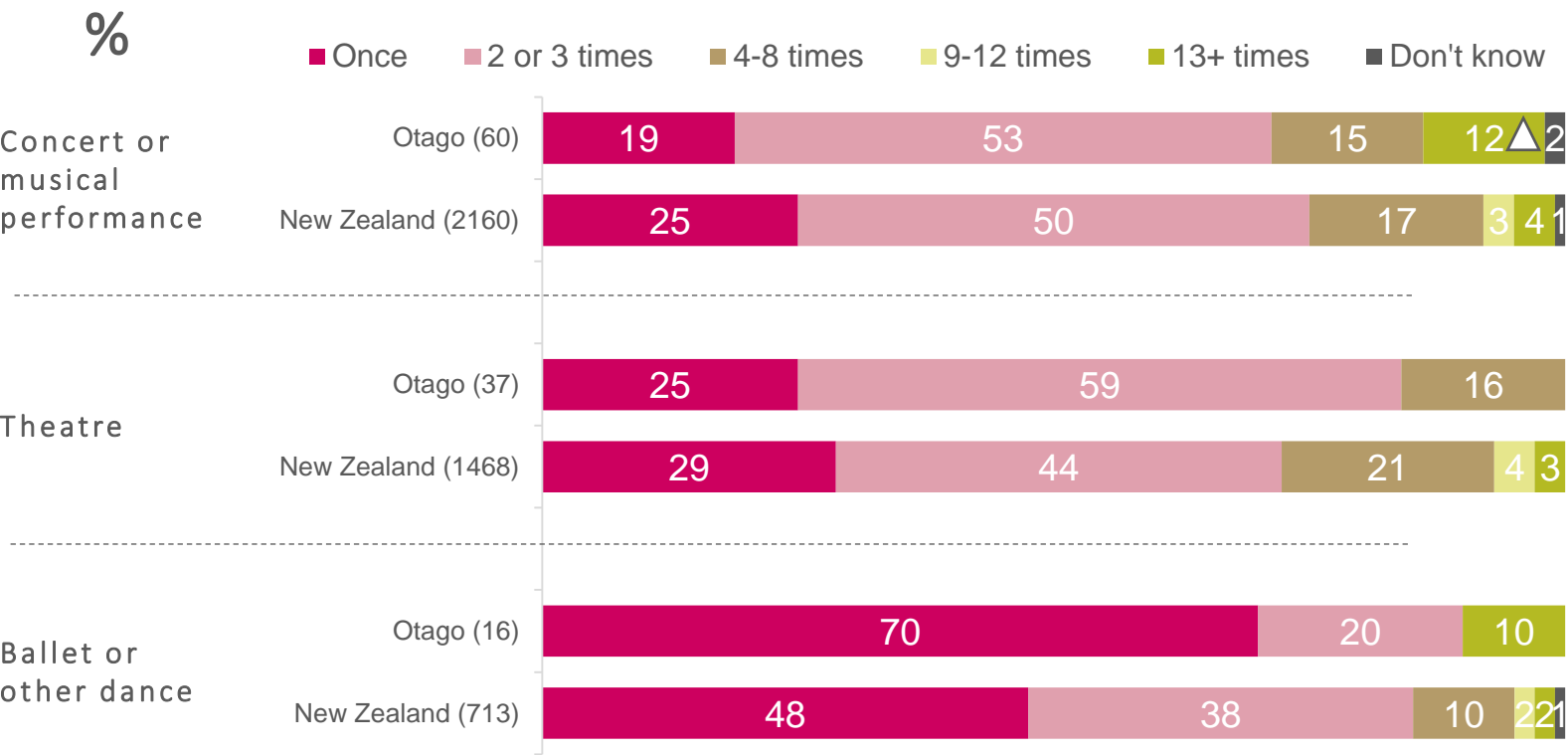
Households of one or two persons are less likely than average to have attended the performing arts in the last 12 months (49% vs. 57%).

Women are more likely than average to have attended a ballet or other dance event in the last 12 months (19% vs. 11%). In contrast, men are less likely to have attended the ballet or other dance event (4% vs. 11%).

Households of one or two persons are less likely than average to have attended a concert or musical performance (38% vs. 46%).

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 (72%) 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%). A higher proportion of Otago residents have attended a concert or musical performance more than 12 times compared to the national average (12% vs. 4%).

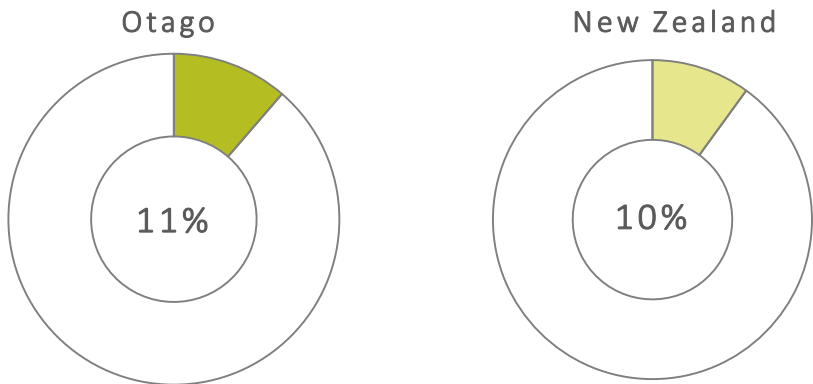
Eighty-four percent of those who have attended theatre performances have done so between one and three times.

Finally, the majority of residents in Otago who have attended ballet or other dance performances have also done so between one and three times (90%). This is broadly in line with all New Zealanders (86%). The finding for Otago should also be treated with extreme caution due to the low base size (16 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?



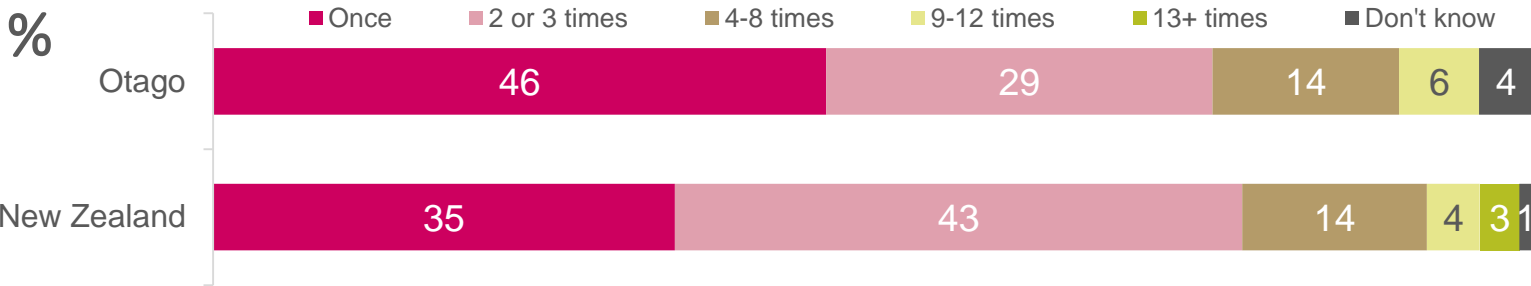
Base: All respondents: Otago (148); New Zealand (6,101)

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

Seventy-five percent of Otago residents reported having attended a literary arts festival or event in the last 12 months. This is broadly in line with all New Zealanders (78%). The finding for Otago should also be treated with caution due to the low base size (21 respondents).

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?

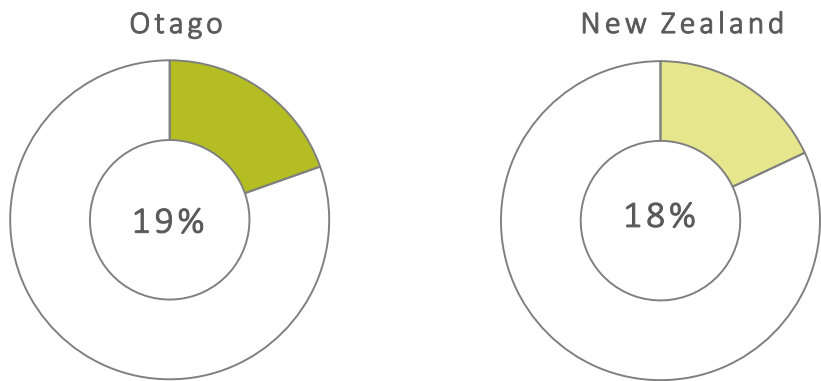


Base: All who have attended the literary arts - Otago (21); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

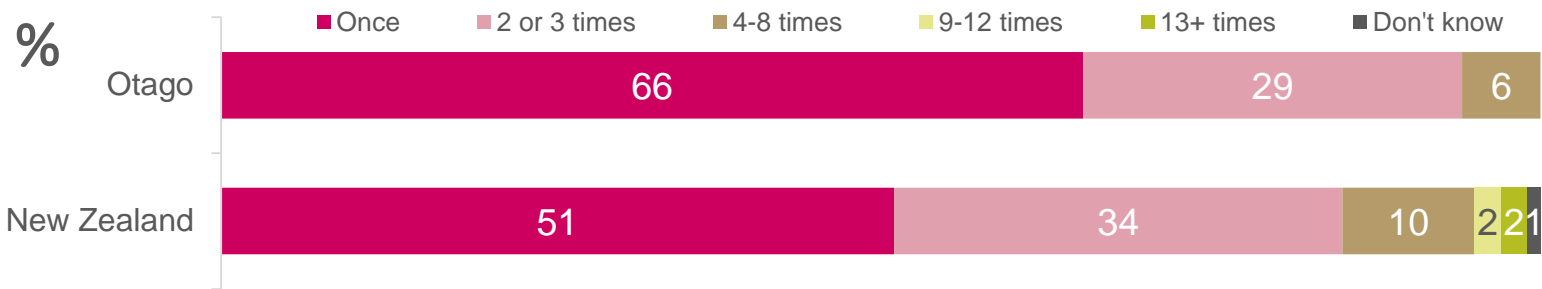
Pacific arts attendance

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: Otago (148); 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 - Otago (29); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Nineteen percent of Otago 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 (95%) of those who have attended have done so between one and three times. The difference compared to all New Zealanders is not statistically significant (85%). The finding for Otago should be treated with caution due to the low base size (29 respondents).

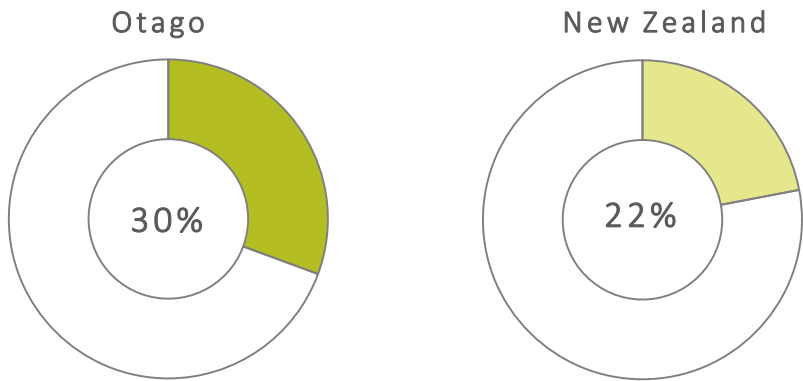
Sub-group differences in Otago:

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

Please note there are too few Pacific respondents in the survey in Otago 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: Otago (148); New Zealand (6,101)

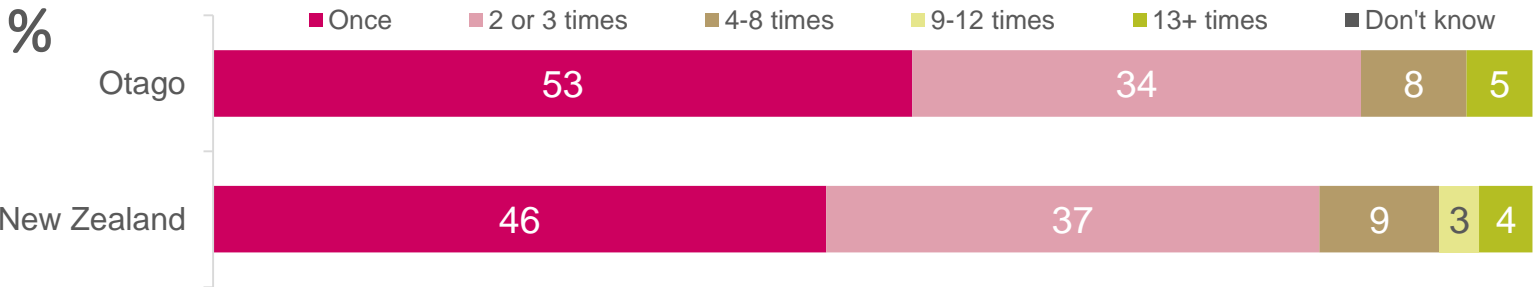
Thirty percent of Otago residents have attended a Māori arts event in the last 12 months. This compares to 22% of all New Zealanders however the difference is not statistically significant.

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

Sub-group differences in Otago:

Younger people, aged 15-39, are more likely than average to have attended a Māori arts event in the last 12 months (43% vs. 30%). In contrast, older people, aged 60+, are less likely to have attended a Māori arts event (11% vs. 30%).

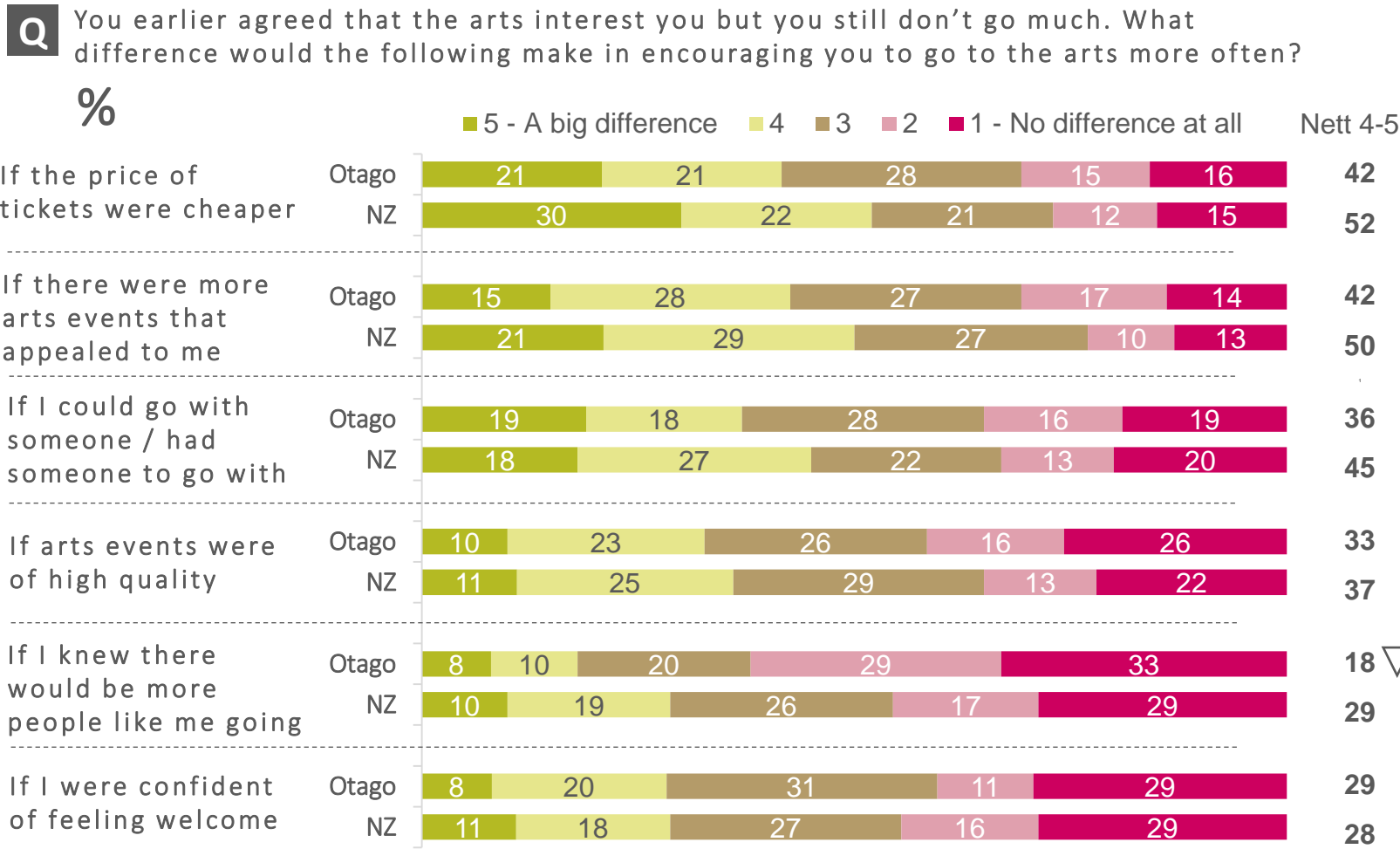
Q On average how often have you done this in the last 12 months?



Base: All who have attended Māori arts - Otago (38); 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: Otago (98); New Zealand (3,822)

Three in five Otago residents (62%) 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. 42% of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. The same proportion (42%) indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier for one third of residents (36%) who indicated having someone to go with would make a big difference.

Quality is a concern for 33% of residents; who indicated that higher quality arts events would make a big difference.

Significantly lower than the national average (29%), 18% indicate that knowing there were more people like them going would make a big difference to their attendance of the arts.

Lack of confidence in attending arts events is a barrier for 29% of Otago residents who point to being made to feeling welcome.

Sub-group differences in Otago:

Women are more likely than average to indicate that having higher quality events (55% vs. 42%) or more events that appealed to them (43% vs. 31%) would make little or no difference to their attendance.

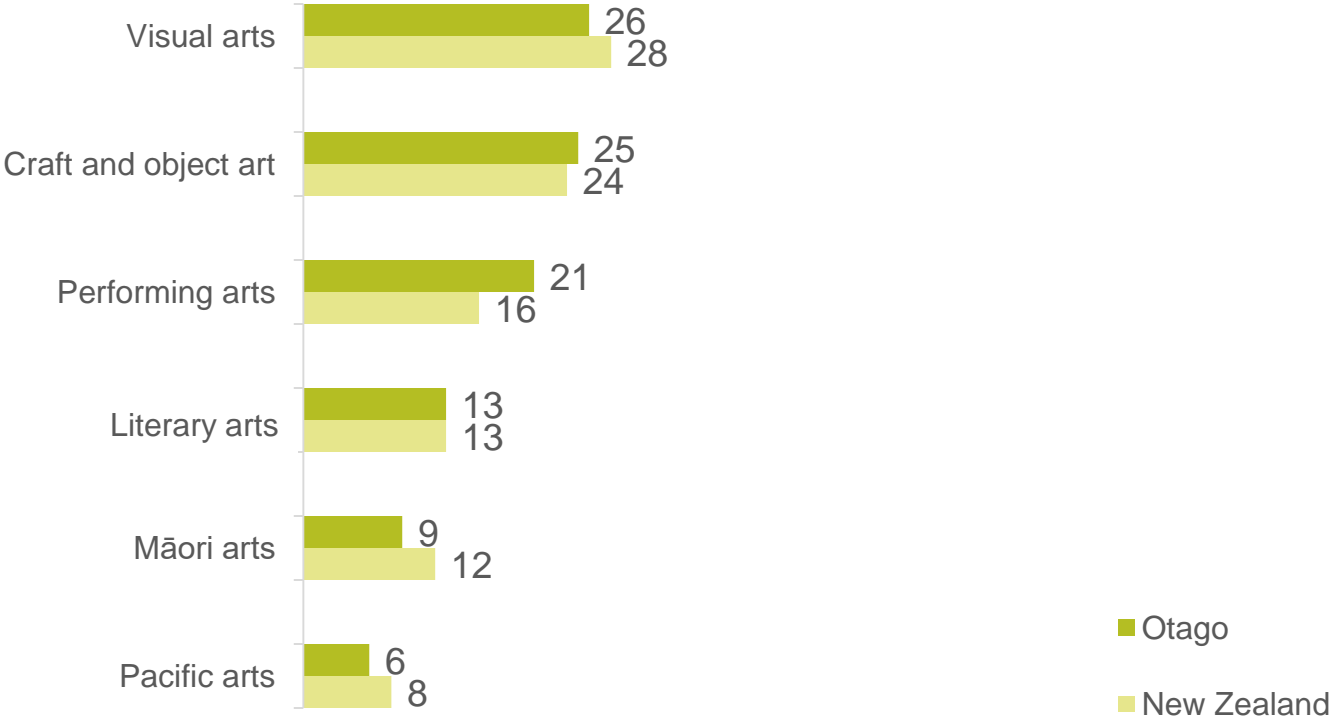


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Otago 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. One in four Otago residents (26%) have participated in the visual arts and the a similar proportion (25%) have participated in craft and object art in the last 12 months.

The least popular art form is Pacific arts. Only 6% have participated in Pacific arts.

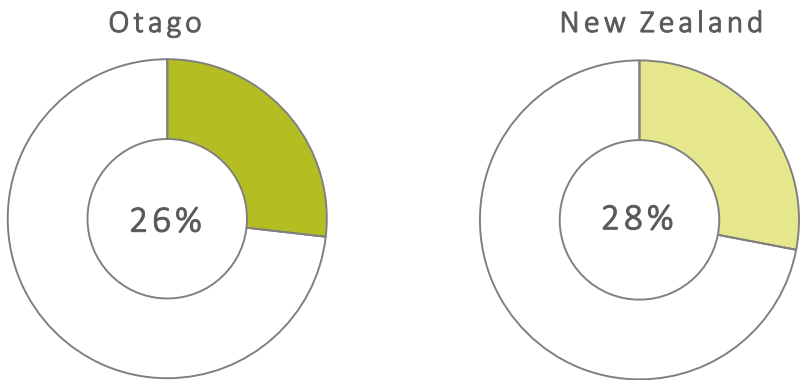
Participation among Otago residents in all art forms are broadly in line with the average for all New Zealanders.

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: Otago (148); New Zealand (6,101)

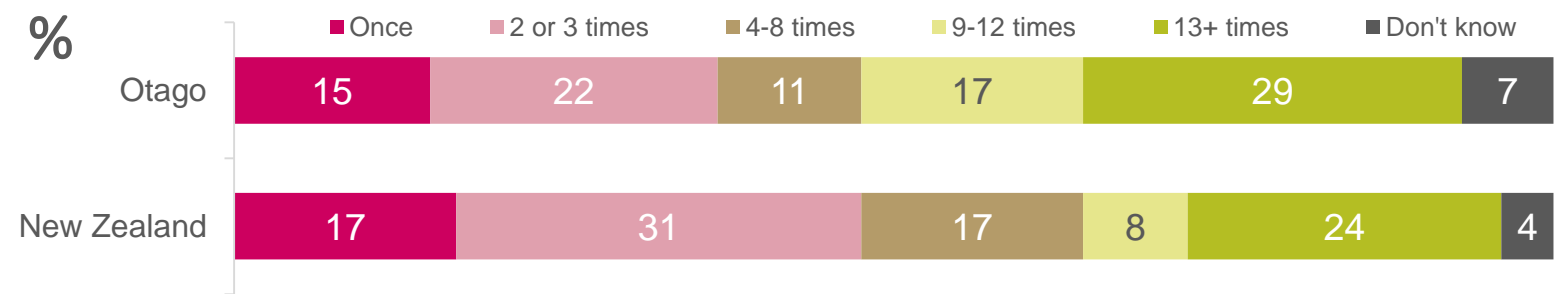
Visual arts participation

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: Otago (148); 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 - Otago (32); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

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

Of those who participate, 46% do so on a regular basis (at least nine times in the last 12 months). Frequency of participation between Otago residents and the national average is not statistically significant (32%).

Sub-group differences in Otago:

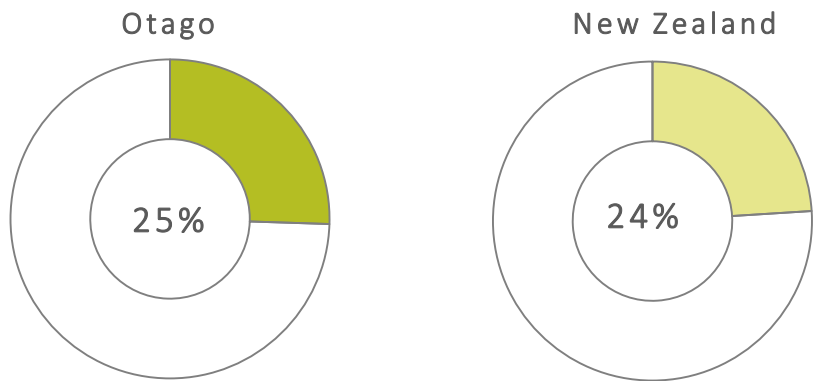
Younger people, aged 15-39, are more likely than average to have participated in a visual arts event in the last 12 months (40% vs. 26%).

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

- One or two person households (19%)
- Older people, aged 60+ (13%).

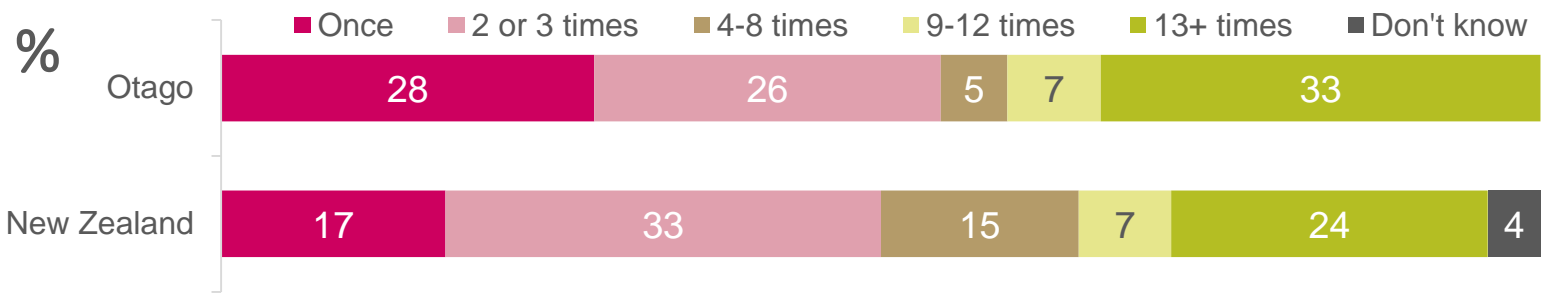
Craft and object art participation

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: Otago (148); 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 - Otago (34); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-five percent of Otago residents have participated in craft and object art in the last 12 months. This is consistent with all New Zealanders (24%).

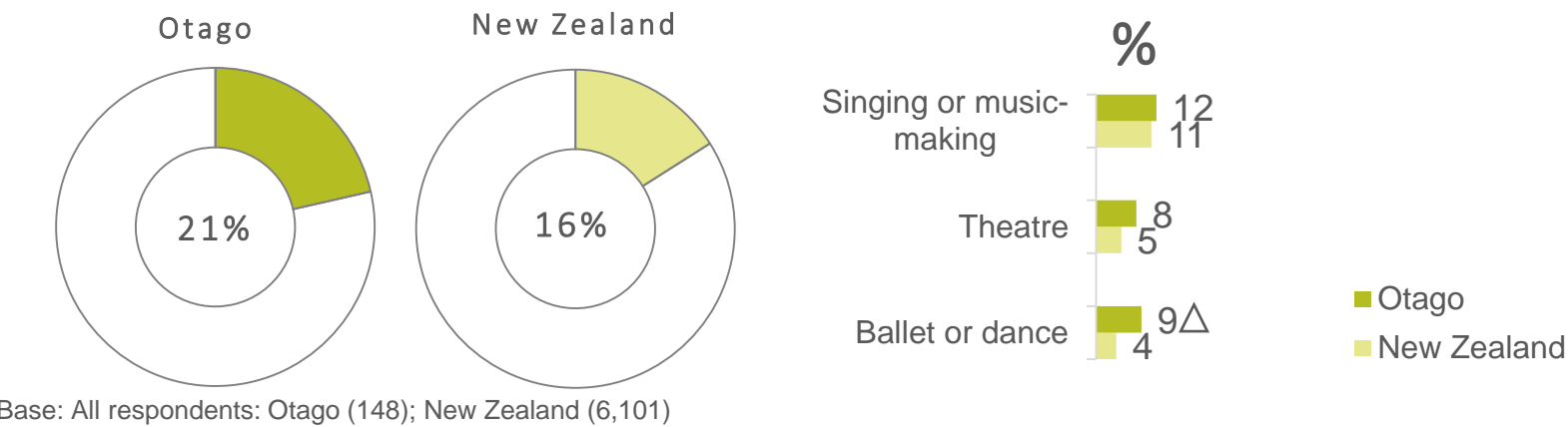
Of those who participate, 40% do so on a regular basis (at least nine times in the last 12 months). The difference between Otago residents and all New Zealanders (31%) is not statistically significant.

Sub-group differences in Otago:

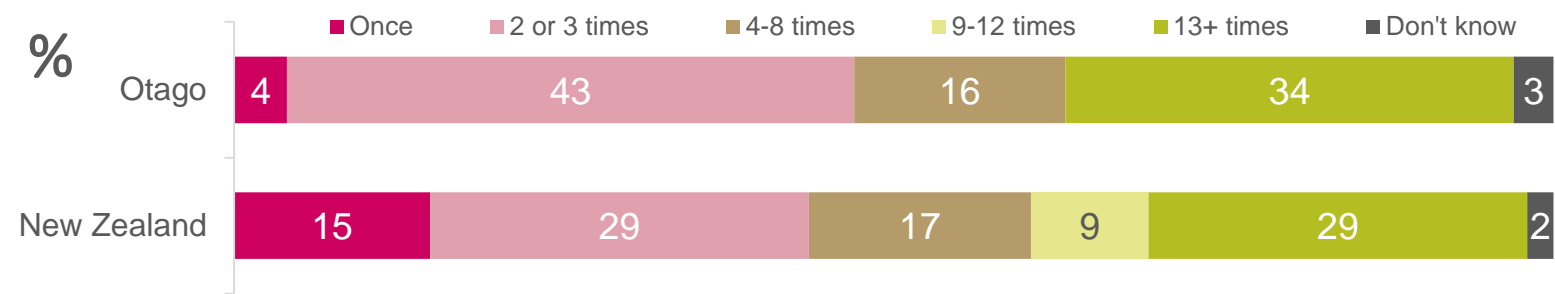
Women are more likely than average to have participated in craft or object art in the last 12 months (39% vs. 25%). In contrast, men are less likely to have participated in craft or object art (9% vs. 25%).

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?



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



^Δ_▽ = significantly higher / lower than New Zealand

Twenty-one percent of Otago residents have participated in the performing arts in the last 12 months. This is largely in line with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 12% of Otago residents have participated in singing or music making, while 8% have participated in the theatre.

Nine percent have participated in ballet or some other form of dance, this is higher than the New Zealand average (4%).

Of those who participate in the performing arts, 34% 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 (22 respondents).

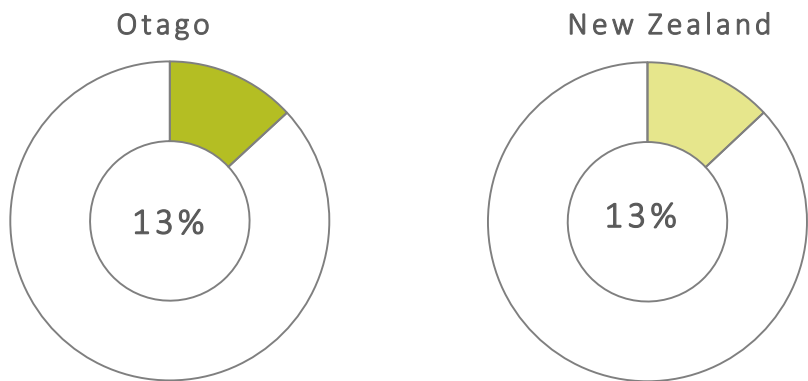
Sub-group differences in Otago:

The following groups are less likely than average to have participated in performing arts in the last 12 months:

- One or two person households (16%)
- Town/rural Otago residents (10%)
- Older people, aged 60+ (9%).

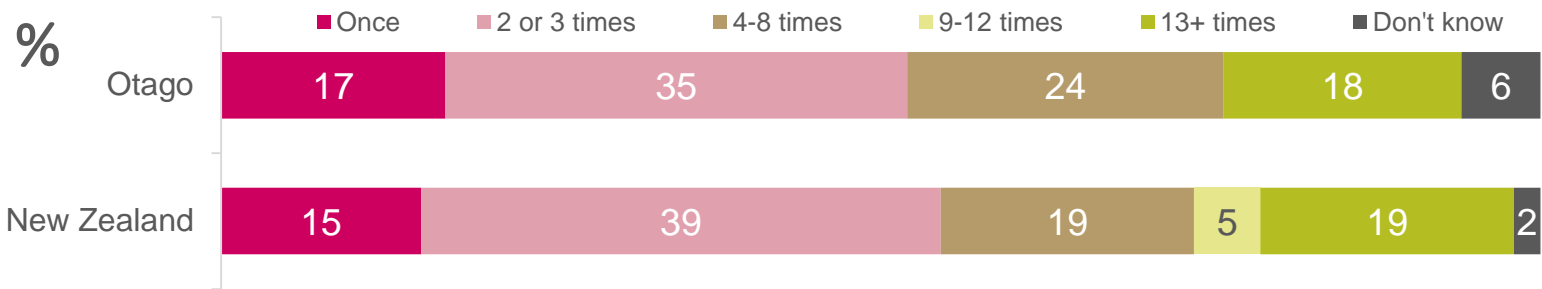
Literary arts participation

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: Otago (148); 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 - Otago (16); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

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

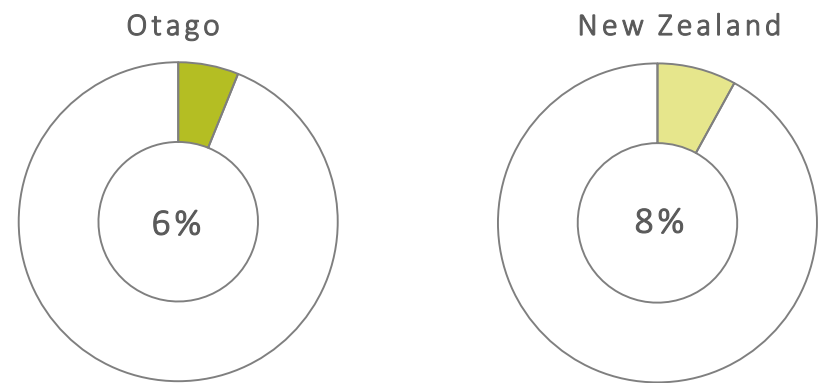
Of those who participate in the literary arts, 18% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (16 respondents).

Sub-group differences in Otago:

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 (8% vs. 13%).

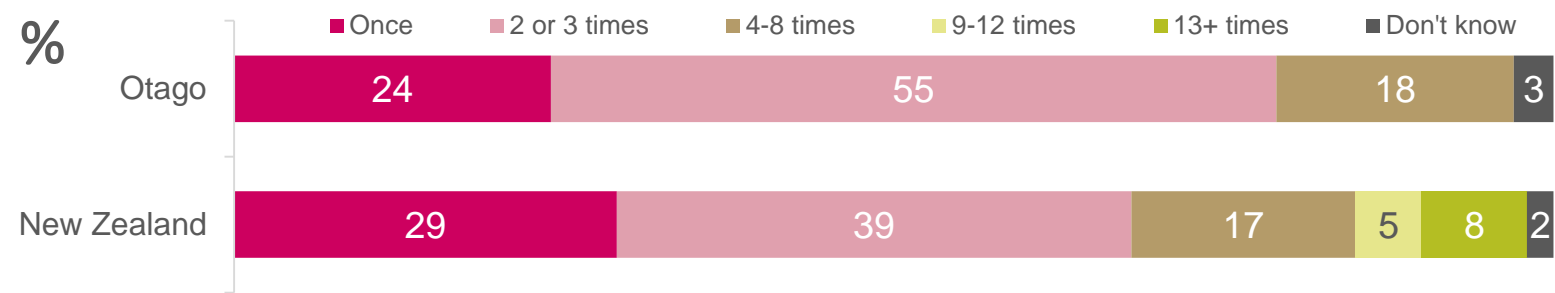
Pacific arts participation

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: Otago (148); 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 - Otago (8); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Six percent of Otago residents have participated in the Pacific arts in the last 12 months. This is in line with all New Zealanders (8%).

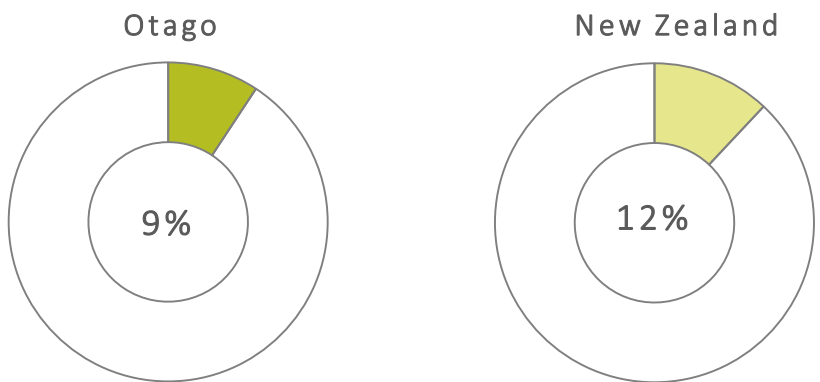
Only eight respondents in Otago reported having participated in the Pacific arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

Sub-group differences in Otago:

Women are more likely than average to have participated in a Pacific arts event in the last 12 months (12% vs. 6%). Conversely, no men (0%) reported having participated in Pacific arts in the last 12 months.

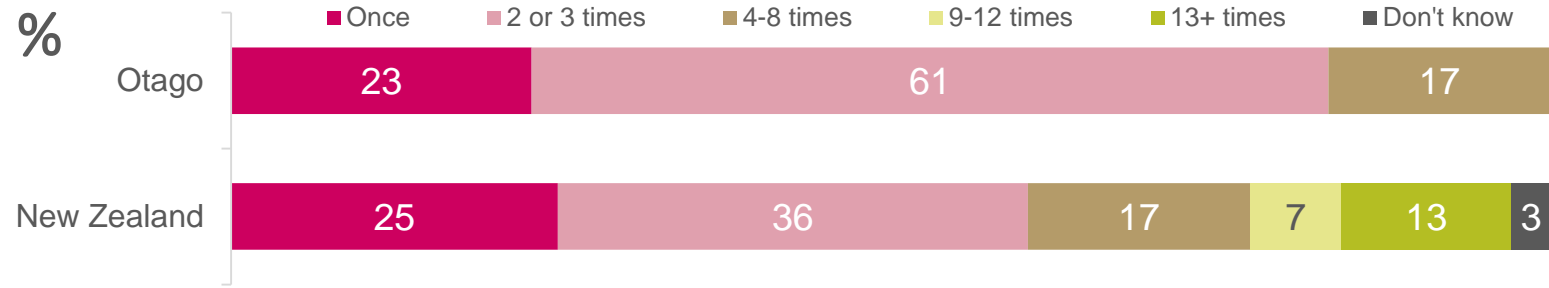
Māori arts participation

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: Otago (148); 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 - Otago (14); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

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

Only fourteen respondents in Otago reported having participated in Māori arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have attended between one and three events, similar to results for all New Zealanders.

Sub-group differences in Otago:

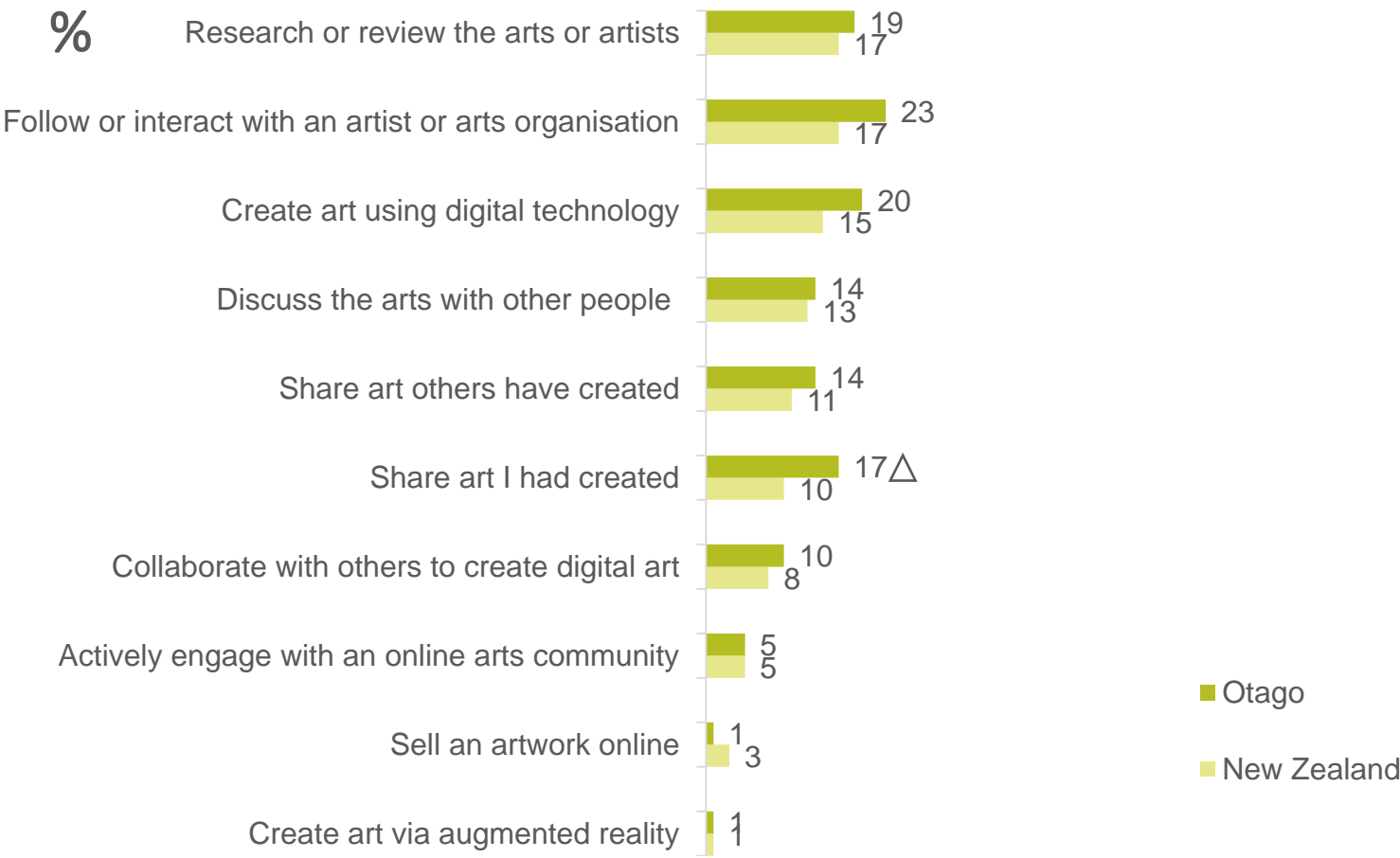
Women are more likely than average to have participated in the Māori arts in the last 12 months (17% vs. 9%).

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

- Men (1%)
- Older people, aged 60+ (1%).

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.



^Δ_▽ = significantly higher / lower than New Zealand
Base: All respondents: Otago (148); New Zealand (6,101)

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

The most popular activities are following or interacting with an artist or arts organisation (23%), followed by creating art using digital technology (20%) and researching and reviewing art or artists (19%).

Otago residents are more likely than the national average to share art that they have created (17% vs. 10%).

Sub-group differences in Otago:

There are no sub-group differences at the overall level, although younger people, aged 15-39, are more likely than average to create art using digital technology (34% vs. 15%).

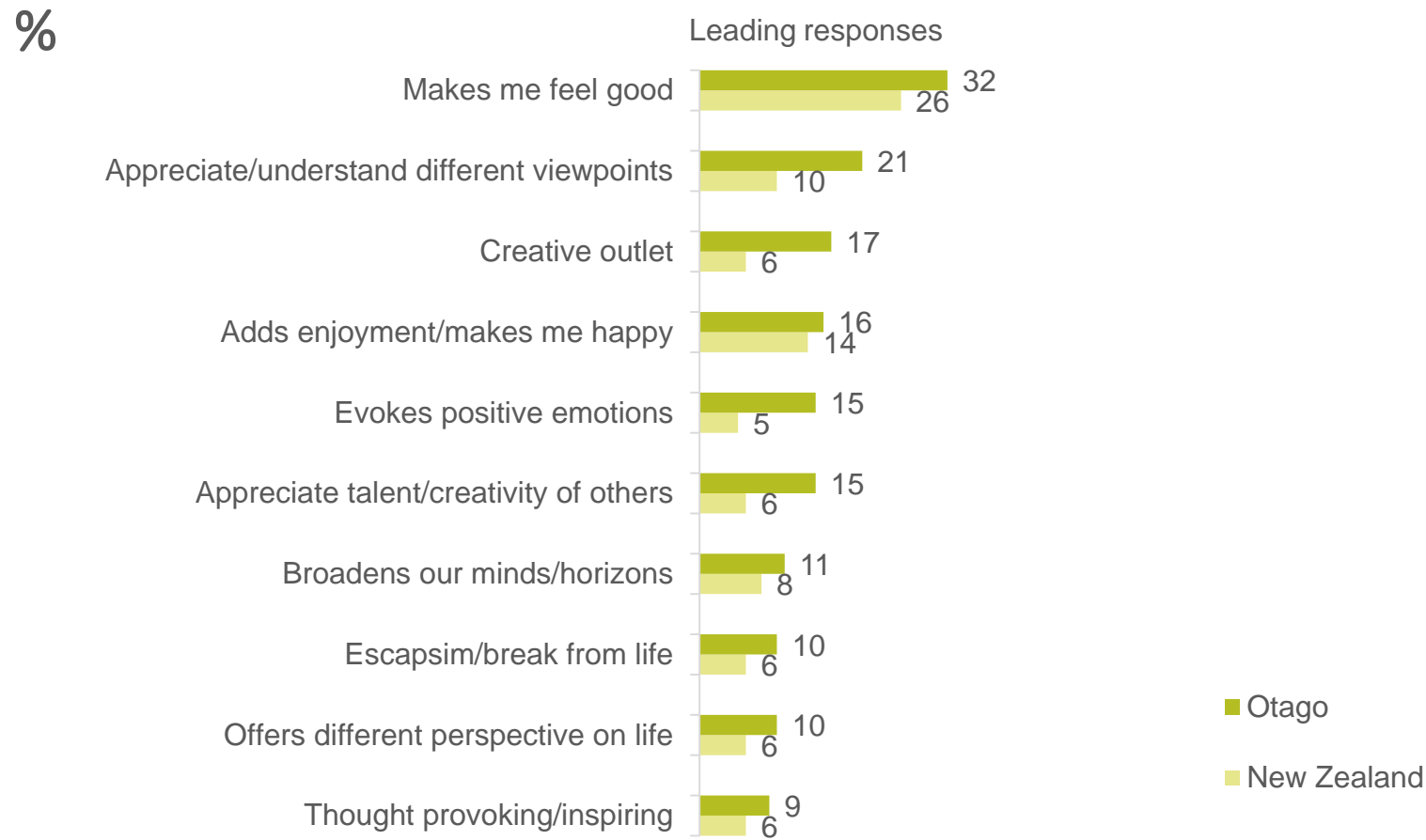
Older people, aged 60+, are less likely than average to use digital technology to discuss the arts with other people (1% vs. 14%).



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 - Otago (39); 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 Otago feel the arts improve how they feel about life in general is simply that it makes them feel good (32%) and allows for the appreciation and understanding of others viewpoints (21%).

Due to the low base size (39 respondents) we cannot test for differences between Otago residents and all New Zealanders.

“

I find it creates an emotional response and I feel better for it.

Offer a different perspective creating reflection.

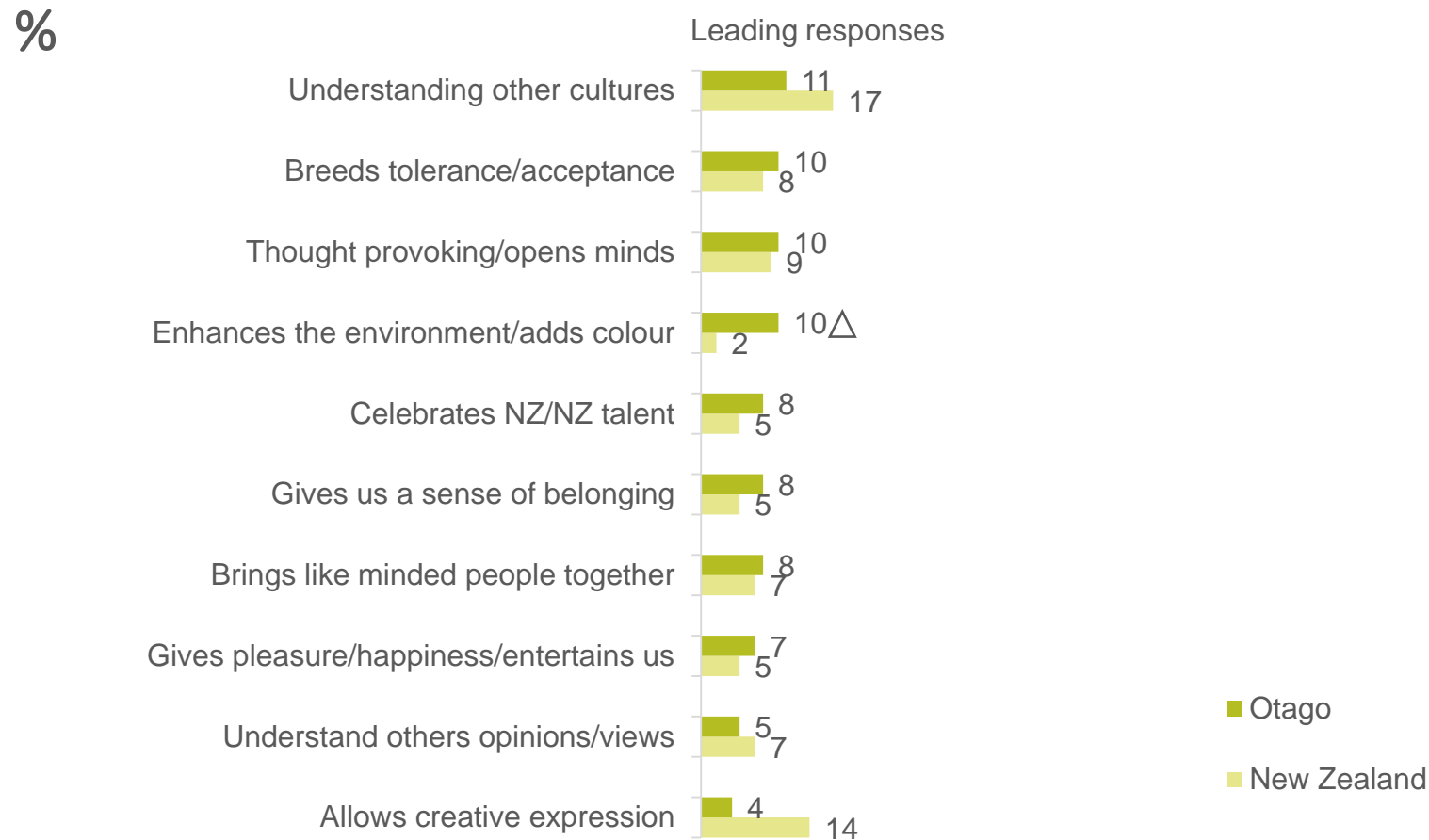
Because they give me something to put my creativity and emotions into.

Make me feel more creative, help me to have new perspective on everyday things. Help me to understand others better.

”

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 - Otago (54); New Zealand (2,323)

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

The key reasons are understanding other cultures (11%) and breeding tolerance/acceptance, being thought provoking and enhancing our environment (all 10%). Otago residents are more likely than the New Zealand average to mention that arts help to enhance/add colour to our environment (10% vs. 2%).

“Without culture what are we? This contributes to the make up of who we are as New Zealanders.

The arts may not improve NZ society but they do portray the different parts of our society. They therefore help people appreciate their background.

It helps give a more rounded balance to society as it is part of roles people perform on a daily basis.

Create more appealing towns and cities, broaden perspectives, appreciation of different talent.

The arts are an outlet for New Zealanders that might not be athletic or disinterested in sports.

Appreciate diversity, creativity and beautifies areas. Celebrates cultures and individual thoughts. Enriches people’s lives.

”

FOR FURTHER INFORMATION PLEASE CONTACT:

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