

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR TASMAN

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 Tasman. 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



136

ONLINE INTERVIEWS

With adults aged 15+ living in Tasman



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

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 136 respondents the margin of error is up to +/- 8.4 percentage points.

We have used statistical tests to determine whether the survey findings between Tasman 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: Residents in Tasman are engaged with the arts. They generally express more positive than negative attitudes about the arts. They are particularly positive about the importance of arts in their community. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Tasman are engaged with the arts (82%). 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 (74%) or have **participated** in the arts in the last 12 months (57%).

Attendance is highest for performing arts (54%), followed by the visual arts (44%), and craft and object art (43%). Attendance for Pacific arts is lower than the national average (9% vs. 18%). Attendance is lowest for literary arts (8%).

Participation is highest for the visual arts (29%) and craft and object art (28%). The least popular art form in Tasman is Pacific arts and Māori arts. Only 5% have participated in each of these arts forms.

ADVOCACY OF THE ARTS

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

Residents believe the arts benefit the nation and their community. Three in five (62%) residents feel that their community would be poorer without the arts, higher than the New Zealand average (50%).

In addition, the arts are a source of national pride (71% agree), contribute positively to the economy (61%), help define who we are as New Zealanders (57%) and improve New Zealand society (56%).

In recognition of these benefits, 47% agree the arts should receive public funding and 43% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Tasman residents (64%) agree some arts interest them but they still don't go much.

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

Price and choice emerged as key barriers. Forty-nine percent of residents indicated that reducing the price of tickets would make a big difference to their likelihood to attend. In addition, 48% of the respondents indicated that a greater range of events that appealed to them would make a big difference.

Quality is also a concern for two in five respondents (41%), who indicated that higher quality arts events would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

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

“ It allows people to express themselves in a safe way without being judged.

They challenge my thinking, and make me feel joyous.

It helps me relate to other cultures. Some of the art is quite emotive and helps us understand people.

An expression of our heritage and culture. ”

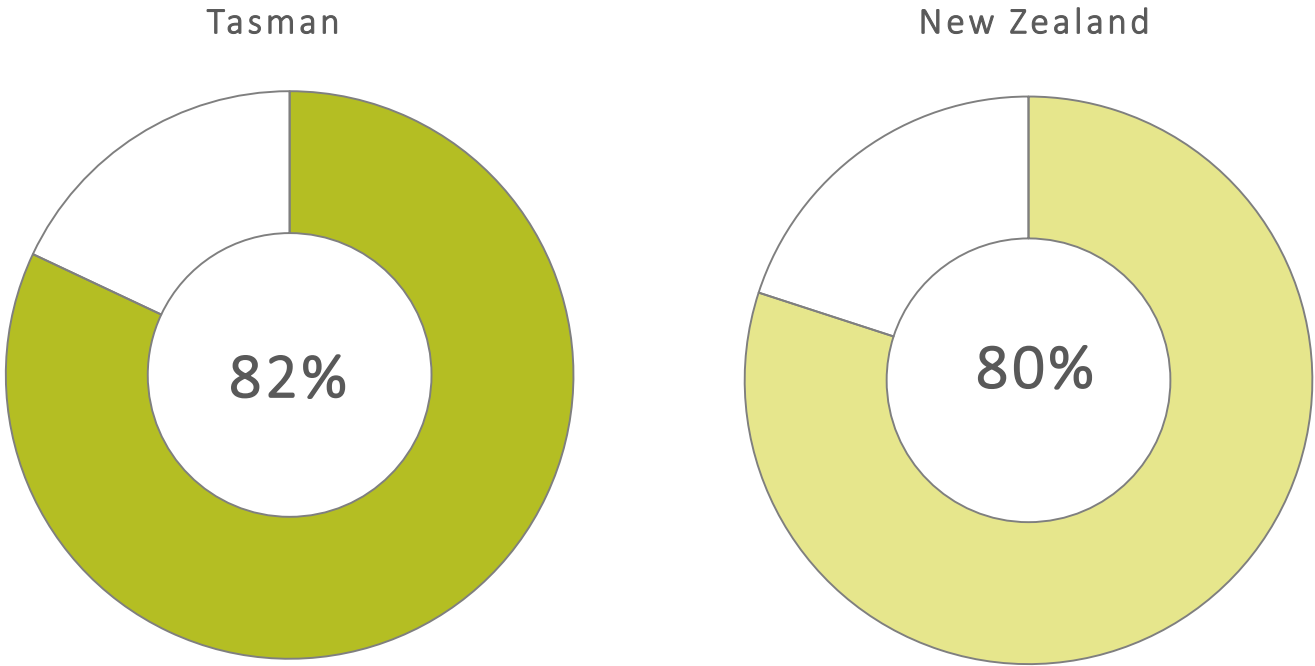


OVERALL ENGAGEMENT

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: Tasman (136); 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.

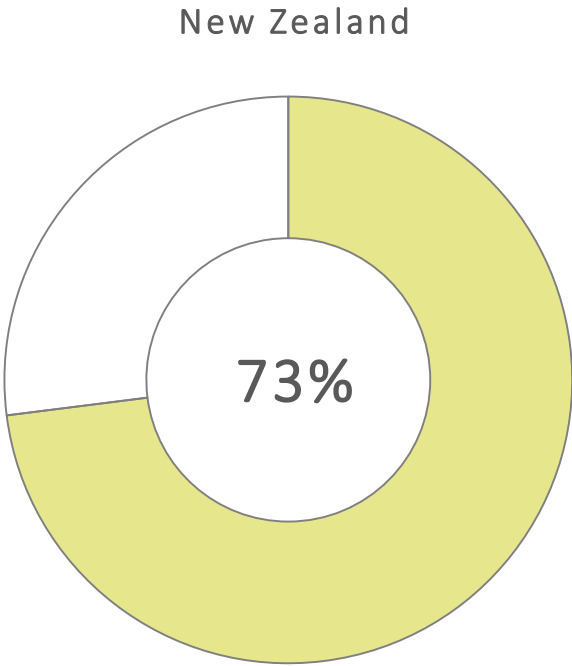
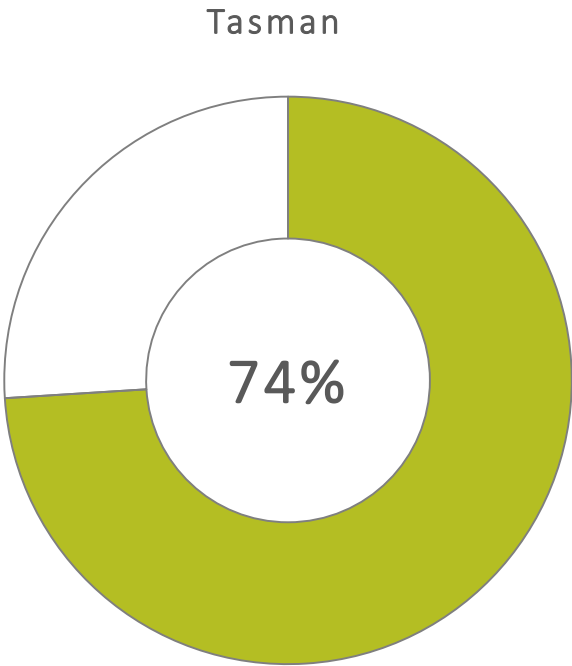
The results opposite are therefore a net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 82% of residents in Tasman engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

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**

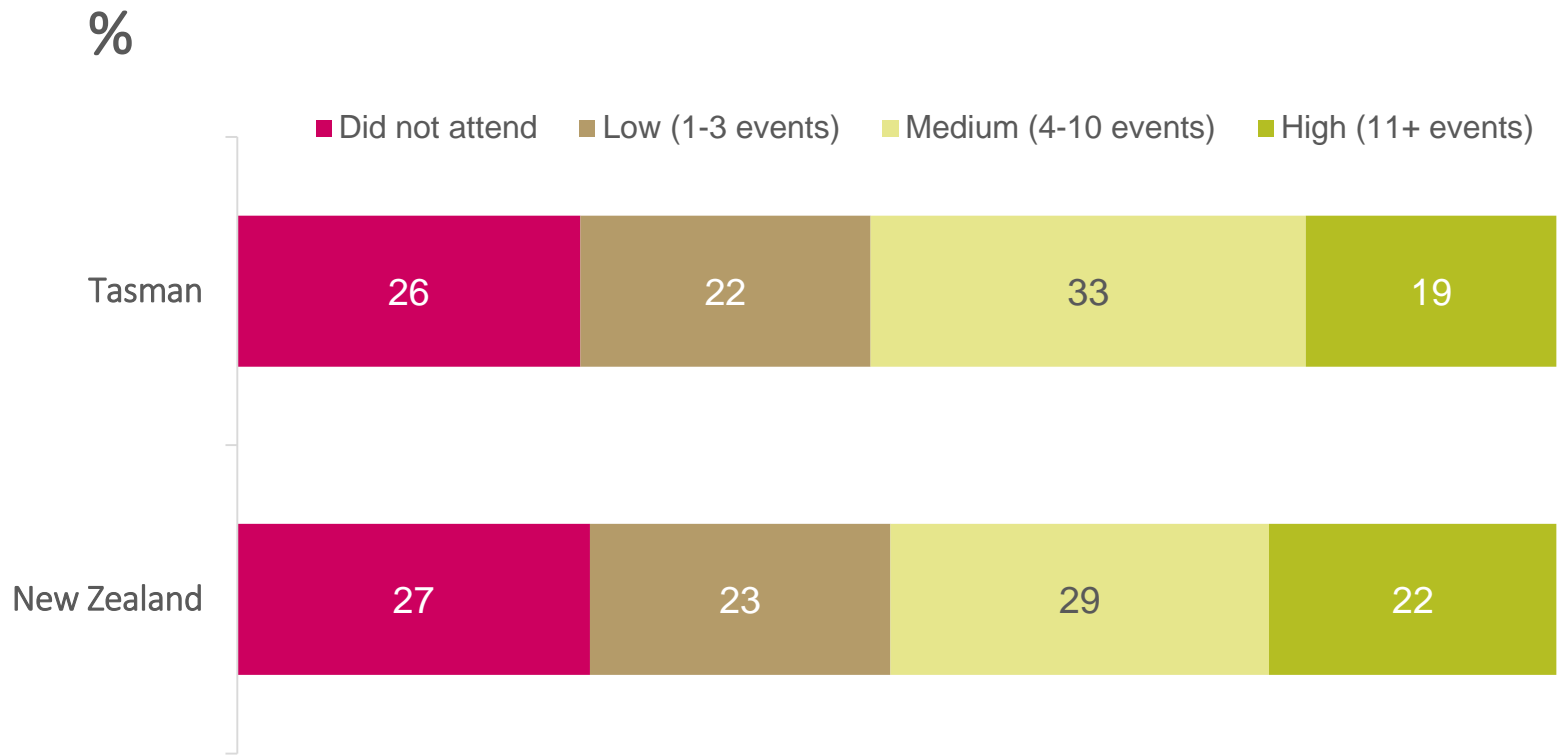


A total of 74% of residents in Tasman have attended at least one arts event or location in the last 12 months. This is in line with the average for all New Zealanders (73%). There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Tasman (136); 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: Tasman (136); New Zealand (6,101)

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

Around one in five residents in Tasman (19%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

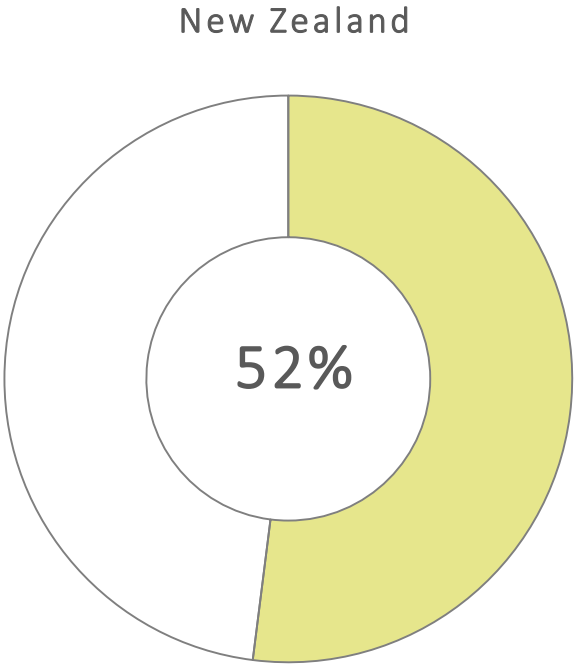
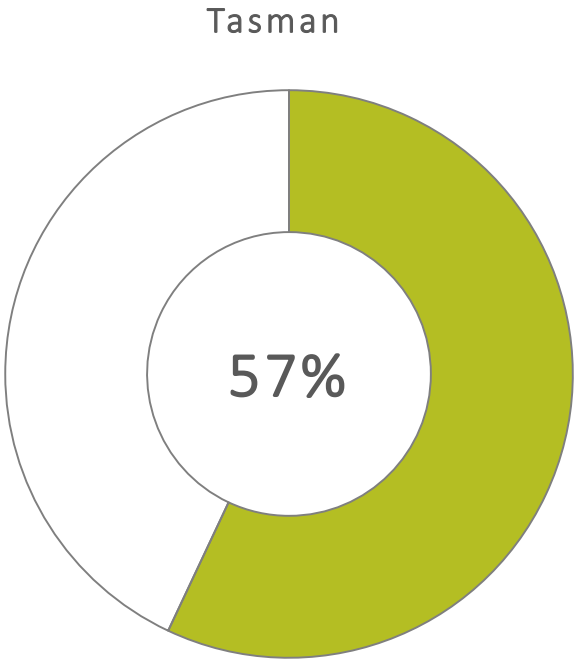
Sub-group differences in Tasman:

The following groups are more likely than average (19%) to have attended any art form more than 10 times a year, in the last 12 months:

- Older people, aged 60+ (32%)
- Women (25%)
- One or two person households (24%).

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 57% of residents in Tasman have participated in at least one art form in the last 12 months. This is broadly in line with all New Zealanders (52%).

Sub-group differences in Tasman:

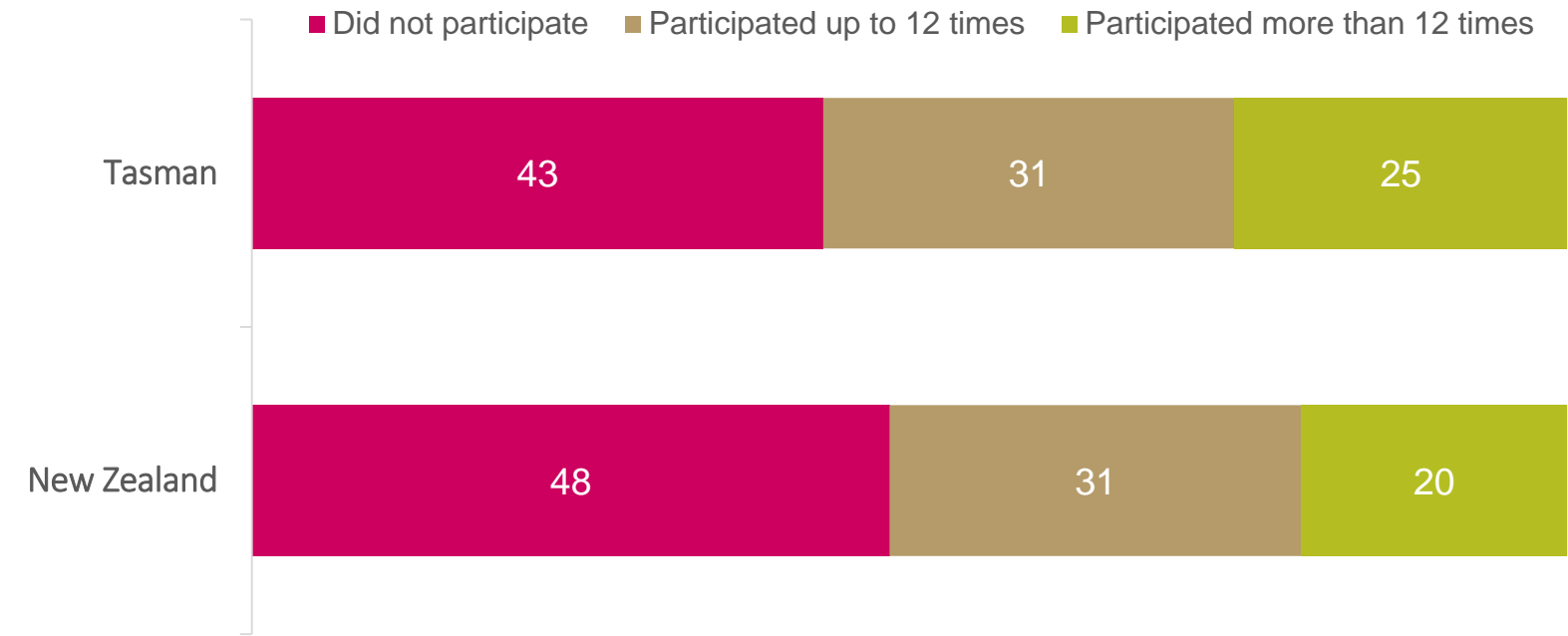
Women are more likely than average to have participated in any art form in the last 12 months (68% vs. 57%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Tasman (136); 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: Tasman (136); New Zealand (6,101)

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

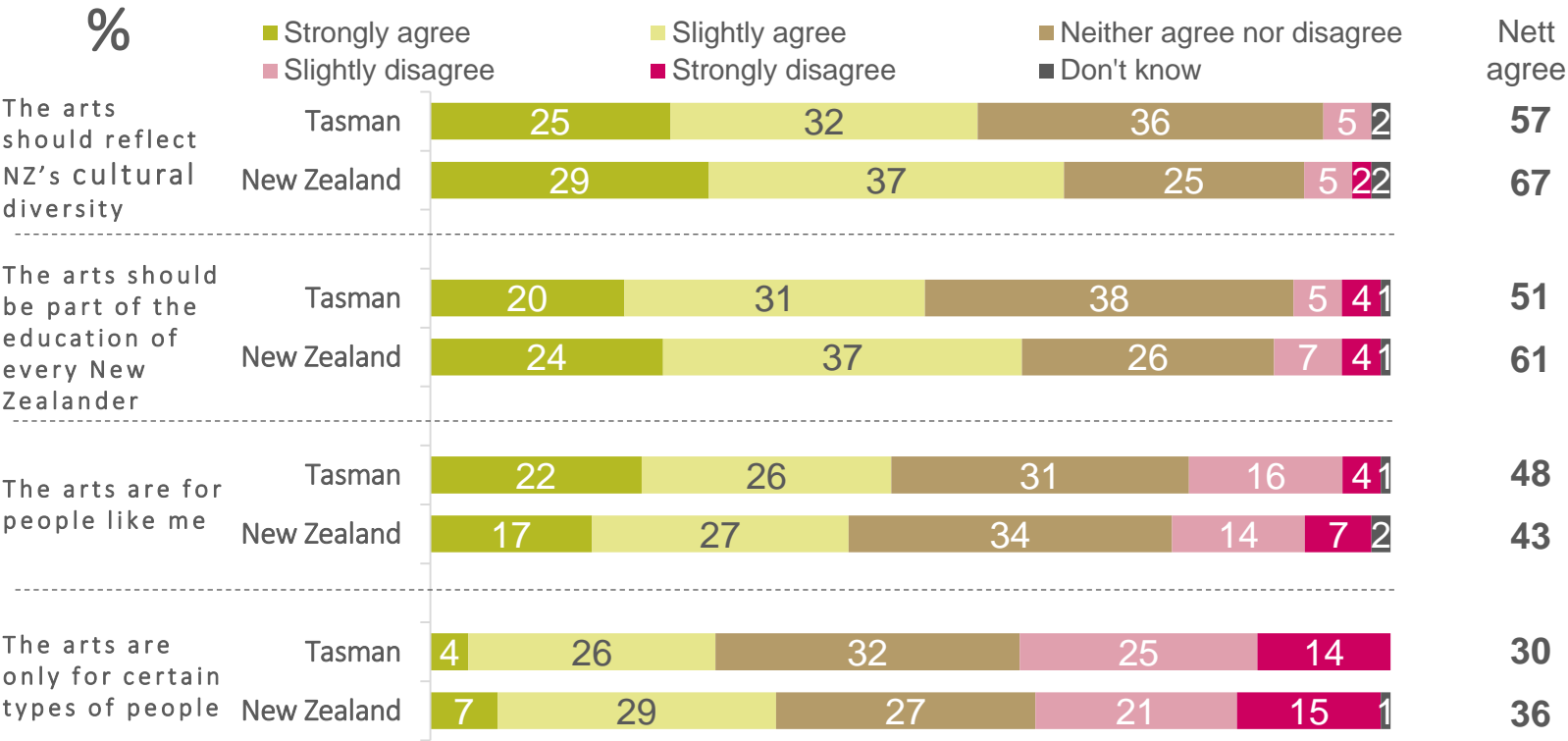
One in four residents in Tasman (25%) participate on a regular basis (more than 12 times a year). This is largely in line with all New Zealanders (20%).

Sub-group differences in Tasman:
In line with overall participation, women are more likely than average to have participated in any art form more than 12 times, in the last 12 months (36% vs. 25%).

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: Tasman (136); New Zealand (6,101)

There is strong support amongst Tasman residents for the arts to reflect New Zealand's cultural diversity (57%) and to be part of the education of every New Zealander (51%).

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

Twenty percent disagree that the 'arts are for people like me', while at the same time 30% agree 'the arts are only for certain types of people', indicating that the arts in Tasman could be more inclusive.

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

Sub-group differences in Tasman:

The following groups are more likely than average (57%) to agree that arts should reflect New Zealand's cultural diversity:

- Middle-aged people, aged 40-59 (71%)
- Women (67%).

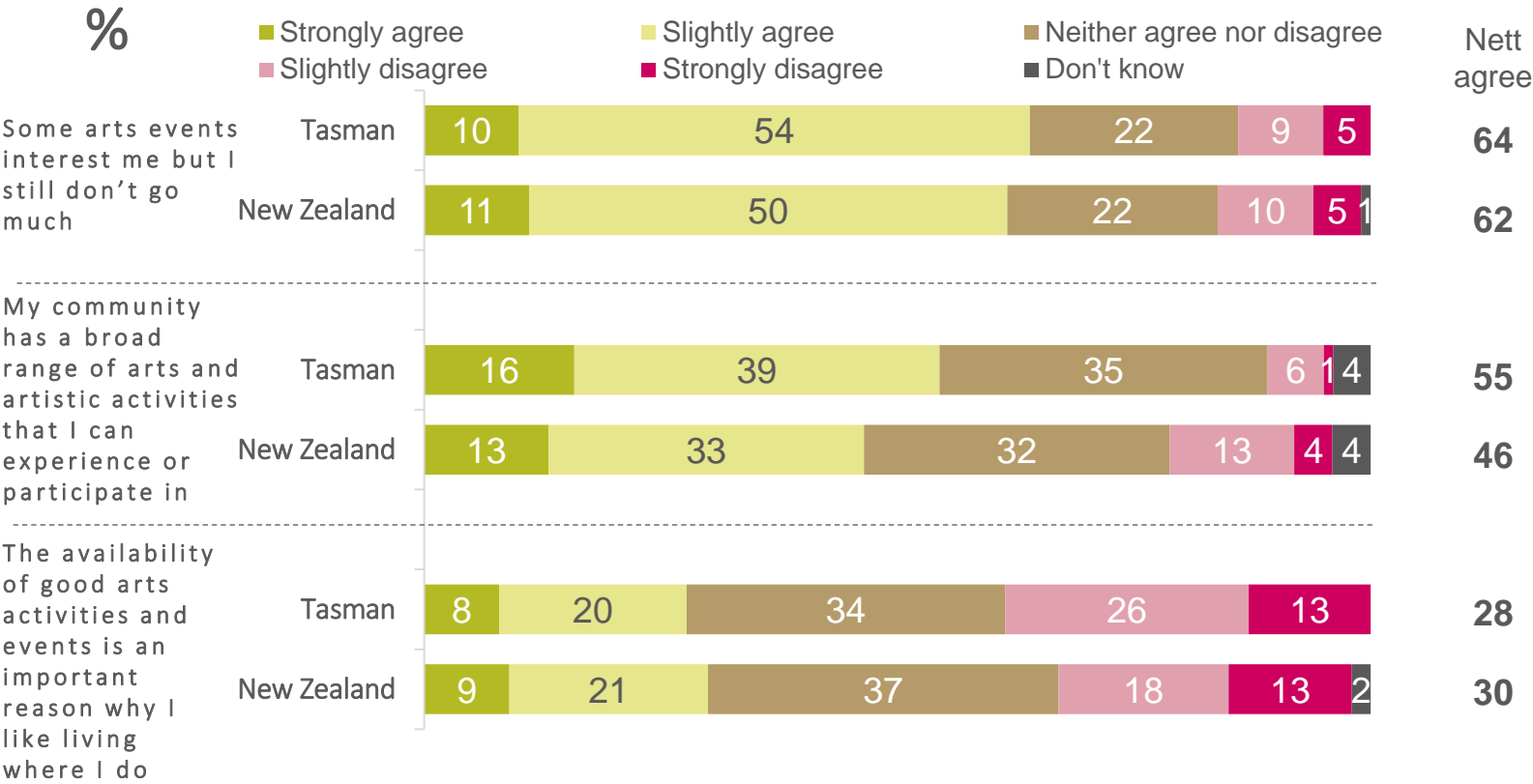
Older people, aged 60+ (65%), and women (59%) are more likely than average (51%) to feel that art should be part of the education of every New Zealander.

The following groups are more likely than average (39%) to disagree the arts are only for certain types of people:

- Older people, aged 60+ (46%)
- Women (45%).

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: Tasman (136); New Zealand (6,101)

There is potential to significantly improve attendance at arts events. Three in five residents in Tasman (64%) agree some arts events interest them but they still don't go much.

There is evidence that residents in Tasman have access to a range of arts and artistic activities (55% agree with this). Only 7% disagree about the availability of activities, while a high proportion (35%) remain on the fence; potentially indicating a lack of knowledge of what is available.

28% of Tasman residents feel the arts and arts activities is an important reason in why they like living in Tasman. This is consistent with the average for all New Zealanders (30%).

Sub-group differences in Tasman:

The following groups are more likely than average (55%) to feel that their community has a broad range of arts and artistic activities available:

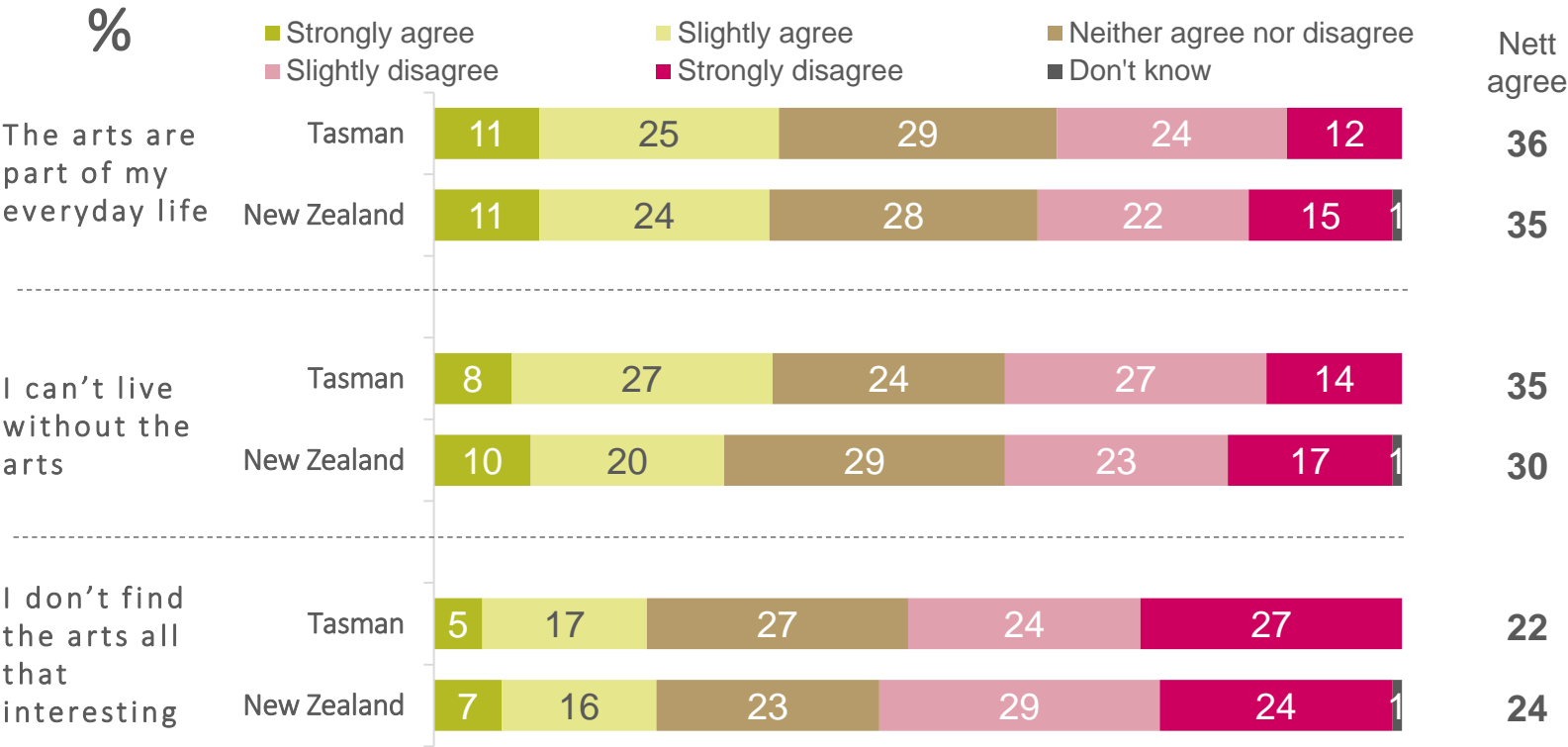
- Older people, aged 60+ (72%)
- One or two person households (61%).

The following groups are more likely than average (28%) to agree that the availability of arts is an important reason why they like living where they do:

- Older people, aged 60+ (43%)
- Women (37%).

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: Tasman (136); New Zealand (6,101)

The arts have meaning for a sizeable minority of residents in Tasman. Consistent with the national average, 36% agree the arts are part of their everyday life while a similar proportion (35%) agree they can't live without the arts.

More residents are interested in the arts than not. While 22% of residents in Tasman agree they don't find the arts all that interesting, over half (51%) disagree. This is consistent with all New Zealanders.

Sub-group differences in Tasman:

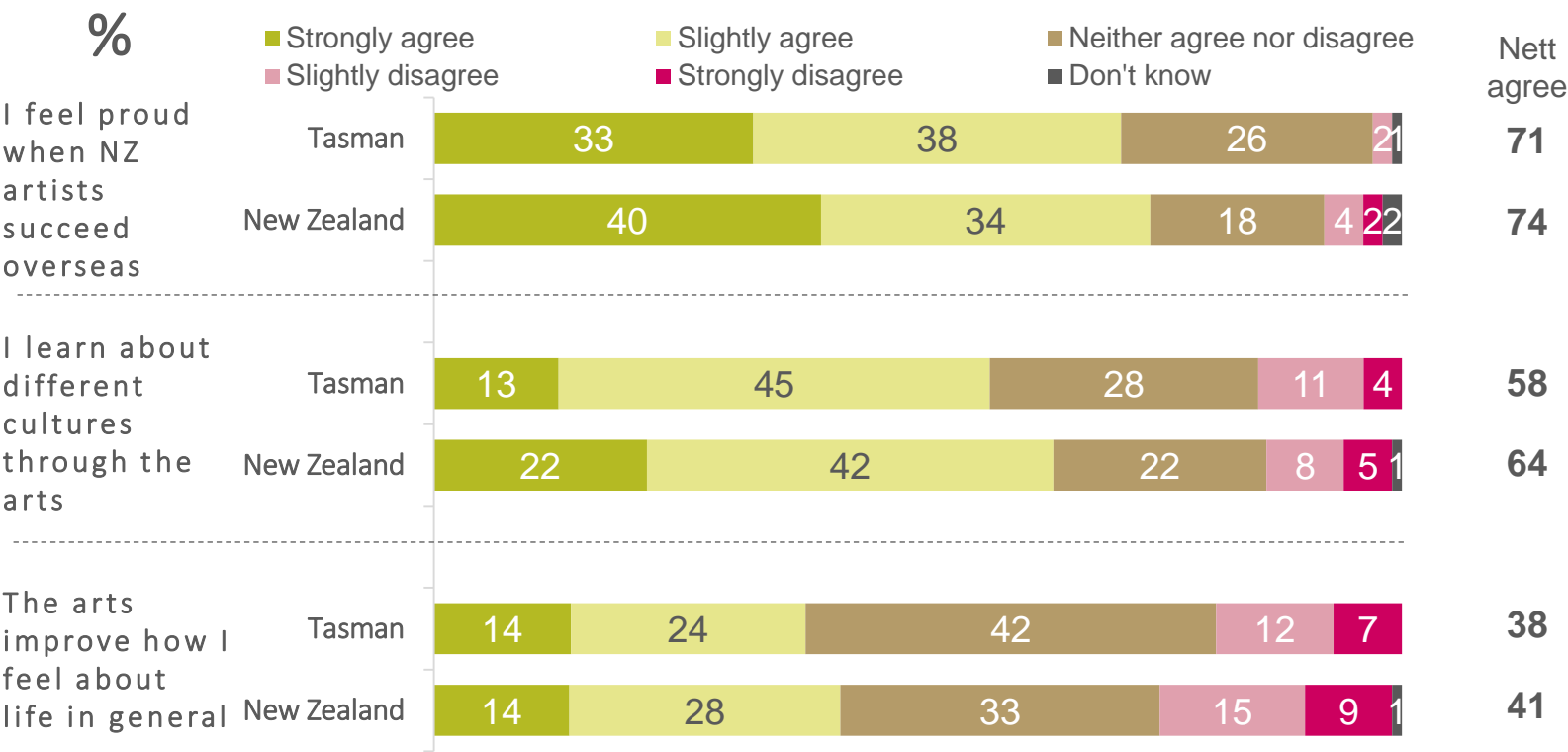
The following groups are more likely than average (51%) to disagree that they don't find the arts all that interesting:

- Older people, aged 60+ (64%)
- Women (57%).

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: Tasman (136); New Zealand (6,101)

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

Over half of Tasman residents (58%) feel they learn about different cultures through the arts. This compares to 64% for all New Zealanders, however the difference is not statistically significant.

In addition, 38% of Tasman residents agree the arts improve how they feel about life in general, compared to 19% who disagree.

Sub-group differences in Tasman:

The following groups are more likely than average (71%) to feel proud when New Zealand artists succeed overseas:

- Older people, aged 60+ (88%)
- Women (81%).

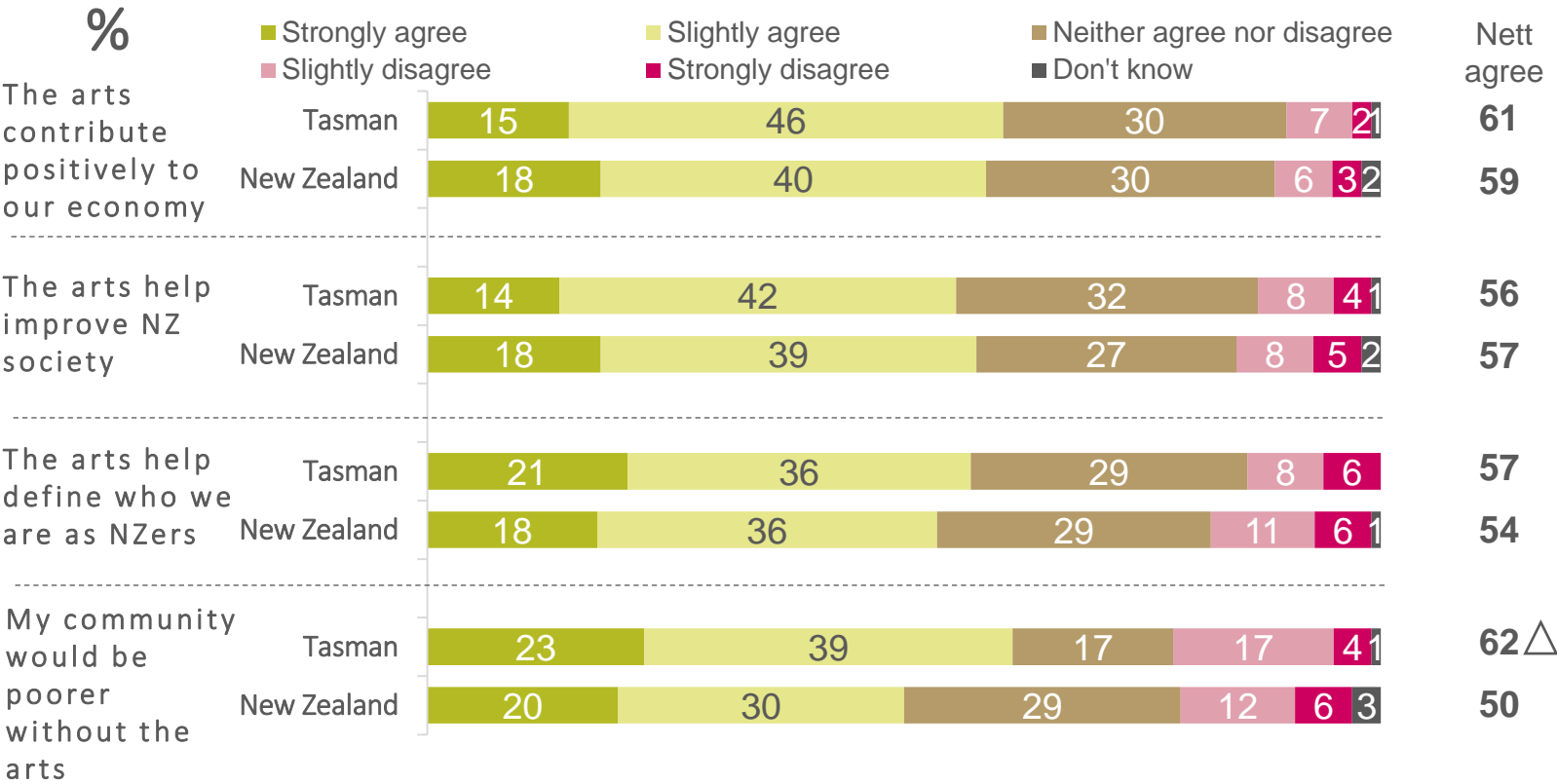
Women are more likely than average to agree that they learn about different cultures through the arts (64% vs. 58%).

The following groups are more likely than average (38%) to agree that the arts improve how they feel about life in general:

- Older people, aged 60+ (51%)
- Women (46%).

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: Tasman (136); New Zealand (6,101)

The majority of residents in Tasman recognise different ways in which the arts benefit New Zealand.

Three in five (61%) agree they contribute positively to the economy. In addition, 56% agree the arts improve New Zealand society and a similar proportion (57%) agree the arts help define who we are as New Zealanders. These views are in line with all New Zealanders.

Sixty-two percent of Tasman residents agree their community would be poorer without the arts. This is higher than the average for all New Zealanders (50%).

Sub-group differences in Tasman:

Women are more likely than average to agree the arts contribute positively to our economy (72% vs. 61%), and define who we are as New Zealanders (64% vs. 57%).

Women (67%) and older people, aged 60+ (64%) are also more likely than the average (56%) to agree that arts help improve New Zealand society.

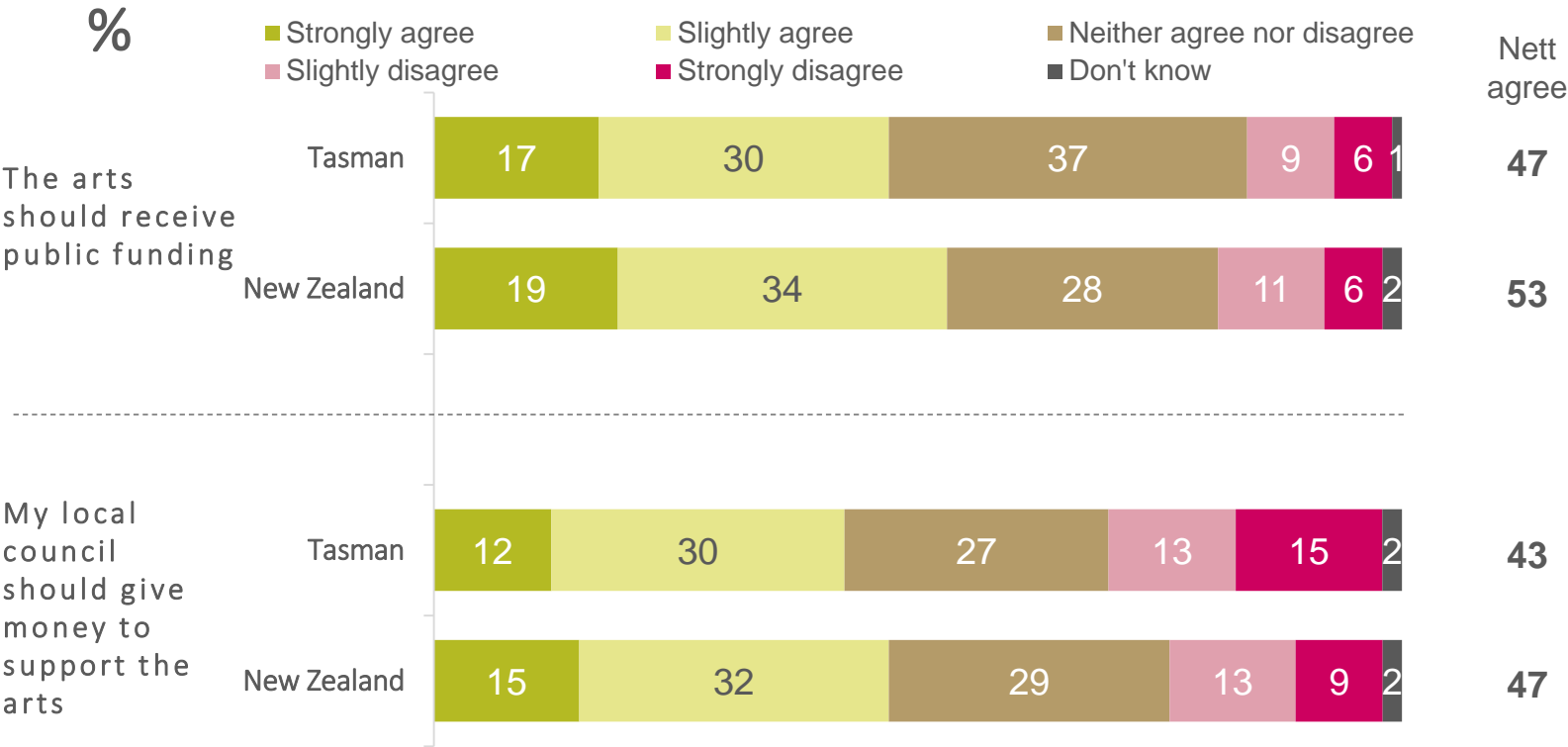
The following groups are more likely than average (62%) to agree that their community would be poorer without the arts:

- Older people, aged 60+ (81%)
- Women (78%)
- One or two person households (69%).

In contrast, men are more likely than average to disagree that their community would be poorer without the arts (36% vs. 21%).

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: Tasman (136); New Zealand (6,101)

On balance, there is support for public funding of the arts. Just under half of Tasman residents (47%) agree the arts should receive public funding. In contrast, 15% disagree, while the remainder are on the fence or do not express an opinion.

Over two in five of all residents (43%) in Tasman feel the local council should give money to support the arts. This compares to 28% who disagree.

Sub-group differences in Tasman:

The following groups are more likely than average (47%) to agree that the arts should receive public funding:

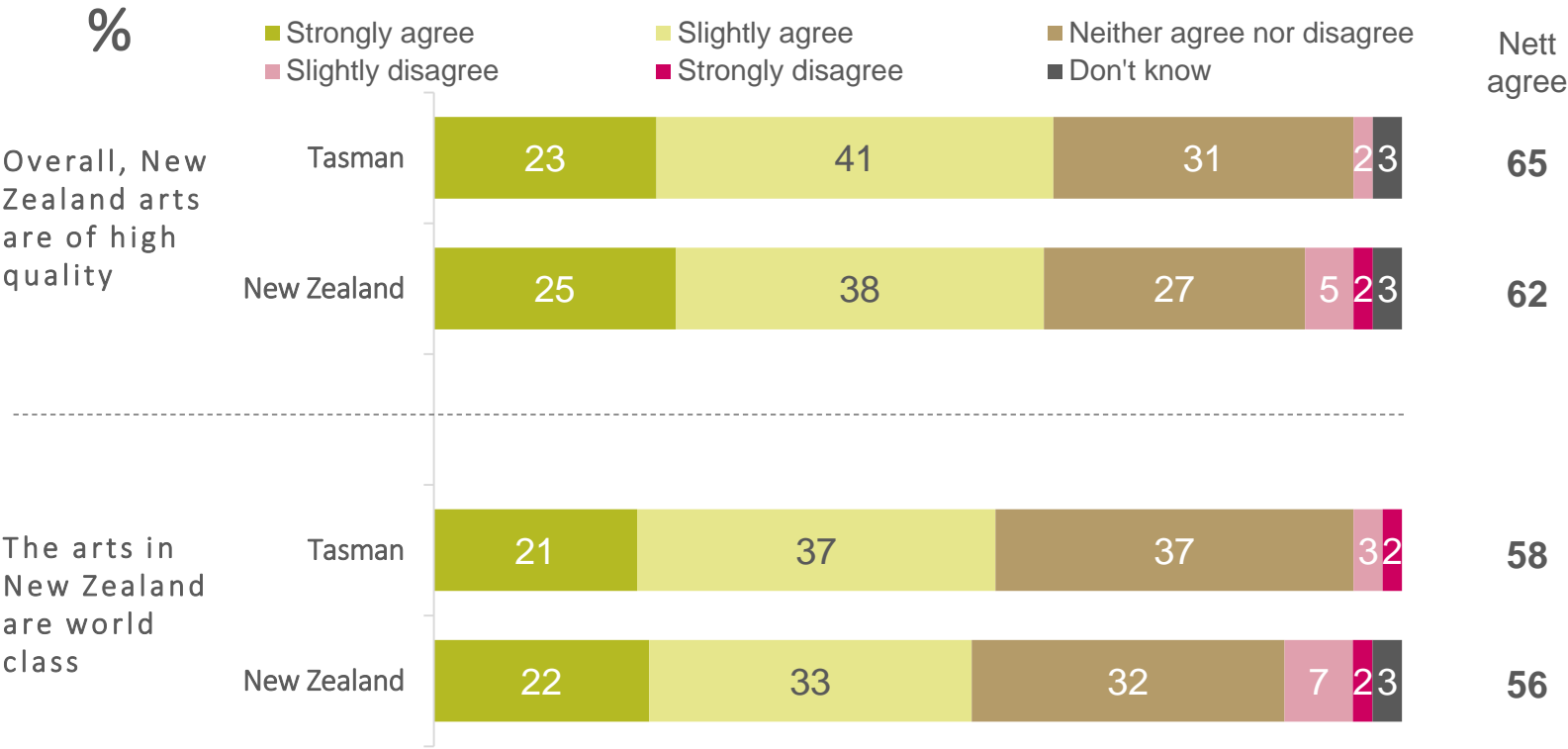
- Women (57%)
- Older people, aged 60+ (56%).

Additionally, the same groups are more likely than average (43%) to agree that the local council should financially support the arts:

- Women (55%)
- Older people, aged 60+ (52%).

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: Tasman (136); New Zealand (6,101)

The majority of residents in Tasman are positive about the quality of New Zealand arts. Over three in five agree the New Zealand arts of high quality (65%), while 58% feel New Zealand arts are world class.

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

Sub-group differences in Tasman:

The following groups are more likely than average (65%) to agree that New Zealand arts are of high quality:

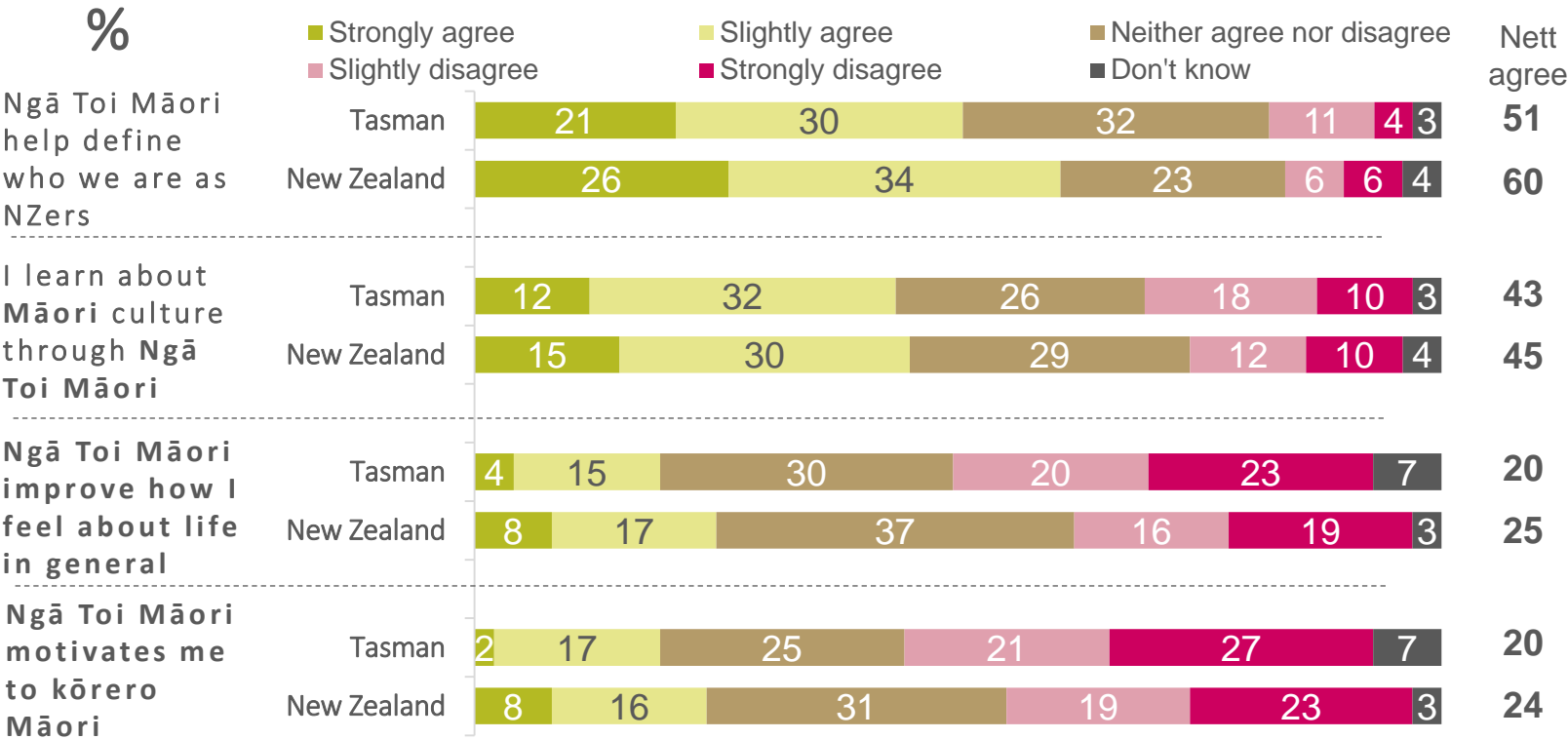
- Women (78%)
- Older people, aged 60+ (78%)

Additionally, the same groups are more likely than average (58%) to agree that New Zealand arts are world class:

- Women (70%)
- Older people, aged 60+ (67%).

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: Tasman (136); New Zealand (6,101)

Tasman residents benefit from Ngā Toi Māori in a number of ways. Half of respondents agree Ngā Toi Māori help define who we are as New Zealanders. This compares to the national average of 60%, however is not statistically significant.

Two in five agree (43%) 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 (20%) and that Ngā Toi Māori motivates them to speak Māori (20%).

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

Sub-group differences in Tasman:

The following groups are more likely than average (51%) to agree that Ngā Toi Māori help define who we are as New Zealanders:

- Middle-aged people, aged 40-59 (63%)
- Women (62%)
- Older people, aged 60+ (59%).

Women are also more likely than average to agree that they learn about Māori culture through Ngā Toi Māori (55% vs. 43%).

Additionally, women are more likely than average to agree that Ngā Toi Māori motivates them to speak Māori (26% vs. 20%). In contrast, older people, aged 60+, are more likely to disagree that Ngā Toi Māori motivates them to speak Māori (57% vs. 49%).

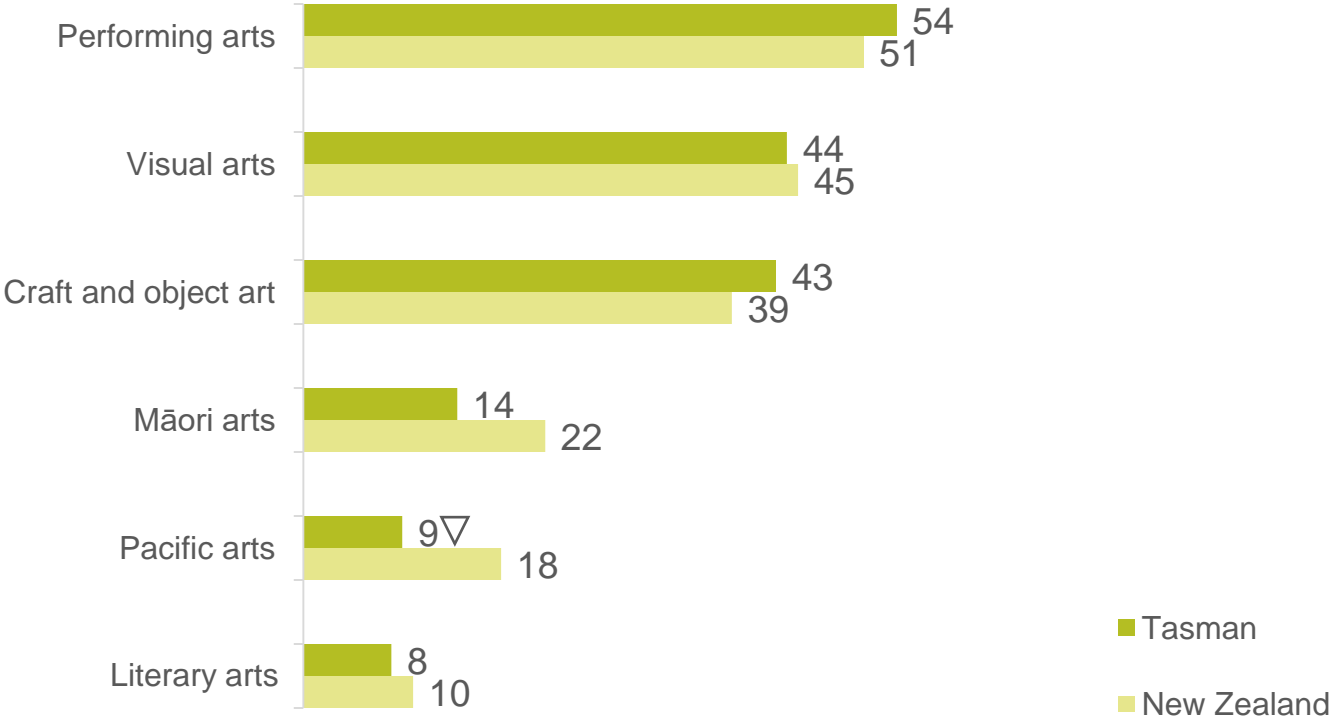


ATTENDANCE BY ARTFORM

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: Tasman (136); New Zealand (6,101)

The chart shows the proportion of Tasman 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 Tasman is performing arts. Fifty-four percent of all Tasman residents have attended an event in the last 12 months.

This is followed by visual arts (44%) and craft and object art (43%).

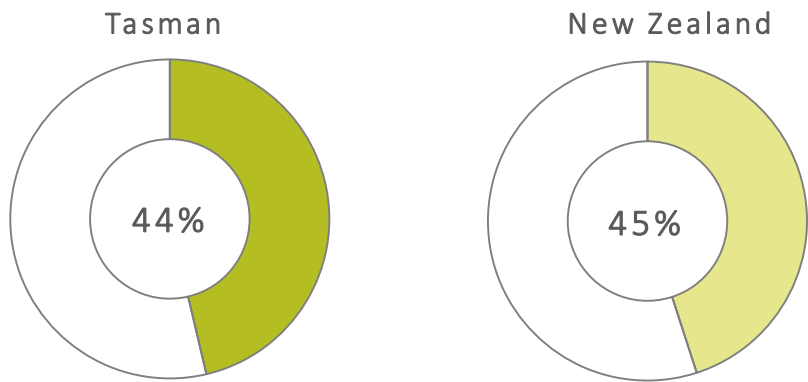
Tasman residents attendance to the Pacific arts events is lower than the national average (9% vs. 18%). It is the only art form where there is a significant difference in attendance.

The least popular art form is literary arts. Only 8% 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.

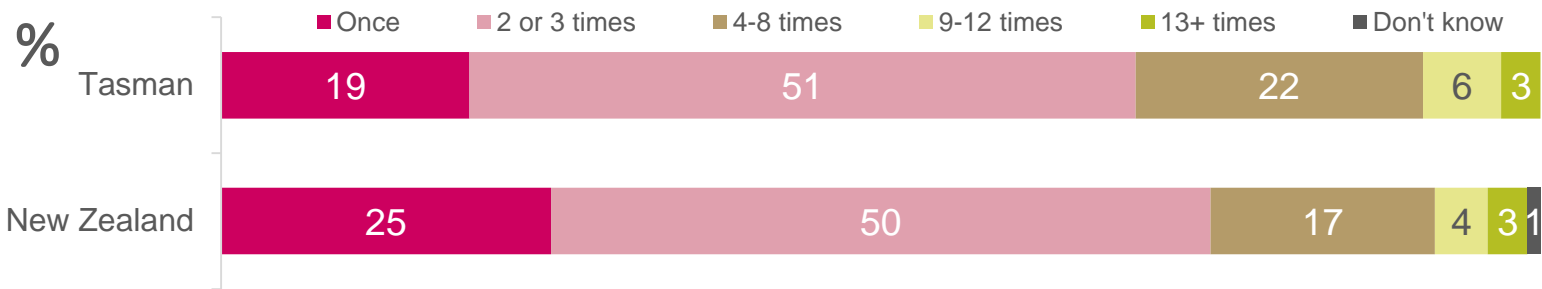
Visual arts attendance

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: Tasman (136); 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 - Tasman (59); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Forty-four percent of Tasman residents have attended a visual arts event in the last 12 months. This is consistent with the average for all New Zealanders (45%).

The majority (70%) of those who have attended have done so between one and three times.

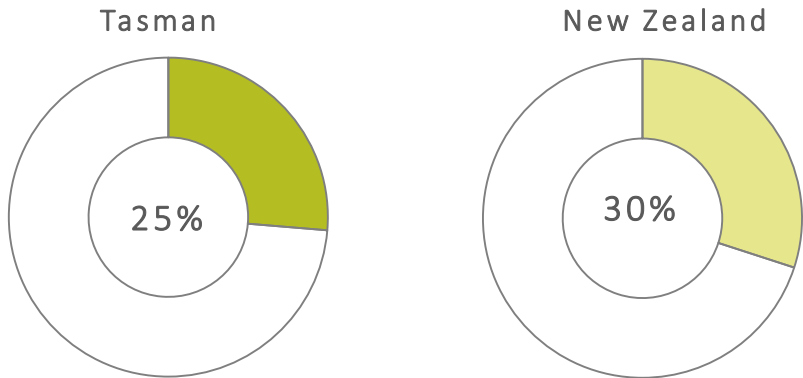
Sub-group differences in Tasman:

Older people, aged 60+, are more likely than average to have attended a visual arts event in the last 12 months (55% vs. 44%). In contrast, middle-aged residents, aged 40-59, are less likely than average to have attended a visual arts event (30% vs. 44%).

In line with overall attendance, older people, aged 60+, are more likely than average to have attended visual arts events between 4-8 times (30% vs. 22%) and between 9-12 times (12% vs 6%).

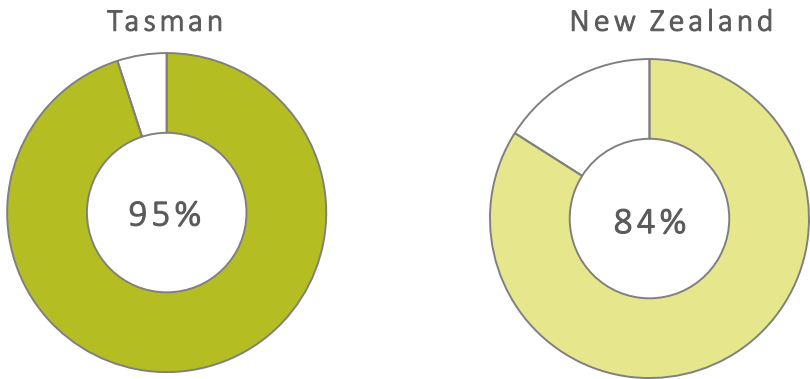
Visual arts attendance: impact of film festivals

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 - Tasman (59); 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 - Tasman (16); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

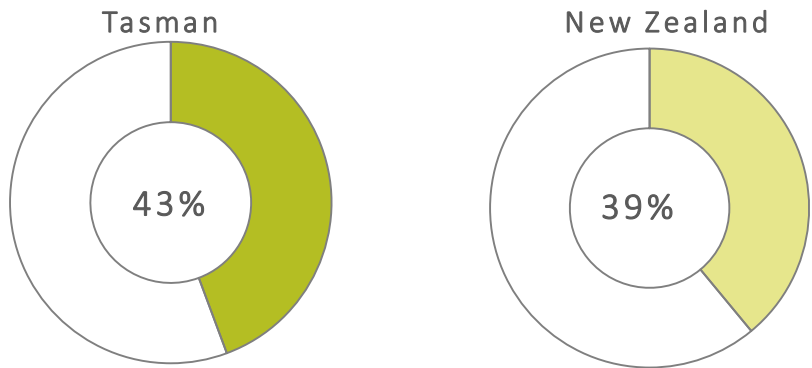
Of those who have attended the visual arts, 25% have attended film festivals in the last 12 months. This is a broadly in line with the national average (30%).

The majority (95%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with extreme caution due to the low base size (16 respondents). The result is broadly in line with all New Zealanders (84%).

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

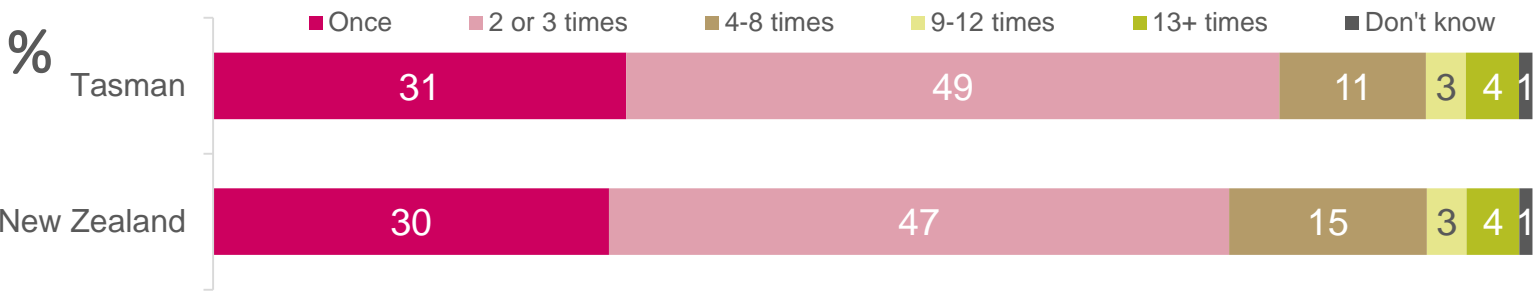
Craft and object art attendance

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



Base: All respondents: Tasman (136); New Zealand (6,101)

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



Base: All who have attended craft and object art - Tasman (66); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

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

The majority (80%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

Sub-group differences in Tasman:

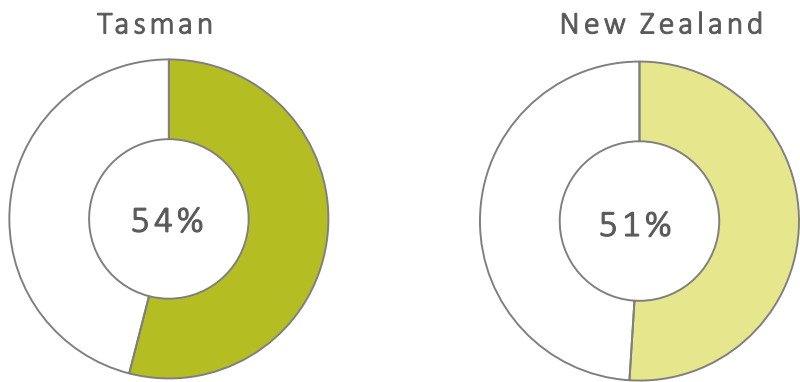
The following groups are more likely than average (43%) to have attended a craft and object event in the last 12 months:

- Older people, aged 60+ (59%)
- Women (56%).

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

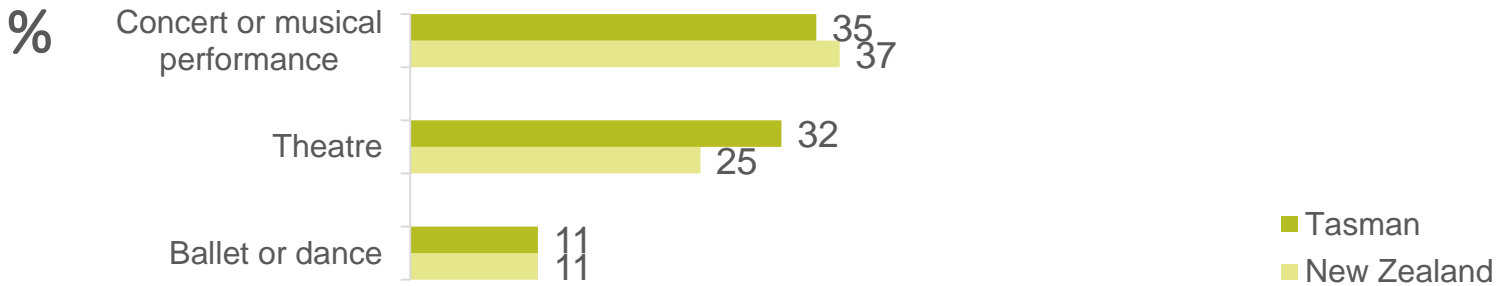
Performance arts attendance

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



Base: All respondents: Tasman (136); New Zealand (6,101)

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



Base: All respondents: Tasman (136); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Fifty-four percent of Tasman residents have attended a performing arts event in the last 12 months. This consistent with the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 35% of Tasman residents have attended a concert or musical performance, while 32% have attended the theatre and 11% ballet or some other form of dance.

Attendance of the different types of performing arts events is in line with the national average.

Sub-group differences in Tasman:

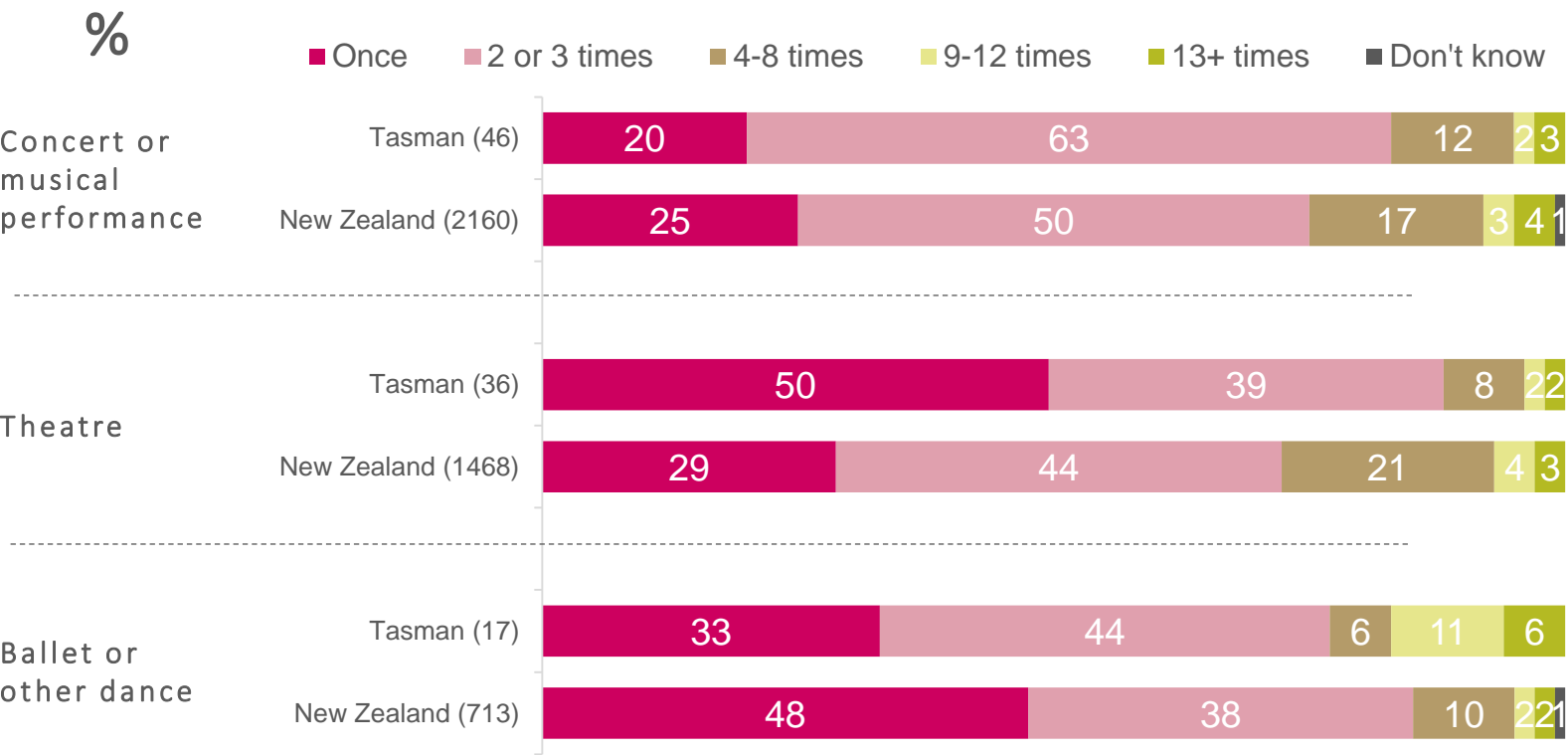
The following groups are less likely than average (32%) to have attended the theatre in the last 12 months:

- Women (25%)
- Middle-aged people, aged 40-59 (16%).

Older people, aged 60+, are more likely than average to have attended the ballet or other dance event in the last 12 months (21% vs. 11%).

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 (83%) of those who have attended concert or musical performances have done so between one and three times. This compares to 75% for all New Zealanders, however the difference is not statistically significant.

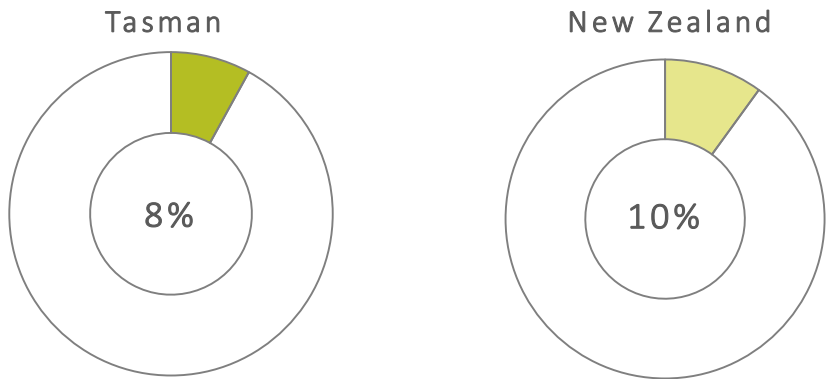
Similarly, the majority (89%) of those who have attended theatre performances have done so between one and three times. Again, there is no significant difference compared to the national average (73%).

Finally, the majority of residents in Tasman who have attended ballet or other dance performances have also done so between one and three times (77%). This is broadly in line with all New Zealanders (86%). The finding for Tasman should also be treated with extreme caution due to the low base size (17 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?



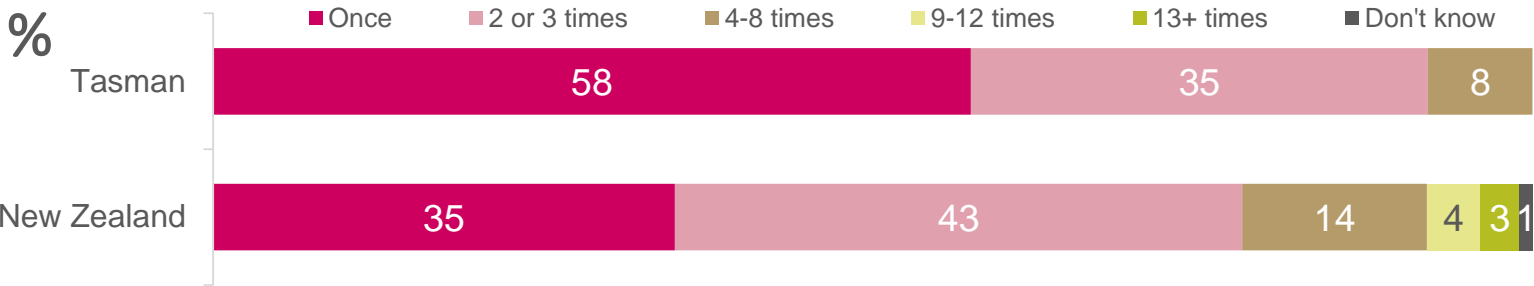
Base: All respondents: Tasman (136); New Zealand (6,101)

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

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

Sub-group differences in Tasman:
Women are more likely than average to have attended a literary arts event in the last 12 months (14% vs. 8%).

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

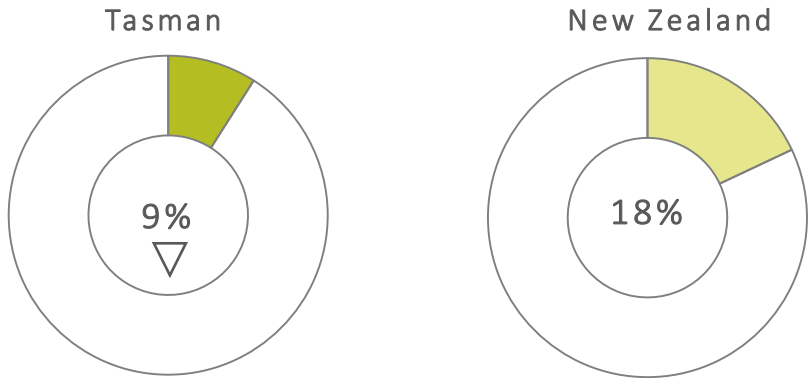


Base: All who have attended the literary arts - Tasman (12); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

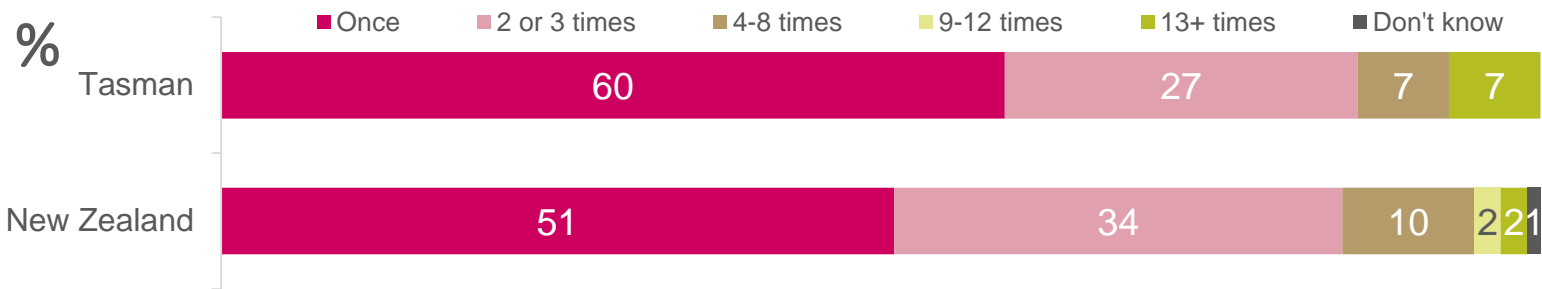
Pacific arts attendance

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: Tasman (136); 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 - Tasman (13); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Nine percent of Tasman residents have attended a Pacific arts event in the last 12 months. This is lower than the national level of attendance (18%).

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

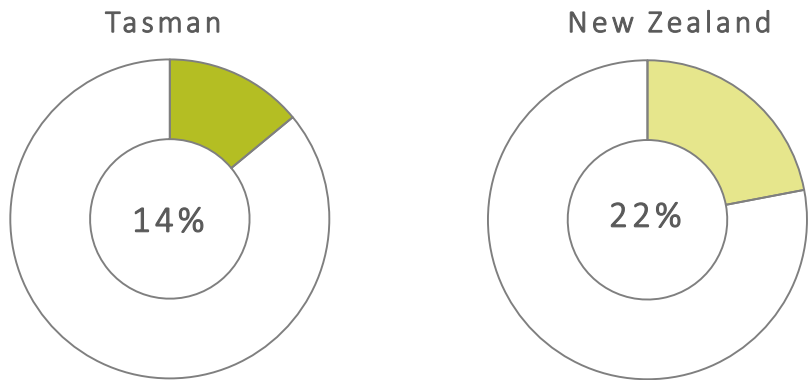
Sub-group differences in Tasman:

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

Please note there are too few Pacific respondents in the survey in Tasman 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?



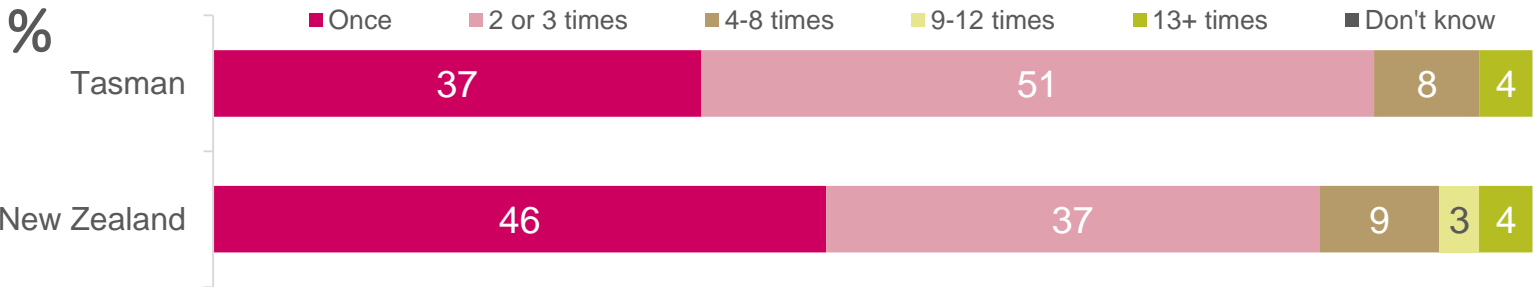
Base: All respondents: Tasman (136); New Zealand (6,101)

Fourteen percent of Tasman residents have attended a Māori arts event in the last 12 months. The difference in attendance between Tasman residents and the average for all New Zealanders (22%) is not statistically significant.

The majority (88%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (83%). The finding for Tasman should also be treated with caution due to the low base size (21 respondents).

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

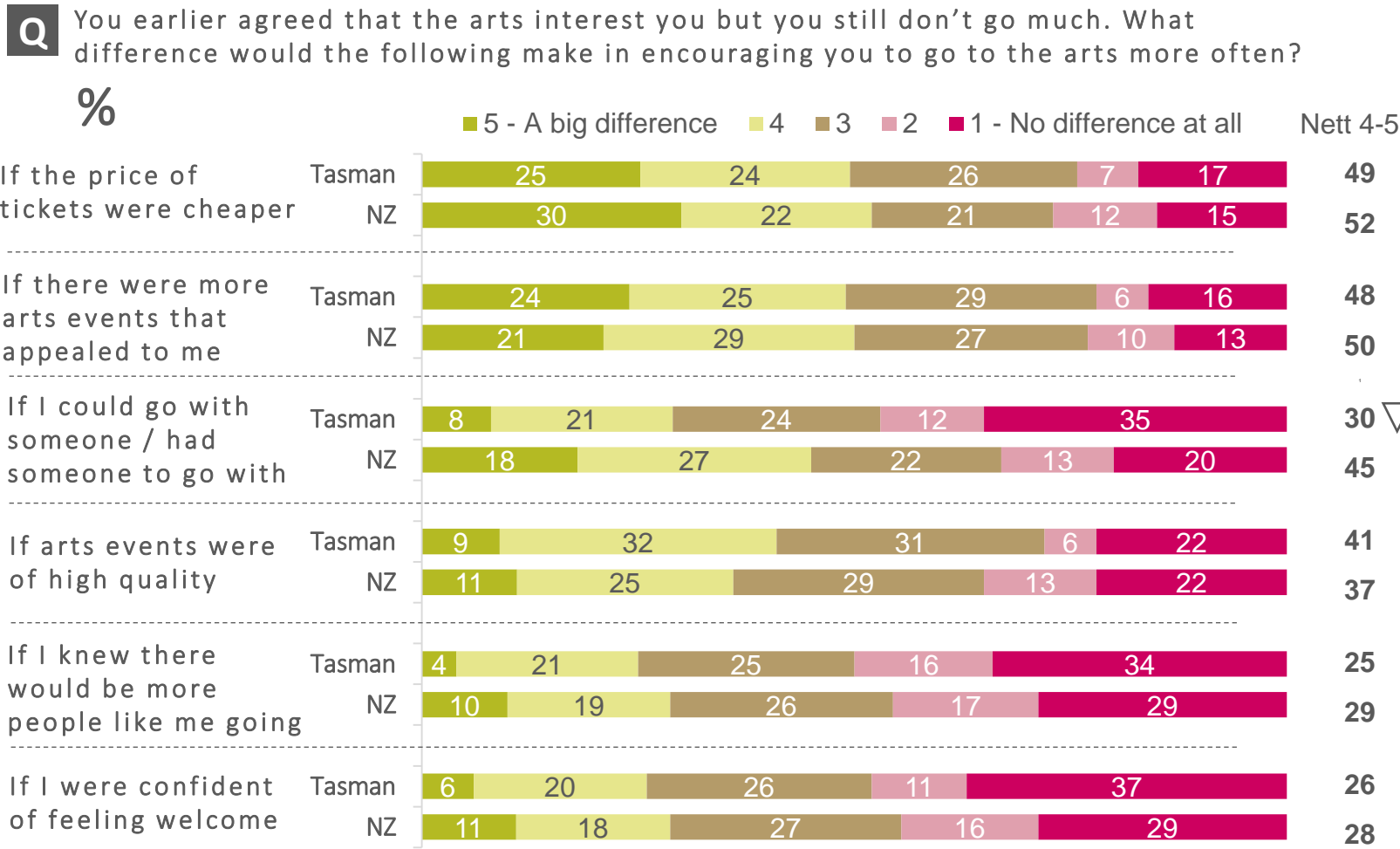
Q On average how often have you done this in the last 12 months?



Base: All who have attended Māori arts - Tasman (21); 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: Tasman (93); New Zealand (3,822)

Over three in five Tasman residents (64%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price and choice emerged as key barriers. Just under half of the respondents (49%) indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, 48% indicated that a greater range of events that appealed to them would make a big difference.

Lower than the national average, 30% indicated having someone to go with would make a big difference (30% vs. 45%).

Quality is a concern for two in five residents (41%); who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. One in four indicate that knowing there were more people like them going would make a big difference, while 26% point to being made to feeling welcome.

Sub-group differences in Tasman:

Women are more likely than average to mention the following factors as making a difference to their attendance of the arts:

- Price of tickets were cheaper (58% vs. 49%)
- Having someone to go with (39% vs. 30%).

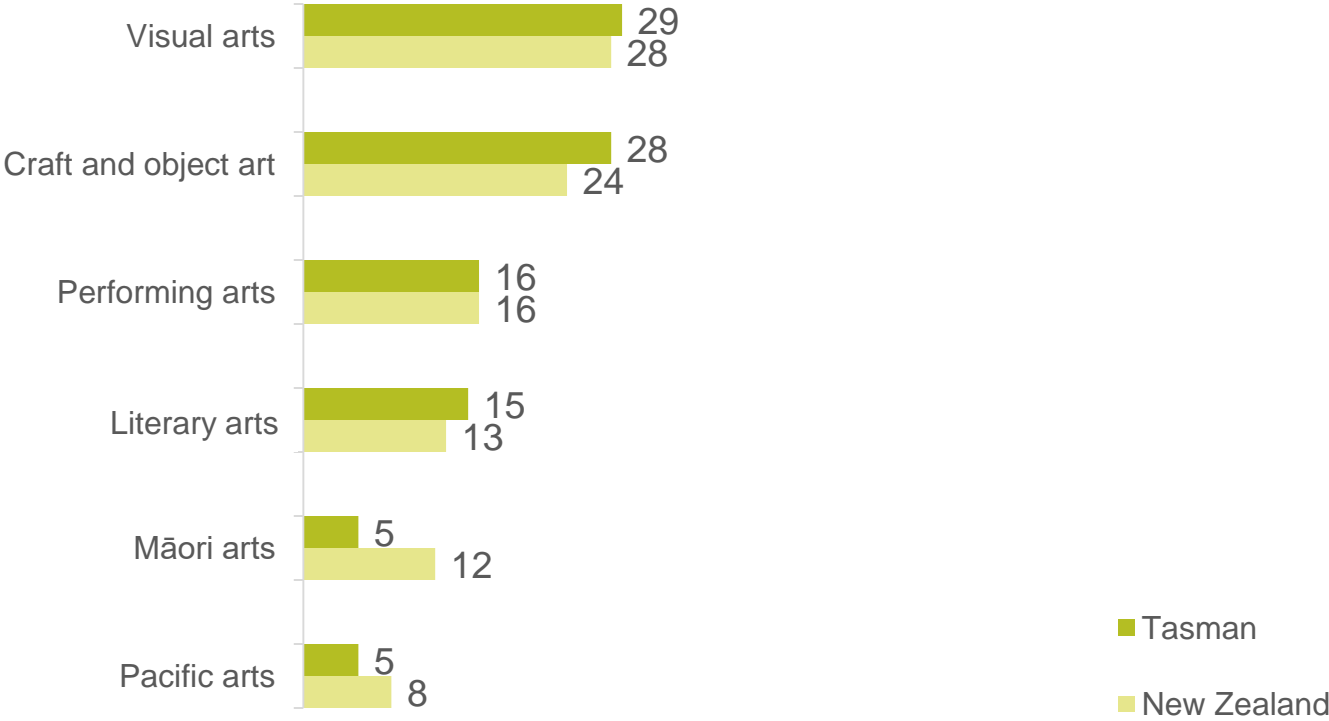


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

In line with the national picture, the most popular art forms for participation are the visual arts and craft and object art. Around three in ten Tasman residents (29%) have participated in the visual arts and a similar proportion (28%) have participated in craft and object art in the last 12 months.

The least popular art form in Tasman is Pacific arts and Māori arts. Only 5% have participated in each of these arts forms.

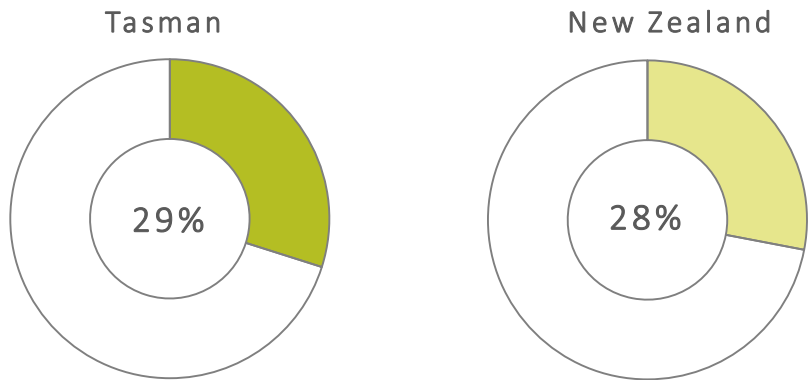
There are no statistically significant differences in participation between Tasman residents and the average for all New Zealanders.

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: Tasman (136); New Zealand (6,101)

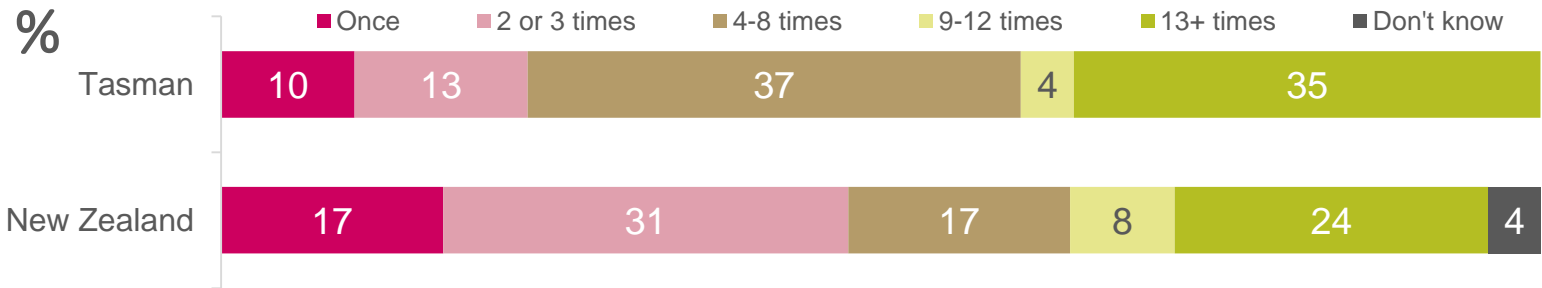
Visual arts participation

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: Tasman (136); 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 - Tasman (35); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

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

Of those who participate, 39% do so on a regular basis (at least nine times in the last 12 months). This is largely in line with the national average (32%).

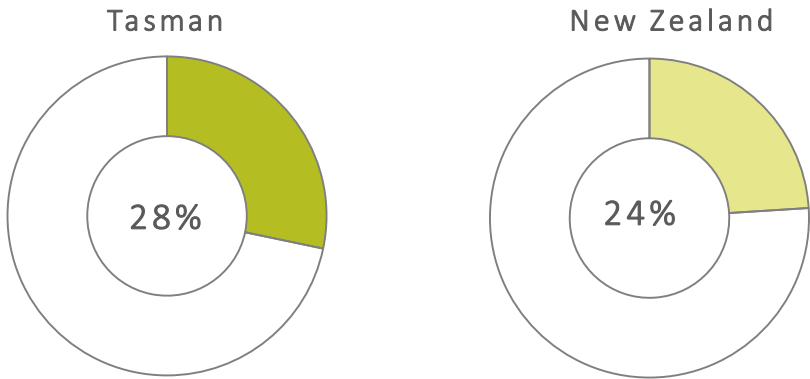
Sub-group differences in Tasman:

The following groups are less likely than average (29%) to have participated in the visual arts in the last 12 months:

- One or two person households (22%)
- Middle-aged people, aged 40-59 (16%).

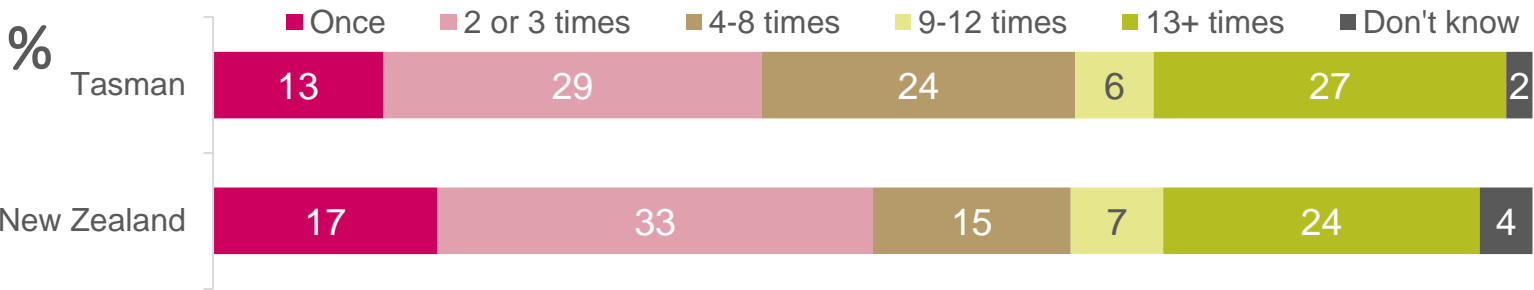
Craft and object art participation

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: Tasman (136); 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 - Tasman (44); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-eight percent of Tasman residents have participated in craft and object art in the last 12 months. This is largely in line with the average for all New Zealanders (24%).

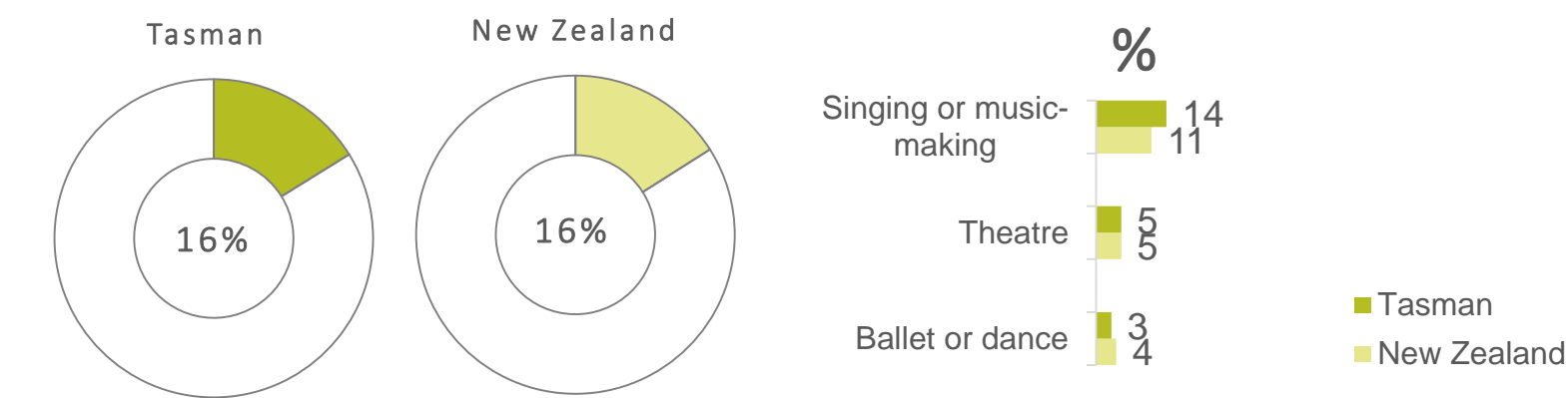
Of those who participate, 33% do so on a regular basis (at least nine times in the last 12 months). This is consistent with the national average (31%).

Sub-group differences in Tasman:

Women are more likely than average to have participated in craft and object arts in the last 12 months (44% vs. 28%). Conversely, men are less likely than average to have participated in craft and object arts (14% vs. 28%).

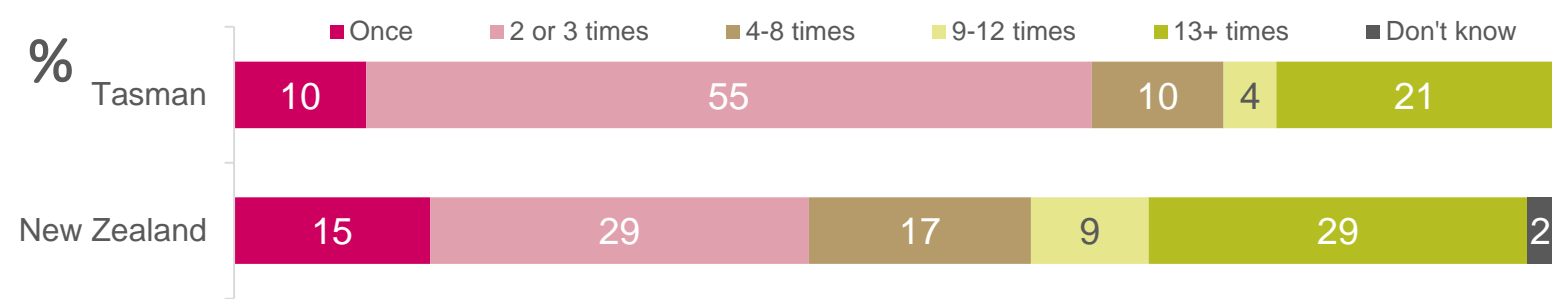
Performance arts participation

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: Tasman (136); 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 - Tasman (17); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Sixteen percent of Tasman residents have participated in the performing arts in the last 12 months. This is in line with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 14% of Tasman residents have participated in singing or music making, while 5% have participated in theatre and 3% in ballet or other form of dance.

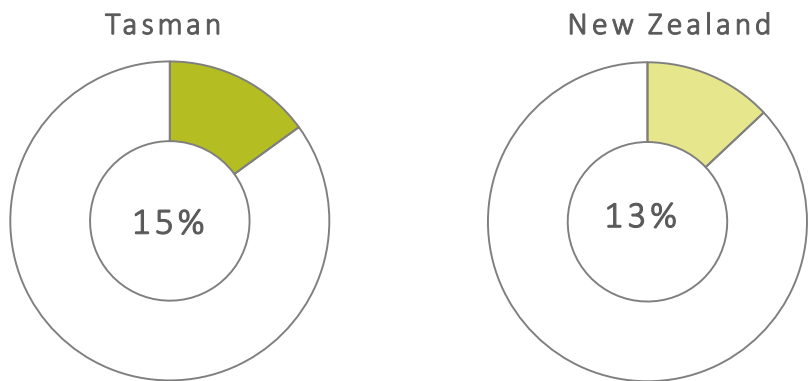
Of those who participate in the performing arts, 25% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (17 respondents).

Sub-group differences in Tasman:

Women are less likely than average to have participated in the performing arts in the last 12 months (10% vs. 16%).

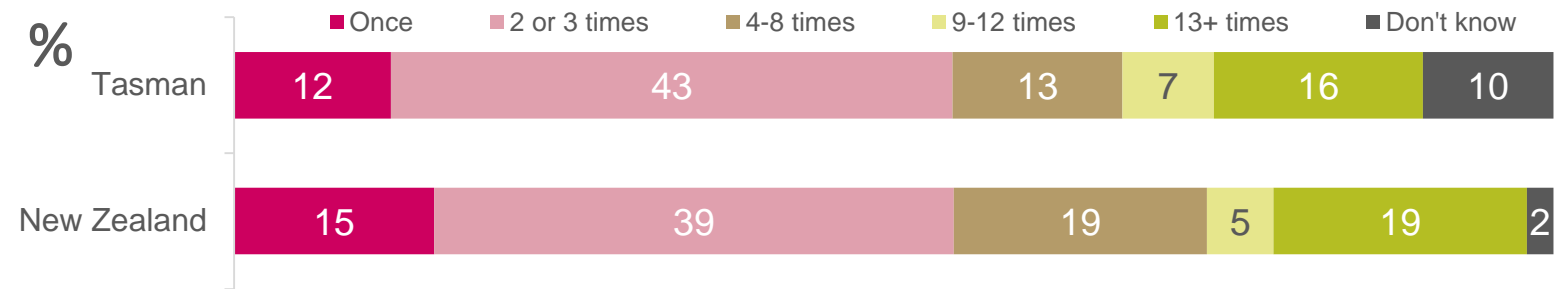
Literary arts participation

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: Tasman (136); 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 - Tasman (20); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

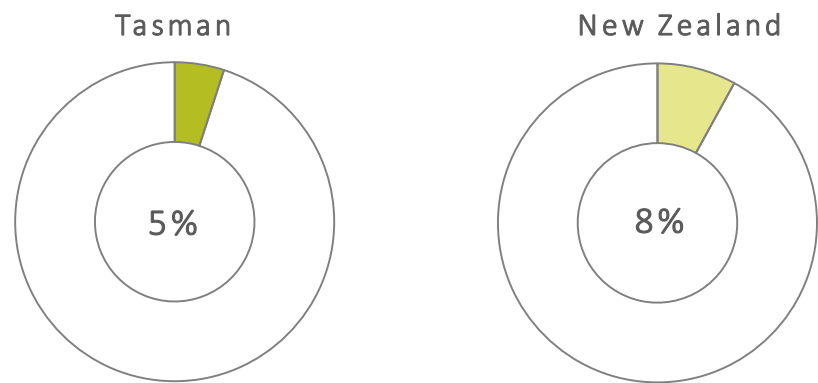
Fifteen percent of Tasman residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

Of those who participate in the literary arts, 23% 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 (20 respondents).

There are no sub-group differences of note in terms of participation in the literary arts in Tasman.

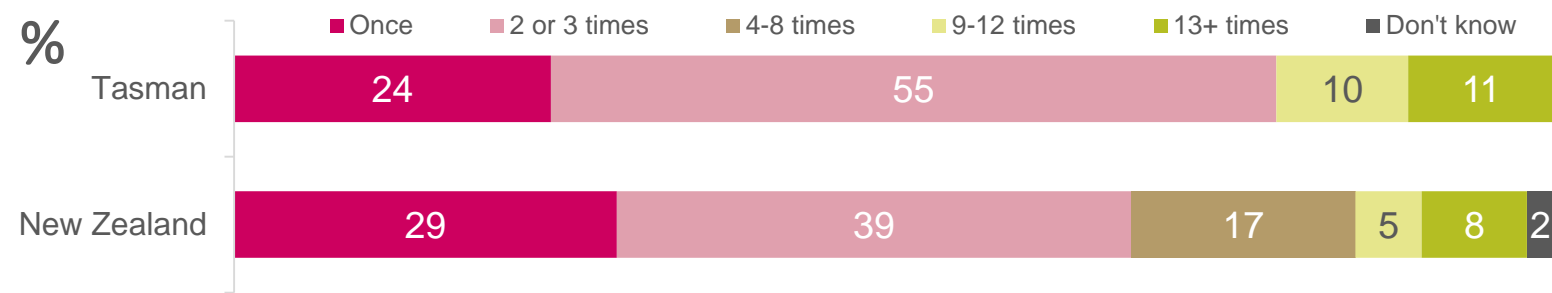
Pacific arts participation

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: Tasman (136); 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 - Tasman (8); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

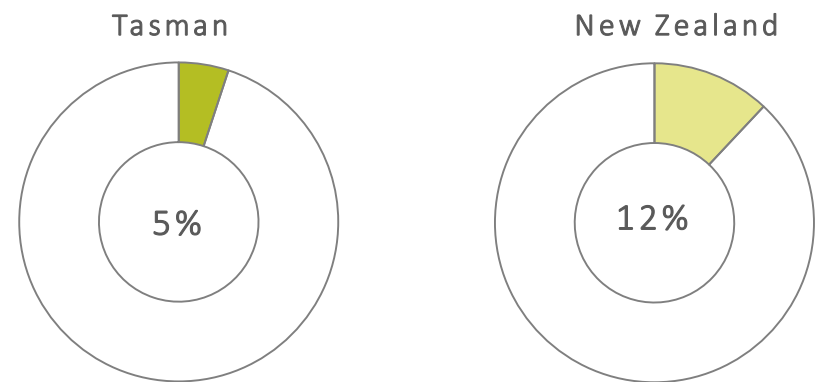
Five percent of Tasman residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Only eight respondents in Tasman 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 participated between one and three times, in line with all New Zealanders.

Sub-group differences in Tasman:
Women are more likely than average to have participated in the Pacific arts in the last 12 months (9% vs. 5%).

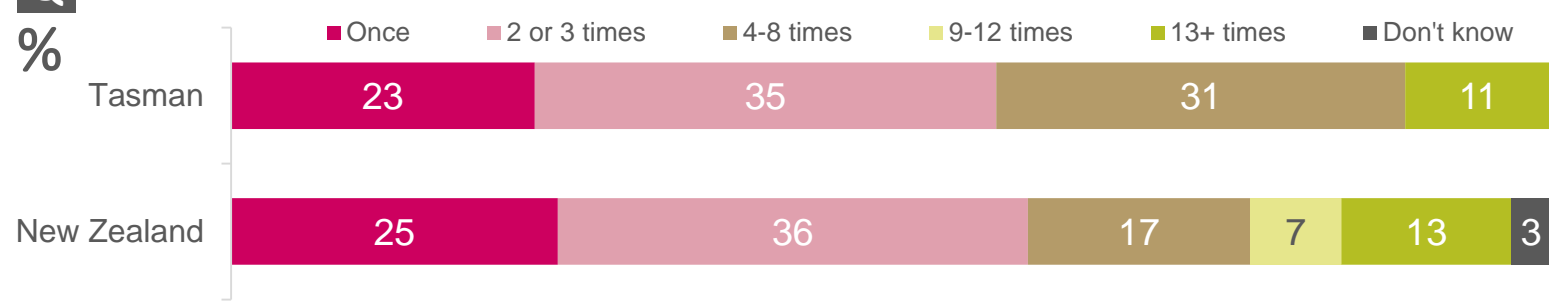
Māori arts participation

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: Tasman (136); 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 - Tasman (9); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

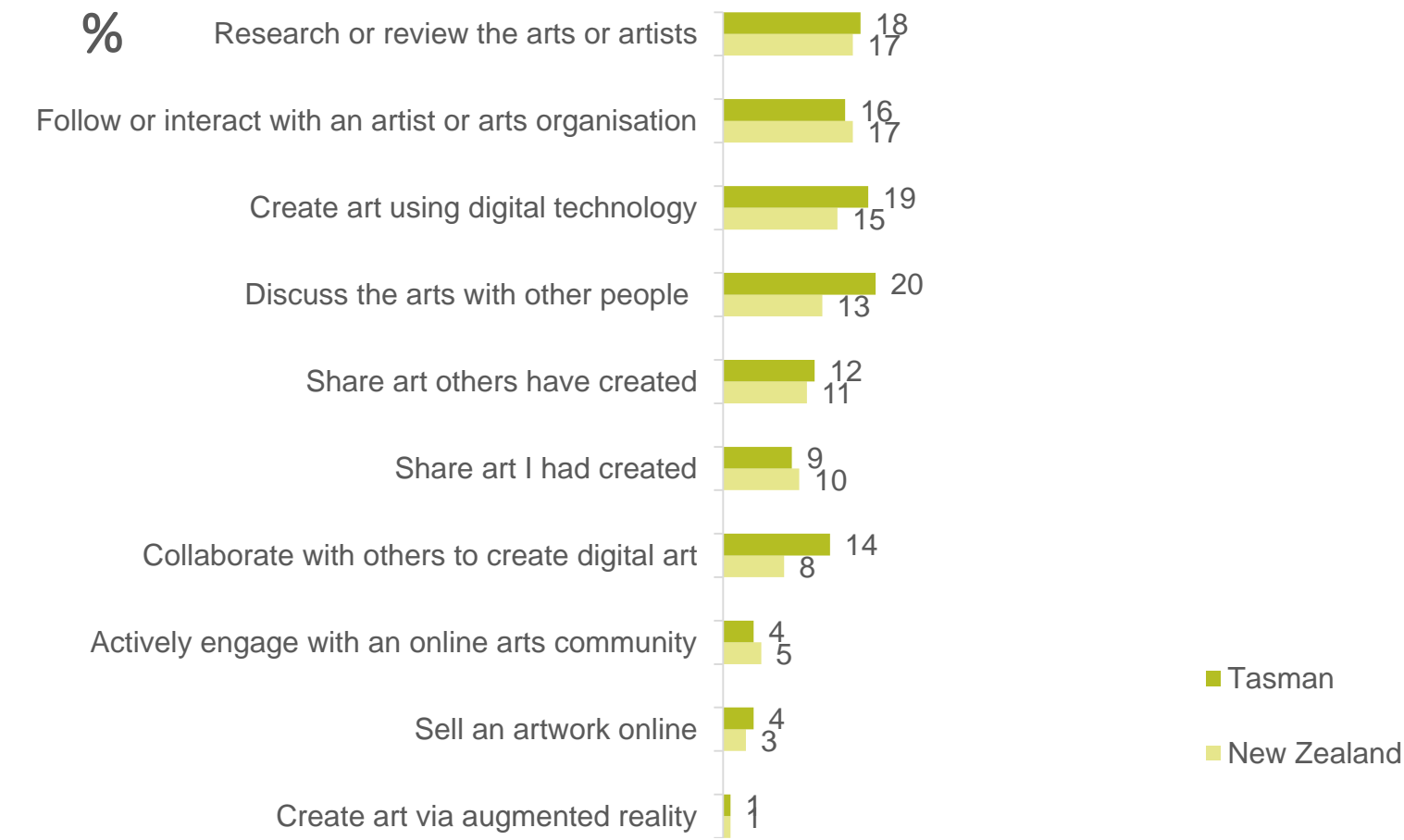
Five percent of Tasman residents have participated in Māori arts in the last 12 months. This compares to 12% of all New Zealanders, however the difference is not statistically significant.

Only nine respondents in Tasman 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 participated between one and three times, in line with all New Zealanders.

There are no sub-group differences of note in terms of participation in Māori arts in Tasman.

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: Tasman (136); New Zealand (6,101)

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

The most popular activities are discussing the arts with others (20%), followed by creating art using digital technology (19%).

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

Sub-group differences in Tasman:

Older people, aged 60+ are more likely than average to use digital technology to research or review the arts or artists using digital technology (26% vs. 18%).

Women are more likely than average to use digital technology for the following activities:

- Share art others have created (19% vs. 12%)
- Share art they have created (15% vs. 9%).

One or two person households are less likely compared to the average to use digital technology for any art activities (36% vs. 42%). They are less likely than average to do they following:

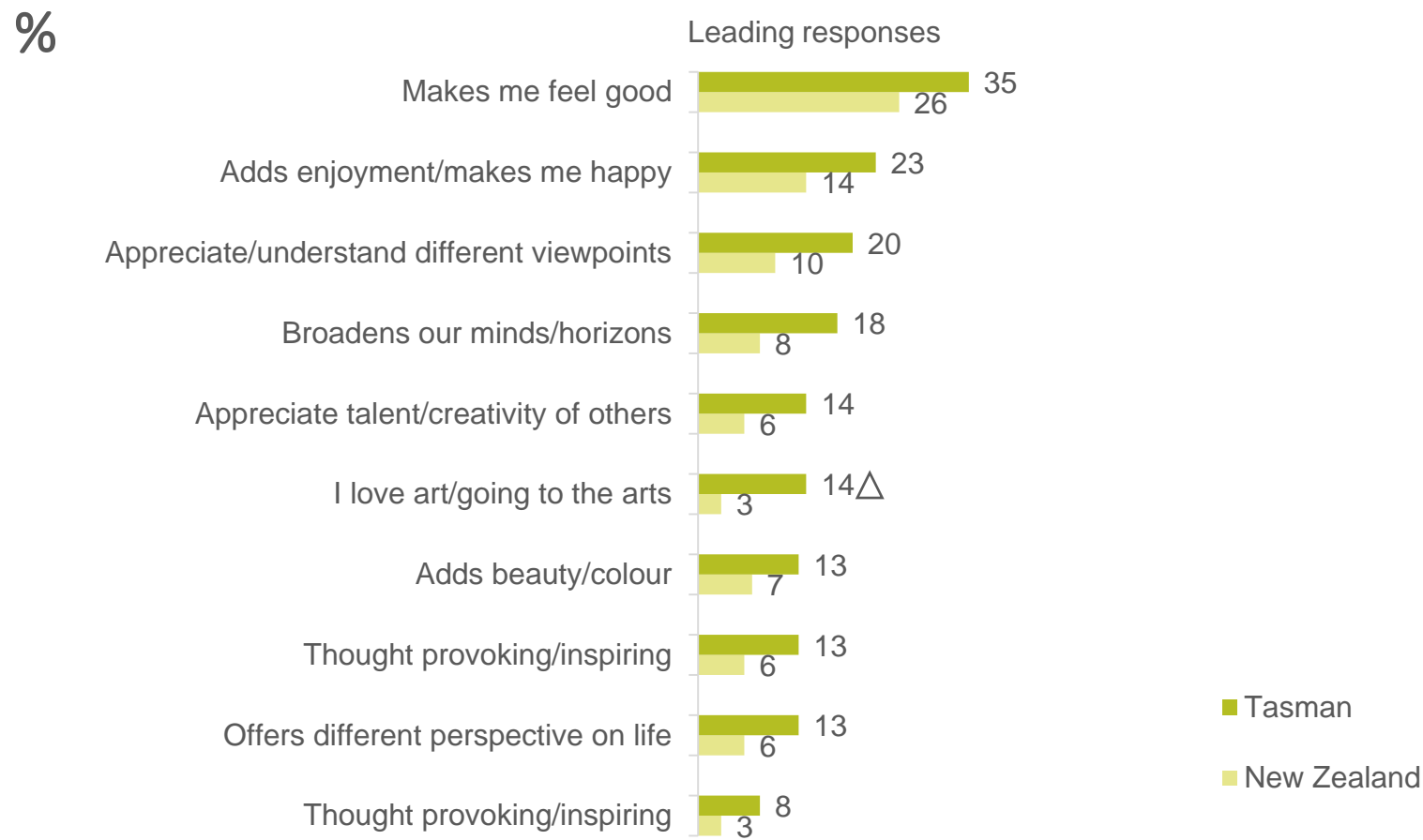
- Discuss arts with others (11% vs. 20%)
- Create art using digital technology (10% vs. 19%).



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 - Tasman (33); 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.

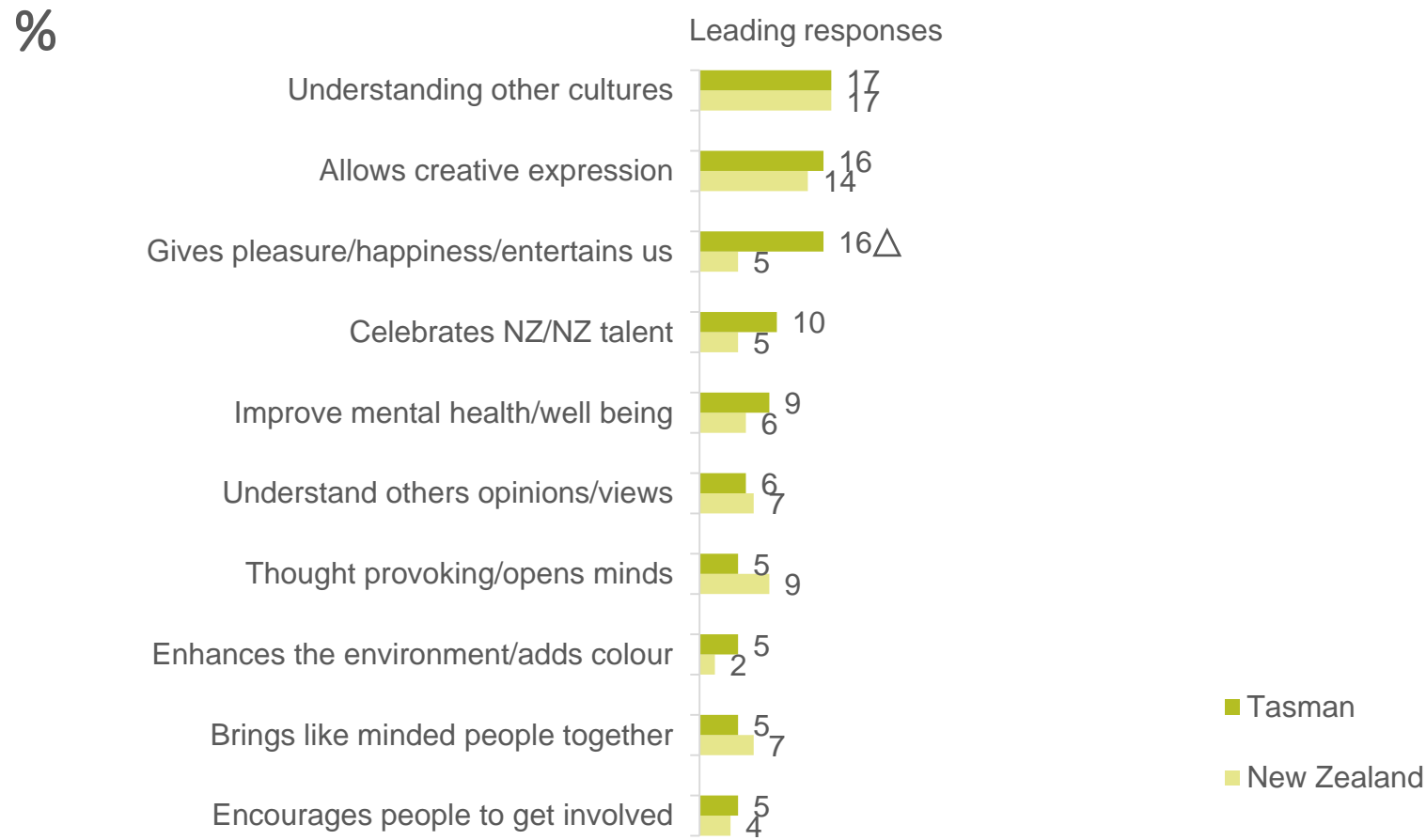
The chart opposite shows the leading responses. The key reasons why residents in Tasman feel the arts improve how they feel about life in general is simply that it makes them feel good (35%) and it adds enjoyment to life and makes them feel happy (23%).

Tasman residents are more likely than the national average to mention that they generally love art/going to the arts (14% vs. 3%).

“
Art makes me happy, it puts a new perspective on life and lets us see things from a different angle.
Having arts adds another layer to life, giving a relaxing and fun way to enjoy other ways of doing things.
They inspire me to do my own art.
I come away satisfied with the performance and admiration for the people on the stage. My own life becomes more positive as a result.
”

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

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

The key reasons is that they allow understanding of other cultures (17%) as well as allowing creative expression (16%), and gives pleasure, happiness and entertainment (16%).

Tasman residents are more likely than the New Zealand average to mention that art gives pleasure, happiness and entertainment (16% vs. 5%).

“

It gives society an appreciation of beauty, creativity and values of creative living away from the constant striving for money.

As an outlet for individuals to express themselves as who they are and how they "fit" into their society/culture.

I live in a region that has many artists and take pride in the variety of arts represented in the community.

Cultural values and customs are expressed though these which helps our diverse community understand each other better.

If helps form our identity from the past i.e. from Māori rock drawings to present day carving and paintings of Māori folk lore.

”

FOR FURTHER INFORMATION PLEASE CONTACT:

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