




ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

# New Zealanders and the arts

Attitudes, attendance and participation in 2014



New Zealanders and the Arts:  
Attitudes, attendance and participation in 2014

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Designed by Samdog

Ash Keating, Concrete Propositions, in collaboration with  
Christchurch Art Gallery and Gap Filler (2012).  
Image courtesy the artist and Fehily Contemporary,  
Melbourne Australia. Photographer John Collie



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# Foreword

The results of the *New Zealanders and the Arts 2014* survey show the highest-ever level of engagement with the arts over the past nine years. This is encouraging news for the arts in New Zealand.

Nine in 10 New Zealanders are engaging in the arts – a new high since our surveys began in 2005. There have also been significant increases in the levels of attendance and participation since 2011:

**85%** of New Zealanders have attended at least one arts event or location in the last 12 months, compared to 80% in 2011

**58%** of New Zealanders have been actively involved in at least one arts event in the last 12 months, compared to 49% in 2011.

Most New Zealanders agree (85%) that New Zealand arts are of high quality and the vast majority of us are supportive of the arts. Five new attitude statements were tested in 2014 and the response to these indicates that New Zealanders value the positive contribution the arts make to our personal wellbeing and to cultural inclusion.

It is also encouraging to know that young New Zealanders still love being involved in the arts. It gives them a sense of accomplishment, inspiration for the future and, equally importantly, it's fun!

Every 10-14-year-old New Zealander (100%) in our survey has participated in the arts in the last 12 months, and nine in 10 (88%) have attended at least one event.

Not surprisingly, using digital technology to create art – whether it's a film, a graphic or a poem – has continued to increase in popularity. Digital arts show the greatest potential for further growth.

This research provides a benchmark against which we can gauge the importance of the arts to New Zealanders over time.

We will be using this research to advocate for the value of the arts to our communities and we invite anyone with an interest in the arts to do same. Our collective voice and the findings of this research make a compelling case.

Finally, and most importantly, a special thanks to all those New Zealanders who gave up their time to take part in the survey and provide us with such rich insight.



**Dick Grant**  
Chairman



SILO THEATRE AND AUCKLAND ARTS FESTIVAL,  
THE BOOK OF EVERYTHING (2015)  
Gate Photography

# Introduction

The *New Zealanders and the Arts* survey measures the attendance, participation and attitudes towards the arts of:

- New Zealanders (15 year olds and over)
- young New Zealanders (10-14 year olds).

This three-yearly research began in 2005 and was repeated in 2008, 2011 and 2014. It delivers on-going information to the arts sector about New Zealanders' level of involvement in, and attitudes towards, the arts.

## Adults

There are two components to the 2014 adults' research:

- A telephone survey of 1,001 New Zealanders (15 year olds and over)
- A door-to-door survey of 180 people from three ethnic groups – Māori, Pacific, and Asian<sup>1</sup>.

The 'arts' is split into six different artforms and defined as:

- **visual arts** – sculpture and painting, print-making, typography, photography and film-making
- **craft and object art** – ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, and textiles
- **performing arts** – theatre, dance and music
- **literature** – poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction

- **Pacific arts** – arts and crafts activities or workshops, including weaving, tapa-making, tivaevae, carving, traditional dance, singing or music
- **Ngā toi Māori** – arts or crafts activities or workshops, including carving, raranga, taniko, weaving, waiata or kapa haka, kowhaiwhai, ta moko, Māori dance or music.

Attendance is defined as going to:

- art galleries, exhibitions, 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 Ngā toi Māori.

Participation is defined as the 'active involvement' in the making or presentation of artforms.

Research took place between 24 September and 23 November 2014. A total sample size of 1,181 was achieved, which has a maximum margin for error of +/-2.85%.

## Young New Zealanders

The 2014 young New Zealanders research was conducted online. A total of 753 10-14 year olds completed the survey.

Attendance is defined as going to:

- art galleries, exhibitions, or online galleries
- performances in ballet or dance performances, plays, concerts, musical performances or circuses
- poetry or book readings, or book festivals
- cultural performances, festivals, exhibitions or celebrations of Pacific or Ngā toi Māori.

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<sup>1</sup> Asian is defined as someone who identifies with Asian countries including Bangladesh, Bhutan, Brunei, Burma, Cambodia, China, Hong Kong, India, Indonesia, Japan, Nepal, North Korea, South Korea, Laos, Malaysia, Mongolia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Tibet, Taiwan, Thailand or Vietnam.

Participation is defined as ‘things you have done at least once’.

The ‘arts’ is split into six different artforms:

- Visual arts
- Pacific arts
- Performing arts
- Ngā toi Māori
- Literature
- Digital art

Research took place from 24 September and 19 October 2014. A total sample size of 753 interviews was achieved, which has a maximum margin for error of +/- 3.6%.

## Adults: Key findings

The vast majority of New Zealanders continue to be very positive about all aspects of the arts. This is driving the high levels of engagement with the arts in New Zealand. There have been significant increases in the levels of both attendance and participation in the arts among New Zealanders since 2011.

**85%** of New Zealanders have attended at least one arts event or location in the last 12 months, compared to 80% in 2011.

**58%** of New Zealanders have been actively involved in at least one arts event in the last 12 months, compared to 49% in 2011.

The increase in engagement with the arts is being driven by increased attendance for performing arts and increased participation in literature.

## Overall engagement

Overall engagement with the arts has increased in the 2014 *New Zealanders and the Arts* research. Nine in 10 New Zealanders (89%) have attended or participated in at least one arts event in the last 12 months compared to 85% in 2011. This is the highest level measured in all versions of the research.

Since 2011, overall attendance has increased from 80% to 85% of New Zealanders attending at least one arts event or location in the last 12 months.

- Frequency of attendance has also increased with 37% of New Zealanders attending more than 10 events in the last 12 months, compared to 32% in 2011.

Overall participation has grown significantly and reaches the highest point recorded over all versions of the research. 58% of New Zealanders participated in at least one event in the last 12 months, compared to 49% in 2011.

- There has also been a significant increase in the frequency with which New Zealanders participate in the arts, with 34% being actively involved more than 12 times over the last 12 months, compared to 25% in 2011.
- The increase in arts participation in New Zealand is partly due to higher levels of participation in literature.

The 2011 results represented the lowest levels of arts engagement recorded in the four editions of the research. The decline was attributed to the impact of the Christchurch earthquakes on its residents, as well as the on-going effects of the economic recession on all New Zealanders. This view is supported by New Zealanders now returning to previous levels of arts engagement and exceeding previous levels of participation.



## Attitudes towards the arts

The vast majority of New Zealanders continue to be highly supportive of the arts. This is illustrated by the following attitude statements:

**88%** *The arts are good for you*

Agree

**86%** *I learn about different cultures through the arts*

Agree

**85%** *Overall New Zealand arts are of high quality*

Agree

**82%** *The arts help improve New Zealand society*

Agree

**78%** *The arts help define who we are as New Zealanders*

Agree

**75%** *The arts are strong in New Zealand*

Agree

**74%** *The arts contribute positively to our economy*

Agree

**74%** *The arts should receive public funding*

Agree

**72%** *I don't find the arts all that interesting*

Disagree

**71%** *The arts are for people like me*

Agree

**71%** *My local council should give money to support the arts*

Agree

**69%** *My community would be poorer without the arts*

Agree

**66%** *My community has a broad range of arts and artistic activities that I can experience or participate in*

Agree

**64%** *The arts improve how I feel about life in general.*

Agree

The least positive attitude held by New Zealanders is that 78% agree that *some arts events interest me but I still don't go much*.

As a general rule New Zealanders' attitudes towards the arts have not changed compared to 2011. There are two exceptions:

- an increasing number of New Zealanders believe *the arts are good for them* – 88% agree with this statement compared to 78% in 2005.
- a gradual increase in the proportion of New Zealanders who believe *the arts are not as good in New Zealand compared to other countries*, although this proportion (40%) remains a minority.

Five new attitudes were assessed in 2014 and all received positive support from New Zealanders:

- **cultural value** – *I learn about different cultures through the arts* (86% agree)
- **quality** – *Overall, New Zealand arts are of high quality* (85% agree)
- **social value** – *The arts help improve New Zealand society* (82% agree)
- **diversity** – *My community has a broad range of arts and artistic activities that I can experience or participate in* (66% agree)
- **personal well-being** – *The arts improve how I feel about life in general* (64% agree).

The high levels of agreement with these five statements, suggest an opportunity to advocate for the value of the arts by highlighting their positive contribution to cultural inclusion and personal wellbeing.

## Impact of the Christchurch earthquakes

The 2011 earthquakes continue to limit Christchurch residents' arts engagement and particularly their attendance. However, there has been some recovery in engagement since 2011:

**68%** Two thirds of Christchurch residents (68%) say they are actively involved in the arts just as much as prior to the earthquakes (compared to 58% who said the same in 2011).

**41%** Four in 10 Christchurch residents (41%) say they attend the arts just as much as prior to the earthquakes (compared to 25% who said the same in 2011).

Compared to 2011, fewer Christchurch residents now perceive the arts to be a vital part of the rebuilding of Christchurch (54% strongly agree compared to 73% in 2011). Fewer now believe it is important Christchurch is recognised as a place that supports excellence in the arts (57% strongly agree compared to 70% in 2011).

This result may be explained by residents' experiences of living in Christchurch for three years since the 2011 earthquakes. Other research in Christchurch in 2014 (also carried out by Colmar Brunton) showed that inadequacies and frustration with progress in basic infrastructure, such as housing and roads, continued to have an impact on residents' attitudes. In this context, perhaps, the arts is a lower priority for some residents when thinking about the rebuilding of their city.

## Digital art and online behaviour

One in five New Zealanders (21%) have created original art or animation on a computer, tablet or smartphone in the last 12 months. This has not changed significantly since 2008.

The frequency of digital art creation has also not changed significantly, with one in two of those who engaged in this activity (52%) doing so nine or more times over a 12-month period.

One in two New Zealanders (52%) have watched or listened to performances or other artforms online in the last 12 months. This behaviour has not increased since 2011 when it increased significantly from 38% in 2008.

The incidence of New Zealanders attending related live arts events as a result of engaging online has decreased slightly (21% in 2014 compared to 23% in 2011) after the significant increase in this behaviour in 2011 (compared to 15% in 2008).

However, there has been further increase in the proportion of New Zealanders who have booked a ticket online in the last 12 months. More than four in 10 (43%) have done so compared to 39% in 2011.

## Engagement by artform

Performing arts is the most widely attended artform in New Zealand (65% have attended at least once in the last 12 months), followed by visual arts (54%) and craft and object art (45%). Literature is the least attended (11%) but more widely participated in (18%).

Visual arts is the most popular artform for New Zealanders to be actively involved in (31% have participated at least once in the last 12 months), followed by craft and object art (27%) and performing arts (20%).

### Visual arts

Visual arts attendance has declined for the fourth edition of the research, now at 54% of New Zealanders compared to 58% in 2011. However, frequency of attending visual arts has not changed with two-thirds (69%) doing so between two and eight times in the last 12 months.

Participation in visual arts has not changed during the four editions of the research with 31% participating in the last 12 months. Those who participate do so frequently with 48% participating nine or more times in the last 12-month period. There has been a slight decline in this behaviour over the last two editions of the research, as 59% participated nine or more times in 2008.

### **Craft and object art**

Craft and object art is a new category added to the research in 2014. It had previously been measured as part of the visual arts category. The addition of this artform to the research influences overall levels of attendance and participation results to some extent. Nearly one in two New Zealanders (45%) have attended a craft and object art event in the last 12 months. Among those who do attend, most (67%) do so between one and three times. One in four New Zealanders (27%) have been actively involved in craft and object art in the last 12 months. Among those who do participate there is a group who do so less frequently (42% involved one to three times), and a dedicated group who are highly involved (35% more than 12 times).

### **Performing arts**

Performing arts attendance has increased significantly in 2014 with 65% of New Zealanders attending at least one event or location. This increase has driven the lift in overall arts attendance. The growth in performing arts attendance has come mainly from the range of 'other' performing arts, such as kapa haka and comedy shows, rather than growth in theatre, dance or concerts. The frequency of attending performing arts has not changed significantly. There has been no similar growth in the incidence of participation in performing arts, with one in five New Zealanders (20%) being actively involved at least once over a 12-month period. However, there has been significant growth in the frequency of participation among those who are actively involved in performing arts. More than one in two of this group (54%) have been actively involved nine or more times in the last 12 months compared to 36% in 2011.

### **Literature**

Literature is the least attended artform (11%) and this has not changed significantly since 2011. There was a slight increase in the frequency with which people attend literature events since 2011, although the majority of those who attend literary events (72%) do so only between one and three times over a 12-month period. There has been a significant increase in the proportion of New Zealanders who are actively involved in literature since 2011. Nearly one in five (18%) have participated in literature compared to 12% in 2011. This is one of the drivers in the increase in overall arts participation. In addition, the frequency of involvement in literature has increased significantly in 2014. Nearly four in 10 (38%) have been actively involved more than 12 times over the last 12 months compared to 28% in 2011.

### **Ngā toi Māori**

Ngā toi Māori is attended by 31% of New Zealanders over a 12-month period and this has not changed significantly since 2011. There has been no change in frequency of attendance, with 75% of those who attend doing so between one and three times. Participation in Ngā toi Māori has not changed, with 15% of New Zealanders being actively involved over a 12-month period. Frequency of participation has also not changed significantly with the majority (59%) of those involved doing so between one and three times.

### **Pacific arts**

Pacific arts attendance has not changed since 2011 with nearly three in 10 New Zealanders (28%) attending at least one event over the last 12-month period. Frequency of attendance is also steady with the majority of people (82%) attending between one and three times. One in 10 New Zealanders (9%) have been actively involved in Pacific arts over the last 12 months and this has not changed significantly since 2011. The frequency with which those involved in Pacific arts actively participate has declined over time. The majority of this group (61%) engage with Pacific arts between one and three times over a 12-month period, and there are fewer frequent participants (20%) compared to 2005 (29%).





AUCKLAND ARTS FESTIVAL,  
THE MOONCAKE AND THE KUMARA (2015)  
Photographer, John McDermott



# Young New Zealanders (10-14 year olds): Key findings

- Young New Zealanders love being involved in the arts. They say it rewards them with joy, empowerment, a sense of accomplishment, and inspiration for the future.
- Every young New Zealander (100%) has participated in the arts in the last 12 months. Nine in 10 (88%) have attended at least one event.
- Visual arts is the most popular artform to participate in. Performing arts is the most popular to attend.
- Young New Zealanders are now significantly more involved in singing and playing a musical instrument than in 2011. This has contributed to growth in participation in performing arts and Pacific arts.
- Making a film or video has also increased significantly in popularity. This is the main driver for increased involvement in digital arts. Digital arts shows the greatest potential for involvement and further growth.

## Defining the arts

Painting, drawing and sketching continues to be most associated with the phrase 'the arts'. More than one in two young New Zealanders (55%) mention this artform in association with 'the arts'.

Music (25%) and drama (16%) are next most common associations.

There has been no change in these associations or the way young New Zealanders define the arts since 2011.

## Overall engagement

### Activities enjoyed in spare time

**83%** More than eight in 10 young New Zealanders (83%) say they enjoy at least one form of art in their spare time. This equals the proportion who enjoy watching television, video and DVDs (83%) which is 10-14 year-olds' most popular pastime, and represents a significant increase since 2008 (73%). The most popular arts-based activity is reading books for fun (55%) followed by painting/drawing (48%).

### Overall participation and attendance

**100%** All young New Zealanders have attended or participated in at least one artform or event in the last 12 months. This compares to 99% in 2008 and 2011.

### Overall participation

**100%** All young New Zealanders have participated in at least one artform in the last 12 months. This compares to 99% in both 2008 and 2011.

School remains the single most important influence in terms of encouraging participation in the arts, however, nearly all 10-14 year olds (93%) have participated in their own time rather than doing so only at school.

### Overall attendance

**88%** Nearly nine in 10 young New Zealanders (88%) have attended at least one arts event or location in the last 12 months. This has not changed significantly since 2011 (87%).

More than seven in 10 young New Zealanders (72%) have attended at least one arts event or location in their own time rather than doing so only at school.

## Interest in the arts

### Satisfaction with level of involvement

**67%** Two-thirds of young New Zealanders (67%) are happy with their current level of involvement with the arts. This level of satisfaction has not changed significantly in any of the three editions of the research.

One in four young New Zealanders (26%) would like to be more involved in the arts than they currently are.

### Barriers to greater involvement

**45%** The main barrier to greater involvement continues to be not having enough time for creative activities (45%), followed by not being able to afford to be involved as much as they would like (33%), then thinking they are not very good at creative things (29%).

The barriers to greater involvement have not changed significantly since 2008 or 2011.

### Reasons for being too involved

**7%** A few young New Zealanders (7%) say they are too involved in the arts. The main reason continues to be that they feel compelled to be involved in the arts at school (73%).

## Attitudes towards the arts

### How do the arts make them feel?

**74%** Nearly three-quarters of 10-14 year olds (74%) feel very positive when they do creative things, and very few do not enjoy it at all. One in three (35%) feel 'brilliant'.

There has been a decline in positive levels since 2011 (85% felt very positive), which has returned to 2008 levels (79%), but remains very positive overall.

### Why young New Zealanders like doing creative things

The most common explanation is that they like/enjoy/love doing the arts (46%) and this has significantly increased since 2011 (32%). To summarise the range of reasons given for enjoying the arts, participating in creative activities rewards young New Zealanders with joy and happiness, a sense of empowerment and achievement, and inspiration for the future.

### How creative do young New Zealanders feel?

**59%** The majority of young New Zealanders feel very or extremely creative (59%). Levels of perceived creativity have shown a gradual but significant increase since 2008 (49%).

### Do young New Zealanders have social networks that support the arts?

**81%** The vast majority of young New Zealanders continue to have supportive social networks for involvement in the arts. Eight in 10 10-14 year olds (81%) have at least some friends who like the arts, and three in 10 (29%) have friends that 'really like' the arts.

### Encouragement to be involved in the arts

**83%** Parents (83%) continue to be the greatest influence on 10-14 year olds' involvement in the arts, followed by teachers (74%).

Very few 10-14 year olds (3%) do not receive any encouragement at all to get involved in the arts.

There has been no significant change in these levels of support since 2011.

## Artforms

### Visual arts

Visual arts is the most popular artform to participate in and the second most popular to attend. Participation is growing due to growth in film and video-making. There is potential for further growth.

### Performing arts

Performing arts is a very popular artform to participate in and the most popular to attend. Participation is growing significantly due to growth in singing/playing an instrument. There is, however, potential for growth.

### Literature

Literature is the second most popular artform to participate in, mainly driven by school. It is the least attended artform with a low and declining desire for greater involvement.

### Ngā toi Māori

Ngā toi Māori has stable participation and attendance, often driven by school activities. There is a decline in desire for greater involvement.

### Pacific arts

Pacific arts shows gradual but significant growth in participation, driven by growth in singing, dancing and music activities. There is a decline in both attendance and desire for greater involvement.

### Christchurch

There are indications that young Christchurch residents' levels of attendance and participation in the arts have at least partly recovered since the 2011 earthquakes.

## Digital art

Digital art shows a significant increase in participation due to growth in film/video-making. It is the third most popular artform to attend. Attendance for digital art is measured on the basis of downloading, watching, listening to New Zealand-made arts online. It has the greatest potential of any artform for further growth.

## Arts competitions

More than one in two young New Zealanders (53%) have entered at least one art competition in the last 12 months. There has been gradual but significant growth in participation in competitions since 2008 (47%). Painting/drawing continues to be the most popular type of art competition (24% participate), followed by story-writing (18%). There has also been a significant increase in participation in competitions involving singing and playing an instrument (15%) since 2011 (9%).



THE DOWSE ART MUSEUM ,  
SOLO (2014)  
Photographer, Mark Tantrum



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# ADULTS: FULL FINDINGS

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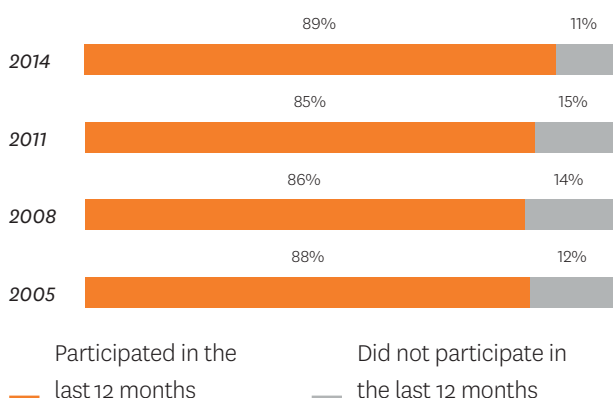
# Engagement

Overall engagement with the arts has increased in the *2014 New Zealanders and the Arts* research. Nearly nine in 10 New Zealanders (89%) have attended or participated in at least one arts event in the last 12 months compared to 85% in 2011. This is the highest level measured in the four editions of the research.

Involvement in the arts has grown since 2011 when the impact of the Christchurch earthquakes on Christchurch residents and the on-going effects of the economic recession influenced New Zealanders' level of involvement in the arts.

To measure engagement, people were asked about their attendance at, and participation in, six separate artforms (visual arts, craft and object art, performing arts, literature, Ngā toi Māori and Pacific arts). The results below are a net aggregate of engagement based on these questions.

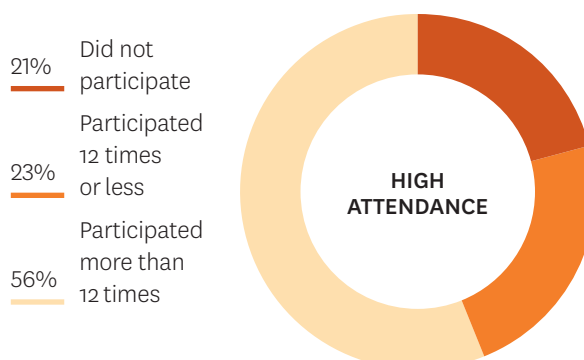
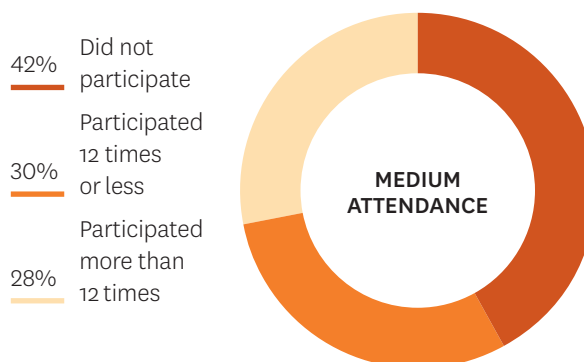
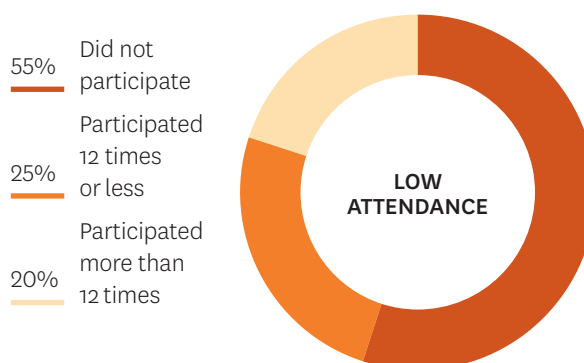
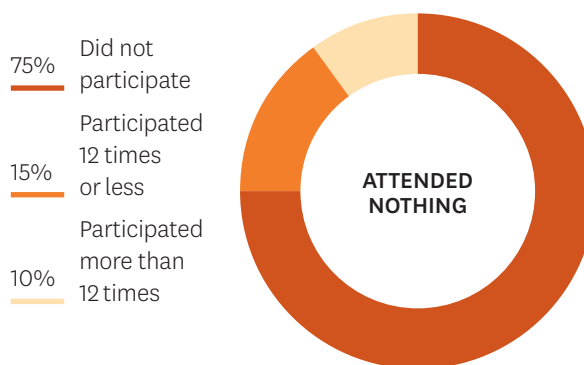
## ARTS ATTENDANCE OR PARTICIPATION IN THE LAST 12 MONTHS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

There is a strong overlap in terms of New Zealanders who attend and those who participate. A large proportion of frequent attendees (56%) are also frequent participants.

## Arts attendance and participation



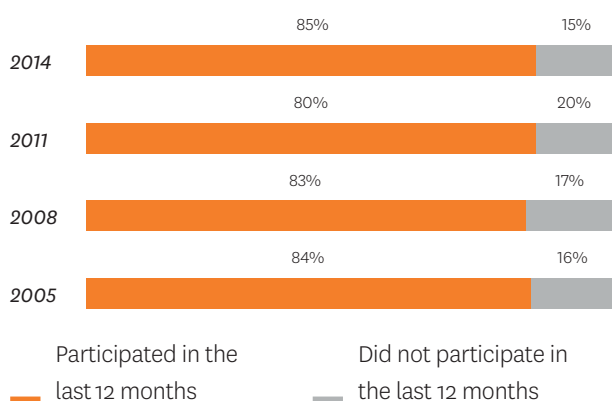
Base: All respondents (n=1,181).

# Arts attendance

The majority of New Zealanders (85%) have attended at least one arts event or location in the last 12 months. This is a significant increase from 80% in 2011.

Overall attendance in 2011 dropped slightly, probably due to the impact of the 2011 Christchurch earthquakes on arts infrastructure and arts attendance in Canterbury. This year's result suggests that effect has diminished.

## ATTENDANCE AT LEAST ONE ARTS EVENT OR VENUE IN THE LAST 12 MONTHS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

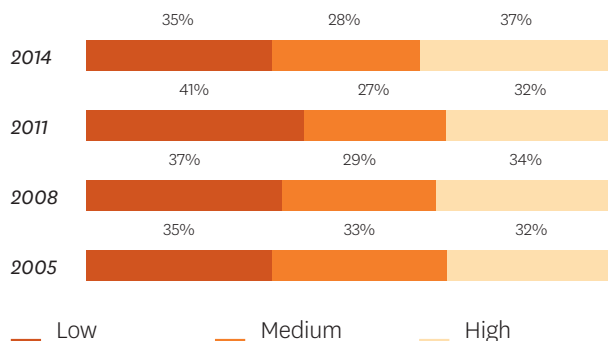
## Frequency of attendance

In the 2005 *New Zealanders and the Arts* survey, frequency of overall arts attendance was summarised through the creation of three evenly sized behavioural groups (or 'tritiles'). These groups identified the low, medium and high frequency attendees across all artforms. The same definitions have been used since to measure change over time.

Attendance is defined as:

- **low attendance** – did not attend anything, or attended three or fewer events in the last 12 months
- **medium attendance** – attended more than three events and up to 10 events in the last 12 months
- **high attendance** – attended more than 10 events in the last 12 months.

## FREQUENCY OF ATTENDANCE AT ARTS EVENTS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

Frequency of attendance has grown from the slight decline measured in 2011. The 2014 result shows an increase in frequent attendance to the highest level recorded, with 37% attending more than 10 events in the last 12 months.

There has been a corresponding decrease in the proportion who have attended no events (from 20% to 15%).

### WHO ATTENDS MOST FREQUENTLY?

The types of New Zealanders more likely to be in the high attendance category are:

- women (42%)
- Māori people (50%)
- people 50-59 years old (45%)

### WHO ATTENDS LEAST FREQUENTLY?

The types of New Zealanders more likely to be in the low attendance category are:

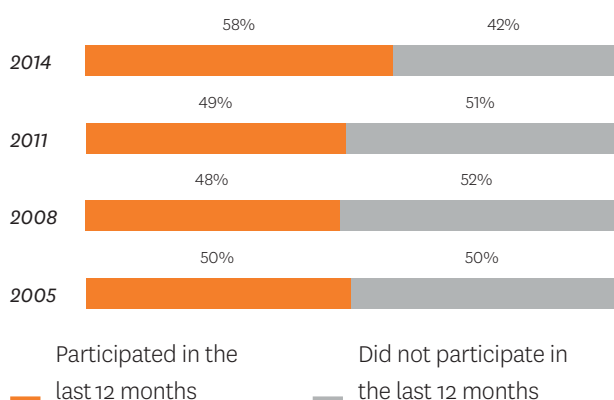
- men (32%)
- Asian people (27%)
- those with household incomes under \$30,000 (27%)

Pacific people are no more likely than average to be frequent or infrequent attendees (42% in high attendance category).

# Arts participation

Six in 10 New Zealanders (58%) have actively participated in at least one event in the last 12 months. This is a significant increase since 2011, and is the highest level of participation yet recorded in the *New Zealanders and the Arts* research.

## PARTICIPATION IN THE ARTS

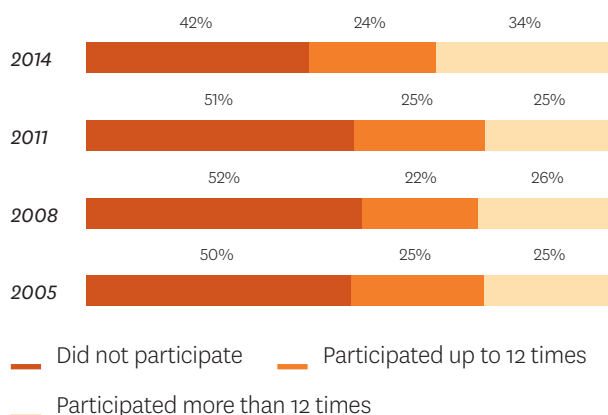


Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

## Frequency of participation

There has been a significant increase in the frequency of arts participation in 2014. One-third of New Zealanders (34%) have actively participated in more than 12 arts events in the last 12 months.

## FREQUENCY OF PARTICIPATION IN THE ARTS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

## WHO PARTICIPATES MOST FREQUENTLY?

The types of New Zealanders who are more likely to be frequent participants are:

- 15-29 year olds (42%)
- Māori people (45%).

## WHO PARTICIPATES LEAST FREQUENTLY?

The types of New Zealanders who are more likely to have not participated are:

- men (46%)
- 60 year olds or over (49%).

This follows the trend shown in previous years demonstrating the close relationship between youth and active participation.



# Attitudes towards the arts

To understand what New Zealanders think about the arts in New Zealand, a series of 15 attitude statements were developed using qualitative research prior to the inaugural 2005 *New Zealanders and the Arts* survey. These statements have been included in all four editions of the research. In 2014 five new statements were developed. All statements are measured on a five-point agree/disagree scale.

New Zealanders continue to be very positively disposed towards the arts in New Zealand.

At least two-thirds of New Zealanders demonstrate positive attitudes on 14 of the following 20 statements:

- |            |  |
|------------|--|
| <b>88%</b> | <i>The arts are good for you</i>                         |
| Agree      |  |
| <b>86%</b> | <i>I learn about different cultures through the arts</i> |
| Agree      |  |
| <b>85%</b> | <i>Overall New Zealand arts are of high quality</i>      |
| Agree      |  |
| <b>82%</b> | <i>The arts help improve New Zealand society</i>         |
| Agree      |  |
| <b>78%</b> | <i>The arts help define who we are as New Zealanders</i> |
| Agree      |  |
| <b>75%</b> | <i>The arts are strong in New Zealand</i>                |
| Agree      |  |
| <b>74%</b> | <i>The arts contribute positively to our economy</i>     |
| Agree      |  |
| <b>74%</b> | <i>The arts should receive public funding</i>            |
| Agree      |  |
| <b>72%</b> | <i>I don't find the arts all that interesting</i>        |
| Disagree   |  |

- |            |   |
|------------|---|
| <b>71%</b> | <i>The arts are for people like me</i>  |
| Agree      |   |
| <b>71%</b> | <i>My local council should give money to support the arts</i>   |
| Agree      |   |
| <b>69%</b> | <i>My community would be poorer without the arts</i>  |
| Agree      |   |
| <b>66%</b> | <i>My community has a broad range of arts and artistic activities that I can experience or participate in</i> |
| Agree      |   |
| <b>64%</b> | <i>The arts improve how I feel about life in general.</i>   |
| Agree      |   |

New Zealanders are slightly less positively disposed towards two attitudes:

- |            |  |
|------------|--|
| <b>78%</b> | <i>Some arts events interest me but I still don't go much</i>                |
| Agree      |  |
| <b>40%</b> | <i>The arts in New Zealand aren't as good as in some overseas countries.</i> |
| Agree      |  |

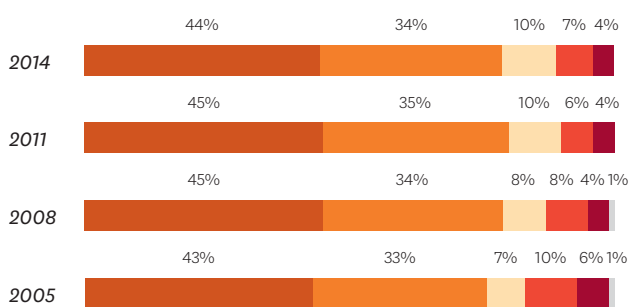
The groups who tend to be most positively disposed to the arts are:

- high attendees and high participants
- women
- Māori people
- Pacific people
- older New Zealanders (50 year olds or over).

## Overall attitudes to the arts

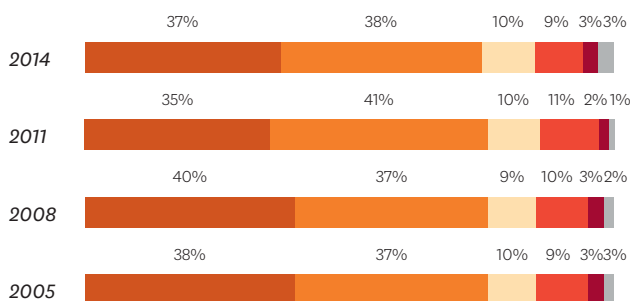
New Zealanders are very positive about the arts helping define who we are as New Zealanders (78% agree strongly or slightly) and the arts being strong in New Zealand (75% agree strongly or slightly).

### THE ARTS HELP DEFINE WHO WE ARE AS NEW ZEALANDERS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### THE ARTS ARE STRONG IN NEW ZEALAND



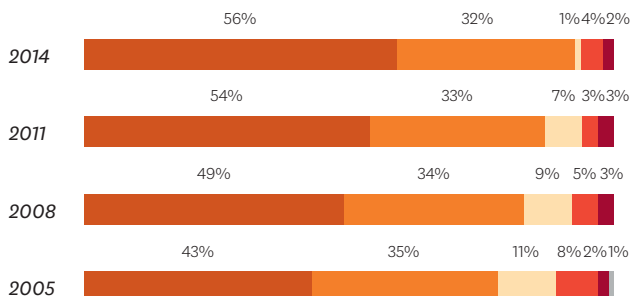
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

## An appetite for the arts

Most New Zealanders continue to have a healthy appetite for the arts. Nearly nine in 10 (88%) believe the arts are good for them. This attitude continues its gradual improvement since the research started in 2005.

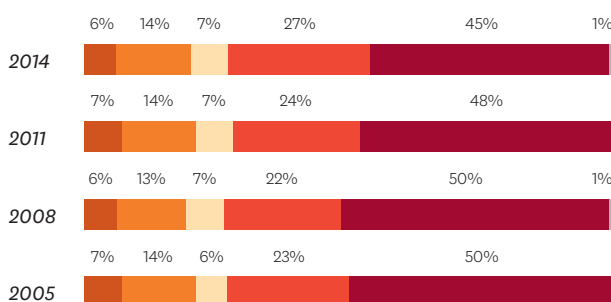
Nearly three-quarters of New Zealanders (72%) disagree that they don't find the arts all that interesting. This is a similar result to previous editions of the research.

### THE ARTS ARE GOOD FOR YOU



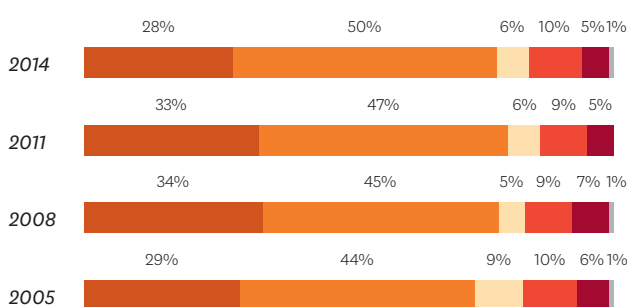
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### I DON'T FIND THE ARTS ALL THAT INTERESTING



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### SOME ARTS EVENTS INTEREST ME BUT I STILL DON'T GO MUCH



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

The most negative attitude that New Zealanders hold towards the arts is nearly eight in 10 (78%) agree that while some events might interest them they still don't go much.

This shows there is potential for New Zealanders to be persuaded to attend more frequently.



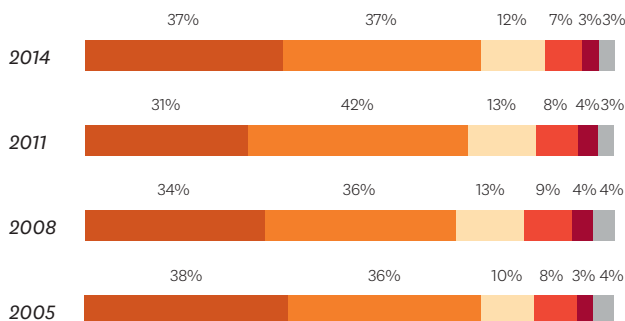
There are some indicators of those most likely to hold this view. Aucklanders (33%) and those in towns or rural areas (33%) are most likely to hold this view, whereas those in smaller cities are less likely to (17%). This trend is likely related to the relative ease of access, distance, traffic and parking issues in different parts of New Zealand.

## Public funding and the contribution the arts make to the economy

The proportion of New Zealanders who believe the arts contribute positively to our economy has increased since 2011. Four in 10 (37%) now strongly agree with this statement.

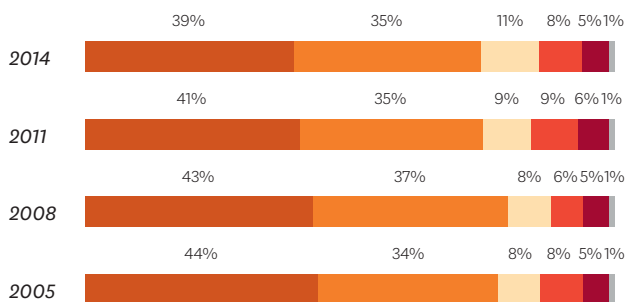
While the proportion of New Zealanders who believe the arts should receive public funding continues to slowly decline, the vast majority of New Zealanders (74%) still agree with this statement, and four in 10 feel strongly that the arts should receive public funding (strongly agree 39%).

### THE ARTS CONTRIBUTE POSITIVELY TO OUR ECONOMY



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### THE ARTS SHOULD RECEIVE PUBLIC FUNDING



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

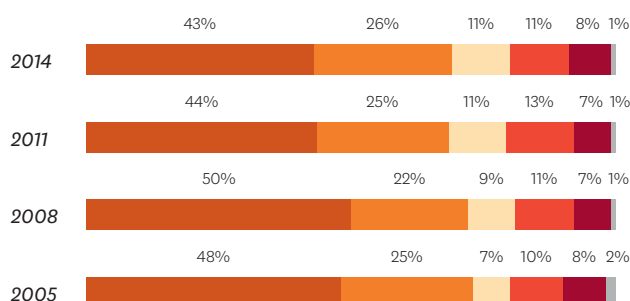
## Support for the arts in our communities

Most New Zealanders (69%) believe their community would be poorer without the arts. This proportion has not changed significantly since 2011 when there was a slight decline in this attitude.

Most New Zealanders (71%) want their local council to contribute to the arts, and this level of support has not changed significantly in any of the four editions of the research.

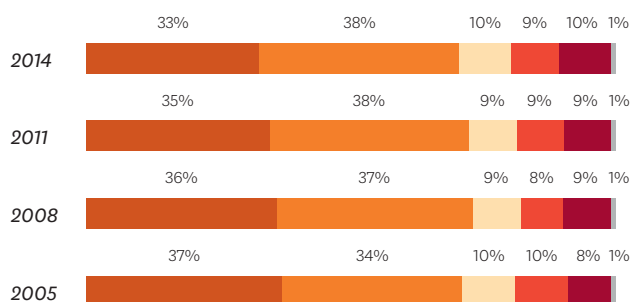
Opinion is more evenly divided in terms of the role the arts play in influencing how people feel about where they live. Half of New Zealanders (51%) agree with this statement and about one-third (31%) disagree with it. New Zealanders who live in one of the three largest cities (especially Auckland) are most likely to link the arts to where they live (see next page).

### MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS

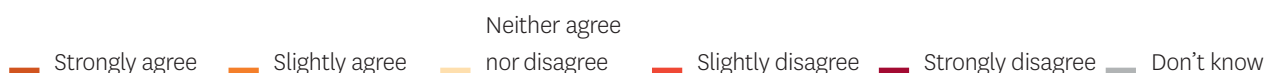


Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

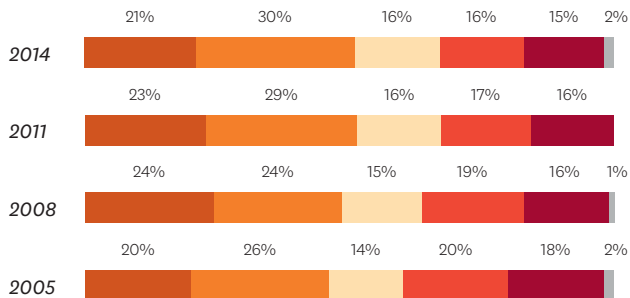
### MY LOCAL COUNCIL SHOULD GIVE MONEY TO SUPPORT THE ARTS



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).



### THE AVAILABILITY OF GOOD ARTS ACTIVITIES AND EVENTS IS AN IMPORTANT REASON WHY I LIKE LIVING WHERE I DO



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

## The arts and the individual

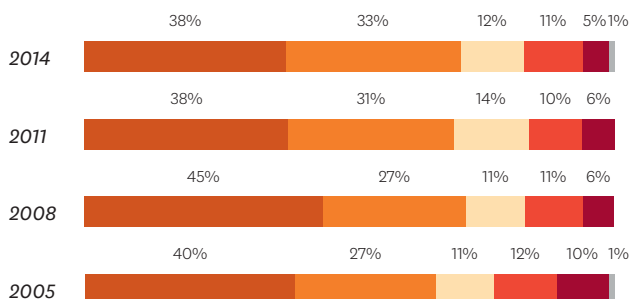
The majority of New Zealanders continue to feel a strong connection to the arts with about seven in 10 (71%) agreeing that 'the arts are for people like me', and nearly six in 10 (59%) agreeing that 'the arts are part of my everyday life'.

In addition, nearly one in two (48%) agree they can't live without the arts.

Six in 10 (61%) disagree that the arts are only for certain types of people.

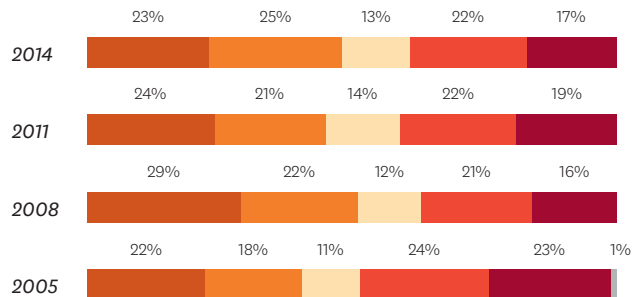
There has been no significant change in these attitudes since 2011, or compared to the first research in 2005. The 2008 results were higher but are now appearing to be a one-off result.

### THE ARTS ARE FOR PEOPLE LIKE ME



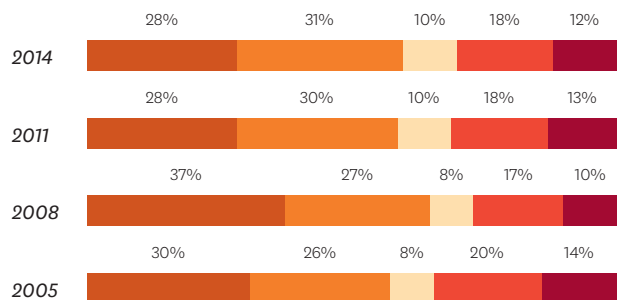
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### I CAN'T LIVE WITHOUT THE ARTS



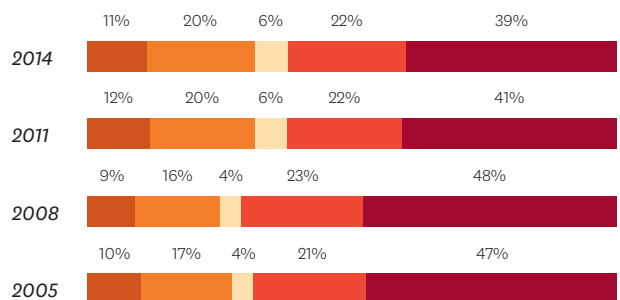
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### THE ARTS ARE PART OF MY EVERYDAY LIFE



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### THE ARTS ARE ONLY FOR CERTAIN TYPES OF PEOPLE



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

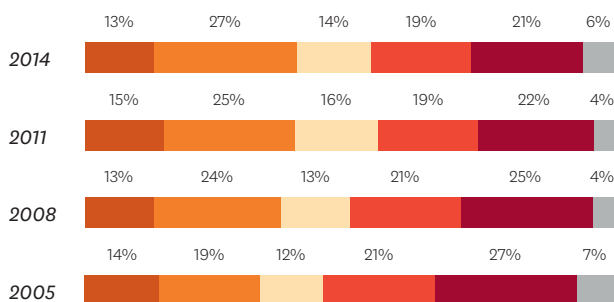




## Comparison to other countries

There continues to be a slow increase in the number of New Zealanders (40%) who believe the arts in New Zealand aren't as good as in some overseas countries.

### THE ARTS IN NEW ZEALAND AREN'T AS GOOD AS IN SOME OVERSEAS COUNTRIES



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

There are no significant differences indicating the types of New Zealanders who are more likely to hold this attitude.

## Quality of the arts

The 2014 research introduced five new attitude statements. One of these related to the overall quality of the arts in New Zealand.

The vast majority of New Zealanders (85%) believe the arts are of high quality in New Zealand.

### OVERALL, NEW ZEALAND ARTS ARE OF HIGH QUALITY



Base: All respondents; 2014 (n=1,181).

The types of New Zealanders most likely to hold this view are:

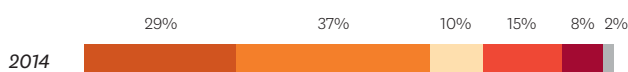
- women (55%)
- 70 year olds or over (59%)
- Māori people (58%).

## Diversity of the arts

A new statement related to the diversity of the arts in local communities was also introduced in 2014.

Nearly two-thirds of New Zealanders believe their community has a diverse range of arts and activities available.

### MY COMMUNITY HAS A BROAD RANGE OF ARTS AND ARTISTIC ACTIVITIES THAT I CAN EXPERIENCE OR PARTICIPATE IN



Base: All respondents; 2014 (n=1,181).

Pacific people are the only group to significantly respond more positively to this statement (44% strongly agree).

## Advocacy

A majority of New Zealanders agree the arts improve how they feel about life (64%), improve New Zealand society (82%), or help them learn about different cultures (86%). There is particularly strong support for the third aspect with one in two New Zealanders (50%) strongly agreeing that the arts help them learn about different cultures.

### THE ARTS IMPROVE HOW I FEEL ABOUT LIFE IN GENERAL



Base: All respondents; 2014 (n=1,181).

### THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



Base: All respondents; 2014 (n=1,181).

### I LEARN ABOUT DIFFERENT CULTURES THROUGH THE ARTS



Base: All respondents; 2014 (n=1,181).



# Impact of the Christchurch earthquakes

The 2011 Christchurch earthquakes continued to have a negative impact on levels of attendance and participation in the arts in Christchurch. However the 2014 results show some recovery since 2011.

The negative impact can be seen in the larger proportion who say they are attending or participating *less than usual* compared to the smaller proportion who say *more than usual*.

**50%** One in two Christchurch residents (50%) say they are attending less than before the earthquakes (compared to 7% who are attending more).

**21%** One in five (21%) say they are actively involved less than usual (compared to 9% who are attending more).

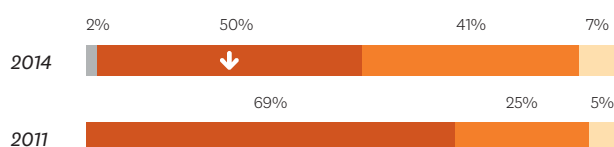
The recovery in involvement can be seen in the larger proportions who now say there has been no change in their level of involvement since the 2011 earthquakes.

**41%** Four in 10 Christchurch residents (41%) now say they attend the arts just as often as they did before the earthquakes, compared to 25% in 2011.

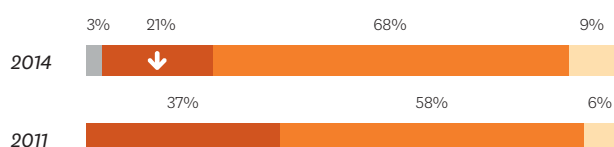
**68%** Seven in 10 (68%) now say they are actively involved in the arts just as often as before the earthquakes, compared to 58% in 2011.

## Attendance and participation frequency since the Christchurch earthquakes (Christchurch residents)

...ATTENDED THE ARTS MORE OR LESS THAN YOU DID BEFORE THE EARTHQUAKES, OR HAS THERE BEEN NO CHANGE?



...BEEN ACTIVELY INVOLVED IN THE ARTS MORE OR LESS THAN YOU DID BEFORE THE EARTHQUAKES, OR HAS THERE BEEN NO CHANGE?



■ Less than usual
 ■ No change
 ■ More than usual
 ■ Don't know

Base: All Christchurch urban respondents; 2011 (n=108); 2014 (n=93).

Elderly Christchurch residents are most likely to exhibit an on-going negative impact on their level of arts involvement. Three-quarters of people aged 60 or more (76%) say they attend arts *less than before*, and nearly one in two 60-69 year olds (46%) say they are actively involved *less than before*.

## Perceived importance of the arts to Christchurch's recovery

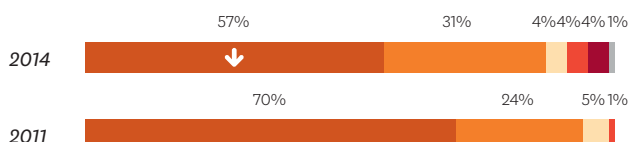
Fewer Christchurch residents now place as much importance on Christchurch being recognised as a place that supports excellence in the arts, and fewer now strongly believe arts and culture have a vital role to play in the rebuilding of Christchurch's future.

This result may be explained by residents' experiences of living in Christchurch for three years since the 2011 earthquakes. Other research carried out in 2014 by Colmar Brunton shows that inadequacies and frustration with progress in basic infrastructure, such as housing and roads, has had an impact on some responses. Perhaps the arts is now a lower priority for some residents when thinking about the rebuilding of their city.

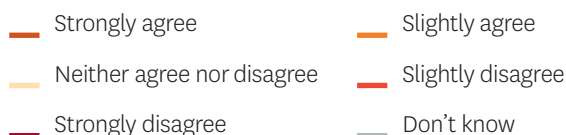
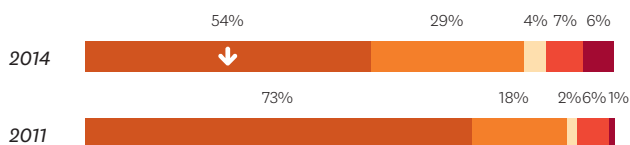
There are few significant factors indicating which Christchurch residents are more or less positive about the arts in Christchurch. However, men (40%) are significantly less likely to strongly agree that it is important Christchurch is recognised as a place that supports excellence in the arts. This proportion has declined significantly since 2011 (66%) and is a key driver of the change in attitudes since 2011.

## Importance of the arts to Christchurch's recovery post-earthquakes

### IT'S IMPORTANT THAT CHRISTCHURCH IS RECOGNISED AS A PLACE THAT SUPPORTS EXCELLENCE IN THE ARTS



### ARTS AND CULTURE HAVE A VITAL ROLE TO PLAY IN THE REBUILDING OF CHRISTCHURCH'S FUTURE



Base: All Christchurch urban respondents; 2011 (n=108); 2014 (n=93).



**THE CONCH,  
THE WHITE GUITAR (2015)**  
Photographer, Paul Lamber

# The arts online

## Overall involvement

Just over one in five New Zealanders (21%) have used technology, such as a computer, tablet or smartphone, to create original artworks or animation in the last 12 months. This is similar to the 2011 and 2008 findings.

## Who is more likely to create digital art?

### 15-29 YEAR OLDS

41%



### LIVING IN A METROPOLITAN CITY

55%



### MĀORI PEOPLE

19%



### PACIFIC PEOPLE

11%



### ASIAN PEOPLE

15%



## Who is less likely to create digital art?

### OVER 60

11%



### NEW ZEALAND EUROPEANS

57%



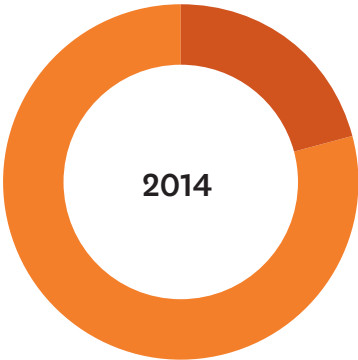
### LIVING ON THEIR OWN

9%



21% Yes

79% No



2011



2008



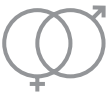
58% Yes 42% No

60% Yes 40% No

Base: All respondents, 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).



# Engagement with digital art



## Gender

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
Male	48%	43%	49%
Female	52%	57%	51%



## Age

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
15-29	25%	41%	21%
30-39	13%	15%	12%
40-49	21%	18%	22%
50-59	18%	15%	18%
60-69	13%	9%	14%
70+	10%	2%	12%



## Ethnicity

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
NZ European	70%	↓ 57%	74%
Māori	12%	↑ 19%	10%
Pacific Island	6%	↑ 11%	5%
Asian	11%	↑ 15%	10%
Other ethnicity	10%	↑ 13%	10%

↑ Statistically higher than those who did not create digital art (at 95% confidence level).    ↓ statistically lower than those who did not create digital art (at 95% confidence level).



## Household size

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
1 person	13%	↓ 9%	14%
2 people	47%	45%	48%
3 people	23%	26%	22%
4 people	11%	13%	11%
5 or more people	5%	8%	5%



## Household income

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
Up to \$30,000	16%	16%	16%
\$30,001 – \$50,000	14%	15%	14%
\$50,001 – \$80,000	19%	19%	19%
\$80,001 – \$100,000	10%	10%	10%
\$100,001 – \$120,000	6%	7%	6%
More than \$120,000	17%	14%	18%



## Geographics

	TOTAL NZ + 15 POPULATION	PRODUCED DIGITAL ART	DID NOT PRODUCE DIGITAL ART
Metropolitan*	48%	↑ 55%	46%
Provincial	25%	22%	25%
Town/rural	28%	23%	29%

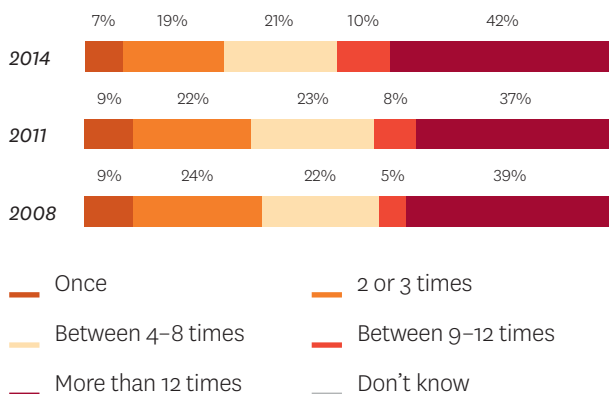
\* (Akl, Wgtn, Chch)

↑ Statistically higher than those who did not create digital art (at 95% confidence level). ↓ statistically lower than those who did not create digital art (at 95% confidence level).

## Frequency of creating digital art

Most people (52%) who have produced digital art or animation in the last 12 months have done so more than eight times. These results show a similar trend to the 2011 and 2008 results.

### FREQUENCY OF PRODUCING DIGITAL ART



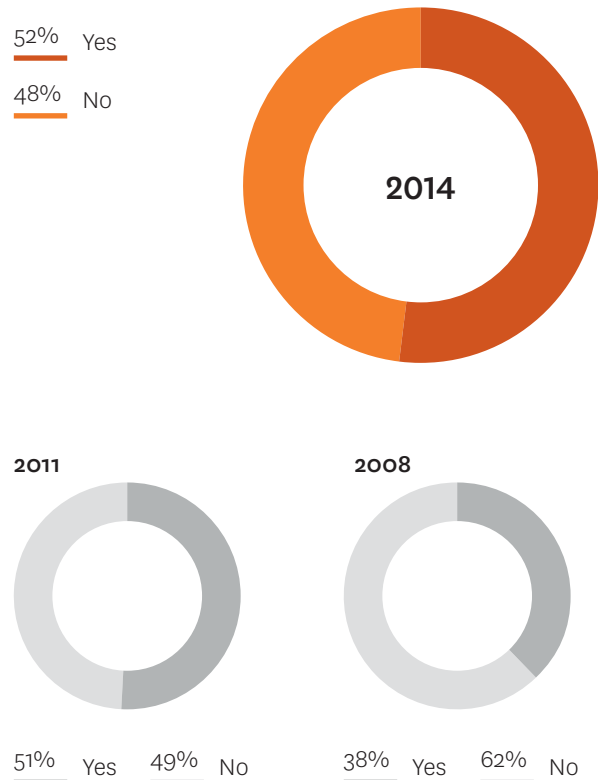
Base: Those who created digital art in the last 12 months, 2008 (n=424); 2011 (n=538); 2014 (n=237).

## Watching/listening to art online

Just over one in two New Zealanders (52%) have watched or listened to performances or other artforms online in the last year. There was a significant increase in online viewing in 2011, but this has not increased again in 2014.

### ARTFORMS WATCHED OR LISTENED TO ONLINE

52% Yes  
48% No



Base: All respondents 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

### WHO IS MORE LIKELY TO WATCH OR LISTEN TO ART ONLINE?

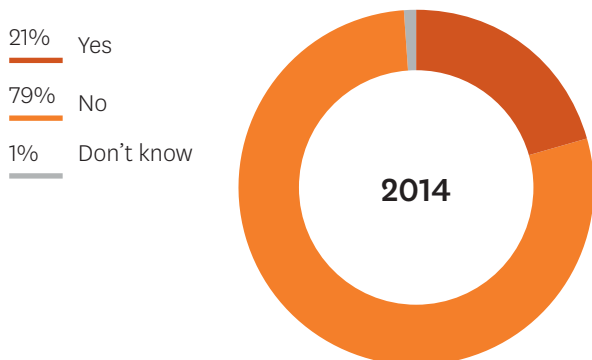
- 15-29 year olds (seven in 10 have done so)
- Māori (65%), Pacific (66%) and Asian people (68%).

### WHO IS LESS LIKELY TO WATCH OR LISTEN TO ART ONLINE?

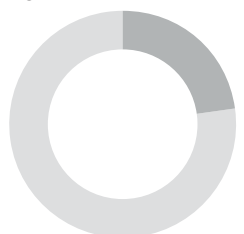
- Older people (about one-third, 32% of people 60 years old or more have done so).

One in five people (21%) attended a related live arts event after engaging with the arts online. There was an increase in this trend in 2011, but this has not increased again in 2014.

#### ATTENDANCE OF RELATED ART EVENTS AFTER EXPERIENCING ARTFORMS ONLINE

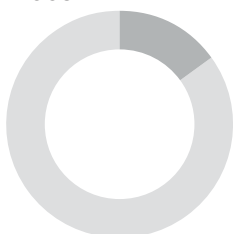


2011



23% Yes 77% No

2008



15% Yes 85% No

Base: Those respondents who had watched or listened to online performances or other art in the last 12 months, 2008 (n=796); 2011 (n=1,305); 2014 (n=577).

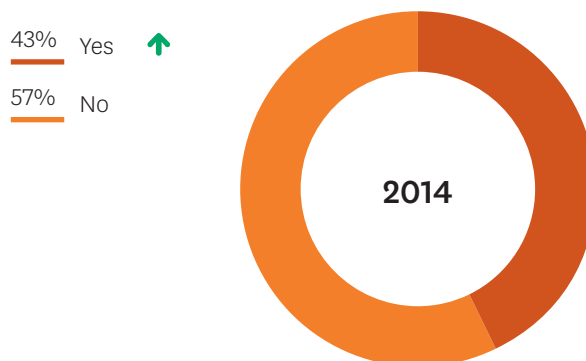
#### WHO IS MORE LIKELY TO ATTEND A RELATED LIVE ARTS EVENT AFTER EXPERIENCING THAT ARTFORM ONLINE?

- 15-29 year olds (43%).

#### Buying tickets online

New Zealanders' use of the internet to book tickets to performances or other arts events continues to increase, with more than four in 10 (43%) now saying they have done so in the last 12 months. This follows an even more significant increase between 2008 and 2011.

#### ARTS EVENTS TICKETS BOUGHT ONLINE



2011



39% Yes 61% No

2008



29% Yes 71% No

Base: All respondents, 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

#### WHO IS MORE LIKELY TO BOOK ARTS EVENTS ONLINE?

- 50-59 year olds (52%)
- People with a household income of \$80,000 or more (58%).





**FOOTNOTE NEW ZEALAND DANCE,  
THE STATUS OF BEING BY ALEXA WILSON (2014)**  
Jose G. Cano Photography

# Attendance by artform

Performing arts is the most popular artform to attend with over two-thirds of New Zealanders (65%) attending at least one event in the last 12 months. More than one in two (54%) have attended a visual arts event, and close to one in two (45%) have attended a craft and object arts event.

## Attendance by artform

### PERFORMING ARTS



### VISUAL ARTS



### CRAFT AND OBJECT ARTS



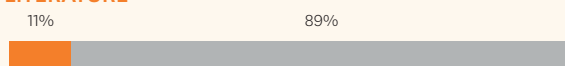
### NGĀ TOI MĀORI



### PACIFIC ARTS



### LITERATURE



Participated in the last 12 months (orange bar)  
Did not participate in the last 12 months (grey bar)

Base: All respondents; 2014 (n=1,181).

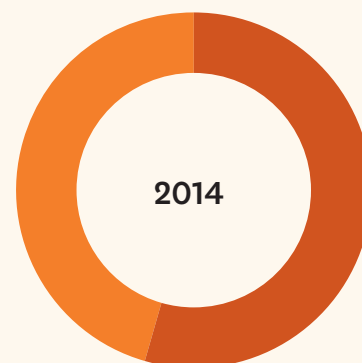
## Visual arts attendance

More than one in two New Zealanders (54%) have attended at least one visual arts event in the last 12 months.

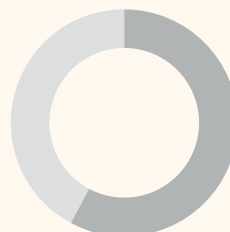
This number shows a slight drop from 2011 (58%). The new definition of craft and object arts as a separate artform may have contributed to this decline. However, it is also part of a slow but consistent decline in visual arts attendance since 2005.

### VISUAL ARTS ATTENDANCE

54% Yes  
45% No

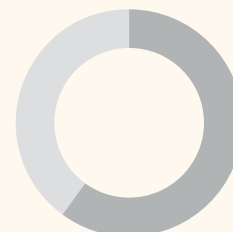


2011



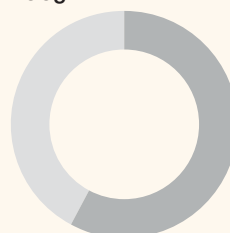
58% Yes 42% No

2008



60% Yes 40% No

2005



63% Yes 37% No

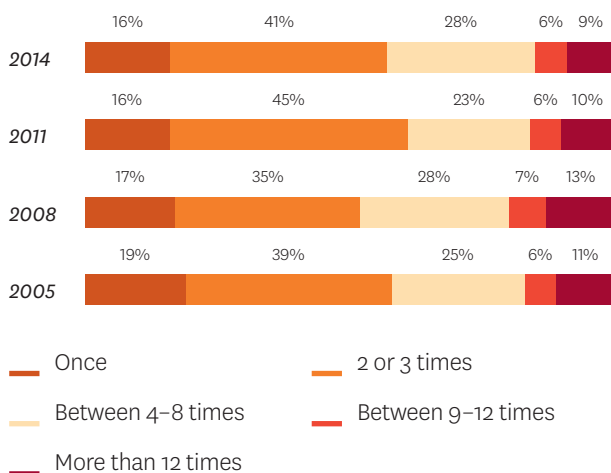
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

Visual arts was defined as attending art galleries, exhibitions, online galleries, or film festivals

## Frequency of attendance

In 2014 the majority of New Zealanders who attended visual arts events did so between two and eight times (69%). This is similar to the 2011 figures.

### FREQUENCY OF VISUAL ARTS ATTENDANCE



Base: Those who visited a visual arts event in the last 12 months 2005 (n=858); 2008 (n=1,264); 2011 (n=1,553); 2014 (n=643).

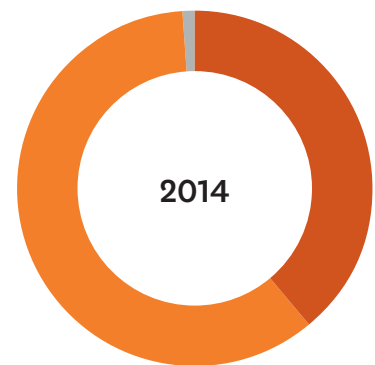
## Impact of film festivals

Four in 10 New Zealanders who had attended a visual arts event had attended a film festival in the last 12 months.

The vast majority of those who attended a film festival (86%) also attended at least one other type of visual arts event. This means there are very few New Zealanders whose only visual arts event was a film festival (equates to 5% of all New Zealanders 15 years old or over).

### FILM FESTIVAL ATTENDANCE

39% Yes  
60% No  
1% Don't know



2011

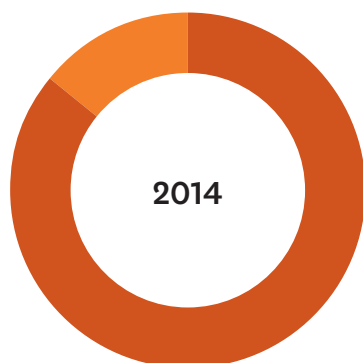


37% Yes 63% No

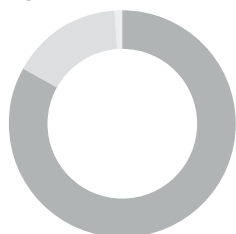
Base: Those who visited a visual arts event in the last 12 months; 2011 (n=1,553); 2014 (n=643).

## ATTENDANCE AT VISUAL ARTS OTHER THAN FILM FESTIVALS

86% Yes  
14% No



2011



84% Yes 16% No  
1% Don't know

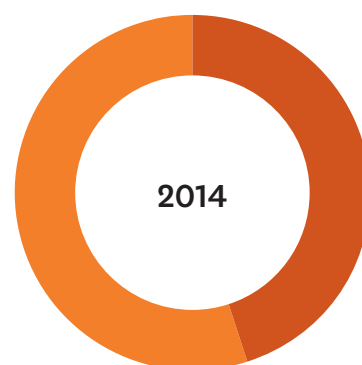
Base: Those who attended a film festival in the last 12 months 2011 (n=598); 2014 (n=251).

## Craft and object arts attendance

Close to one in two New Zealanders (45%) have attended a craft and object arts event in the last 12 months.

### CRAFT AND OBJECT ARTS ATTENDANCE

45% Yes  
55% No



Base: All respondents 2014 (n=1,181).

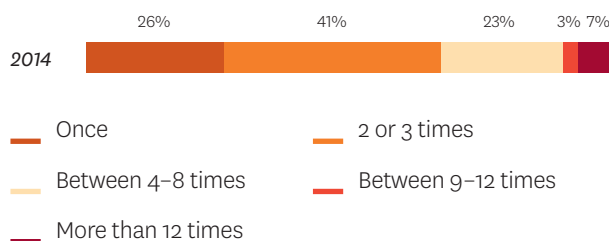
Craft and object arts attendance was defined as art galleries, exhibitions, online galleries.

Note that in previous surveys, craft and object arts was included as part of visual arts. This is the first time that craft and object arts has been examined separately so there is no comparative data on this artform.

### Frequency of attendance

Frequency of attending craft and object arts events in the last 12 months is slightly lower than visual arts, with a quarter (26%) of those who attend events saying they do so only once. Four in 10 craft and object arts event attendees (41%) go to these events two or three times, and the remaining third (33%) go four or more times.

### FREQUENCY OF CRAFT AND OBJECT ARTS ATTENDANCE



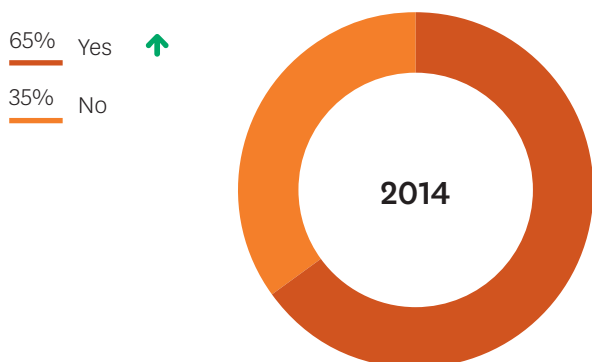
Base: Those who had attended a craft and object arts event in the last 12 months, 2014 (n=553).



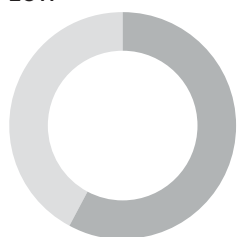
## Performing arts attendance

Two-thirds of New Zealanders have attended a performing arts event in the last 12-month period, which is a significant increase in attendance since 2011.

### ATTENDANCE AT PERFORMING ARTS EVENTS

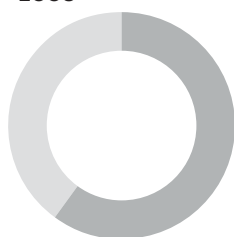


2011



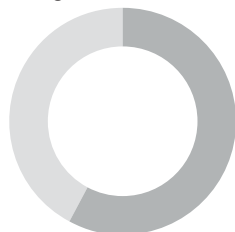
59% Yes 41% No

2008



60% Yes 40% No

2005



61% Yes 39% No

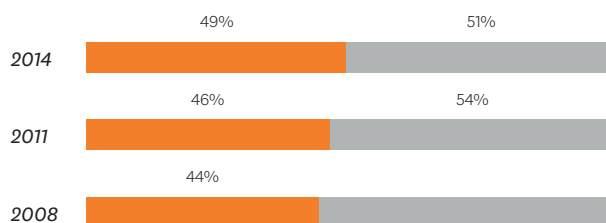
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181)

Performing arts was defined as theatre, dance and music, ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses.

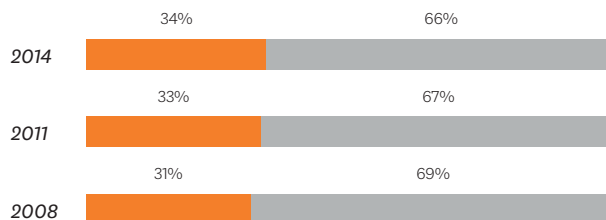
While the incidence of attending each of the main types of performing arts is similar to 2011, the proportion who say they attended some 'other' type of performing arts event has significantly increased to 14%. This category consists of circus and cultural performances, and the increase in 2014 has come from kapa haka (2% from 1% in 2011), comedy show (1% from 0% in 2011), and World of Wearable Arts (1% from 0% in 2011).

## Performing arts attended by type

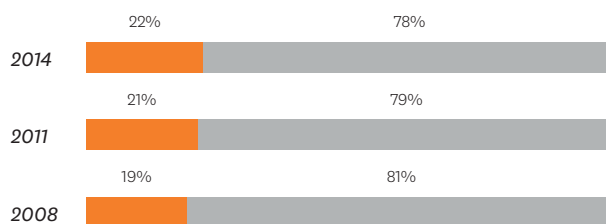
### CONCERT MUSICAL PERFORMANCE



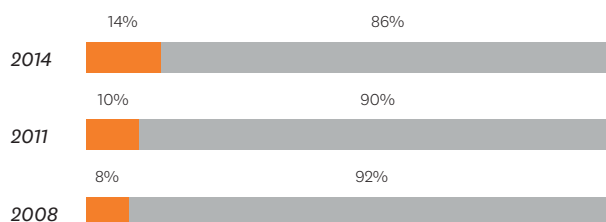
### THEATRE



### BALLET OR DANCE EVENT



### ANOTHER TYPE OF PERFORMING ARTS EVENT



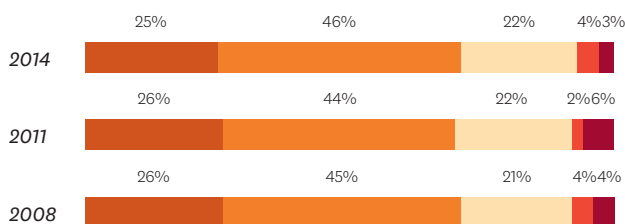
Participated in the last 12 months Did not participate in the last 12 months

Base: All respondents, 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

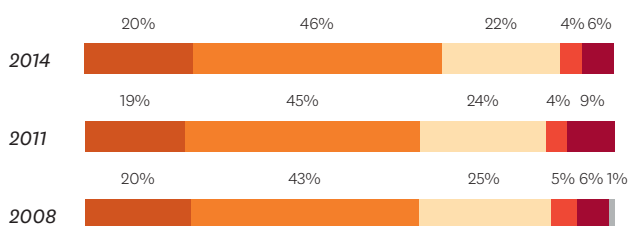
## Frequency of attendance

Consistent with previous years, those who attended theatre or concerts went to these events more often than those who attended ballet or other types of performing arts events.

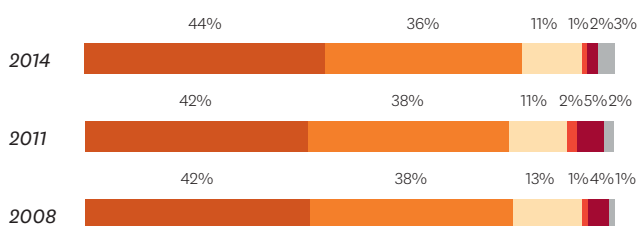
### LIVE THEATRE



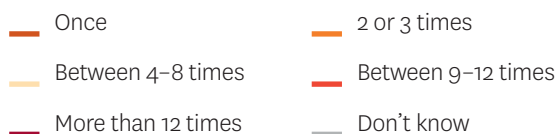
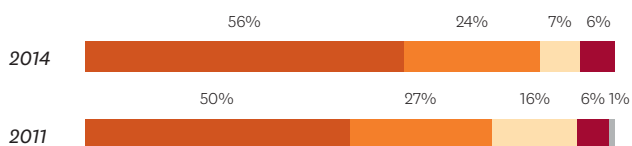
### CONCERTS OR OTHER MUSICAL PERFORMANCES



### BALLET OR OTHER DANCE EVENT



### ANOTHER PERFORMING ARTS EVENT



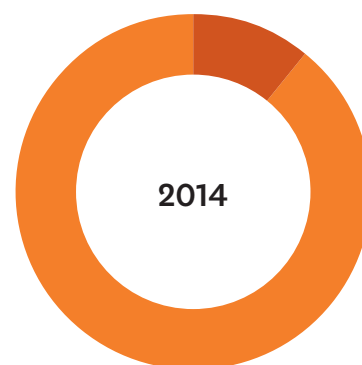
Base: Those who had attended each type of performing arts event in the last 12 months, see chart for base sizes.

## Literature attendance

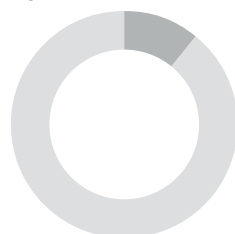
Attendance at literature events is consistent with 2011 results with one in 10 New Zealanders (11%) having been to such an event in the last 12 months. This result remains significantly lower than attendance levels in both 2008 and 2005 and indicates that attendance at literary events has declined slightly over time.

### LITERATURE EVENTS ATTENDANCE

11% Yes  
89% No

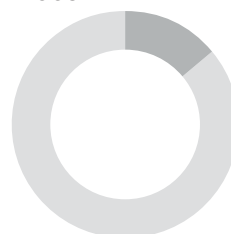


2011



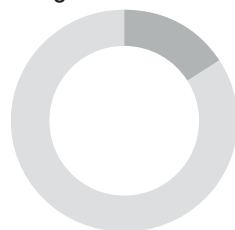
11% Yes 89% No

2008



14% Yes 86% No

2005



16% Yes 84% No

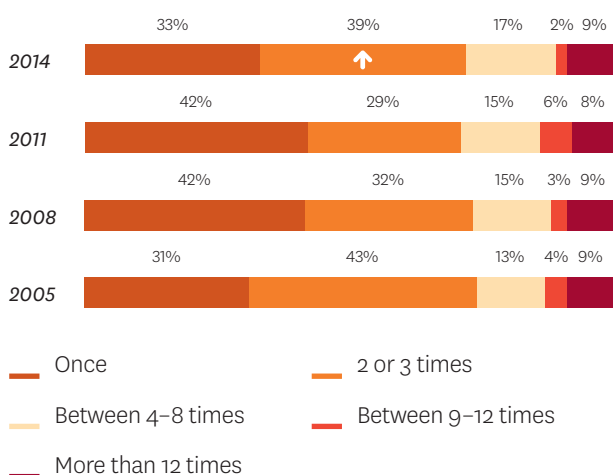
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

Literature attendance was defined as attending any poetry or book reading, literary festival or event.

## Frequency of attendance

Frequency of attending a literature event has recovered in 2014 with nearly four in 10 (39%) who have been to such an event attending two or three times, compared with nearly three in 10 (29%) in 2011. The frequency of attending literature events has returned to 2005 levels.

### FREQUENCY OF ATTENDANCE AT LITERATURE EVENTS

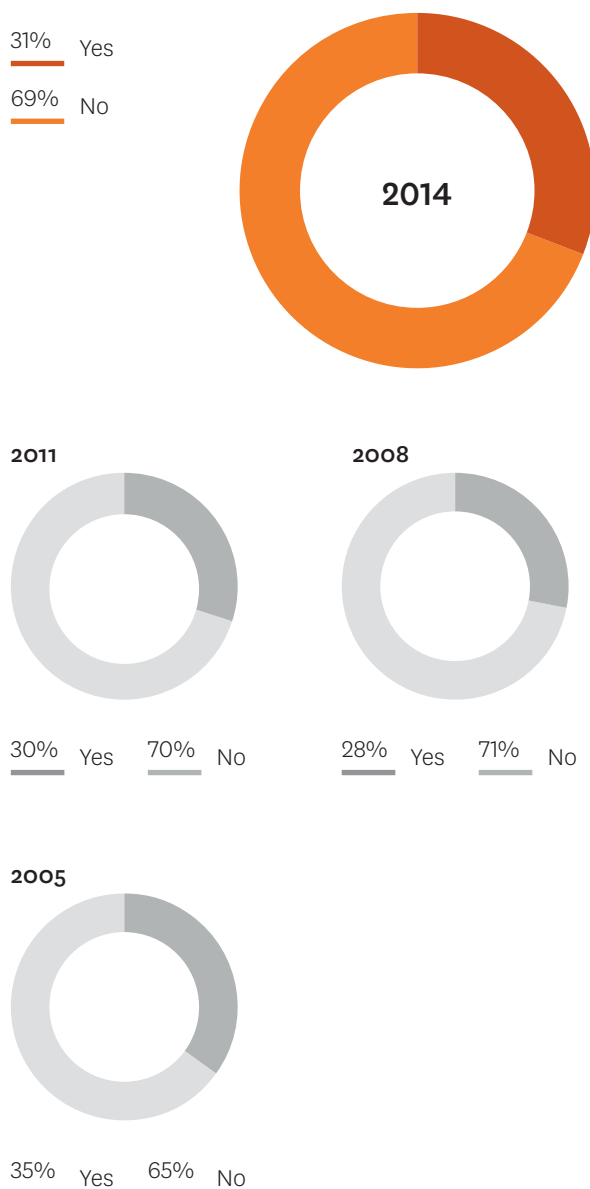


Base: Those who had attended a literature event in the last 12 months, 2005 (n=222); 2008 (n=284); 2011 (n=339); 2014 (n=147).

## Ngā toi Māori attendance

Almost a third (31%) of New Zealanders have attended a Ngā toi Māori event in the last year. This has not changed significantly since 2011.

### MĀORI CULTURAL PERFORMANCES OR OTHER NGĀ TOI MĀORI EVENTS ATTENDANCE



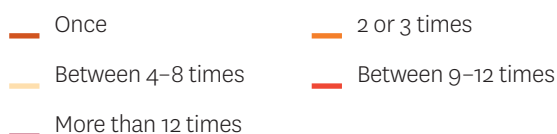
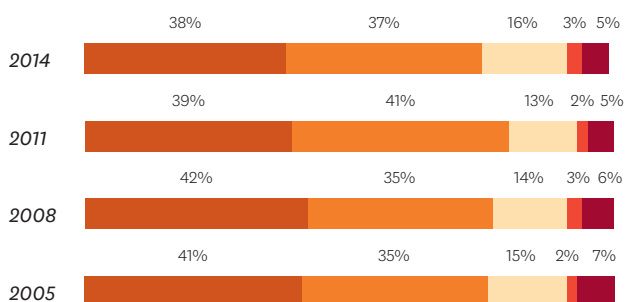
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181)

Ngā toi Māori events were defined as cultural performances, festivals, exhibitions or celebrations by Māori people or groups.

## Frequency of Ngā toi Māori event attendance

The frequency of attending Ngā toi Māori events is consistent with previous years, with the majority (76%) of those who have been to these events having done so between one and three times in the last 12 months.

### FREQUENCY OF ATTENDANCE AT NGĀ TOI MĀORI EVENTS



Base: Those who had attended a Ngā toi Māori event in the last 12 months, 2005 (n=523); 2008 (n=587); 2011 (n=798); 2014 (n=380).

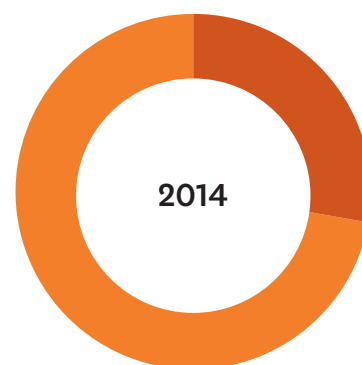
## Pacific arts attendance

New Zealanders' attendance at Pacific arts events has remained stable over time with slightly more than a quarter (28%) having been to at least one of these events in the last 12 months.

### PACIFIC ARTS EVENTS ATTENDANCE

28% Yes

72% No



2011



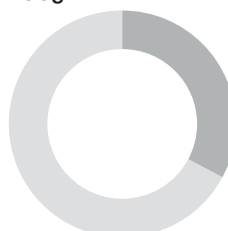
29% Yes 70% No

2008



27% Yes 73% No

2005



33% Yes 67% No

Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181)

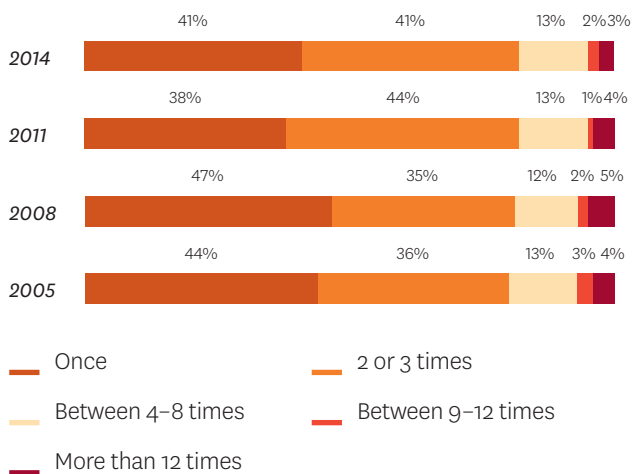
Pacific arts events were defined as any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups.



## Frequency of attendance

Frequency of attending Pacific arts events is consistent with previous years with the vast majority of attendees (82%) attending such an event one or two times in the last 12 months.

### FREQUENCY OF ATTENDANCE AT PACIFIC ARTS EVENTS



Base: Those who had attended a Pacific arts event in the last 12 months, 2005 (n=494); 2008 (n=592); 2011 (n=836); 2014 (n=346).

## Participation by artform

Unlike attendance, for which performing arts is the most popular, visual arts (31%) followed by craft and object arts (27%) are the most popular artforms to be actively involved in. Literature is the fourth most popular artform to be involved in (18%).

### Active involvement in the arts by artform

#### VISUAL ARTS

31%

#### CRAFT AND OBJECT ARTS

27%

#### PERFORMING ARTS

20%

#### LITERATURE

18%

#### NGĀ TOI MĀORI

15%

#### PACIFIC ARTS

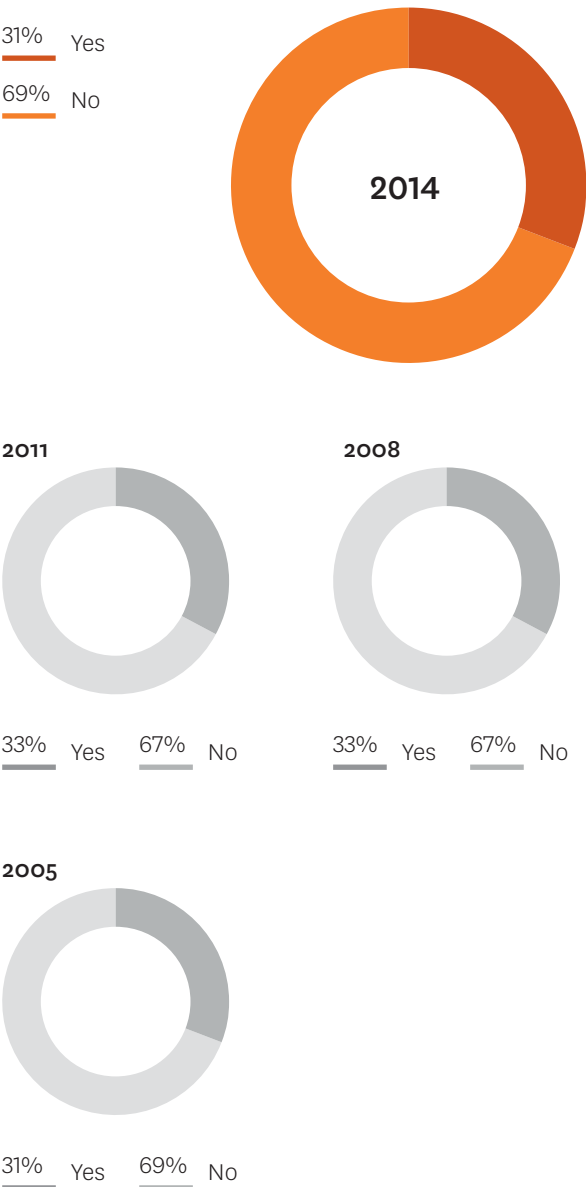
9%

Base: All respondents; 2014 (n=1,181).

# Visual arts participation

Just under a third of New Zealanders (31%) have been actively involved in the visual arts in the last 12-month period, similar to previous years.

## VISUAL ARTS PARTICIPATION



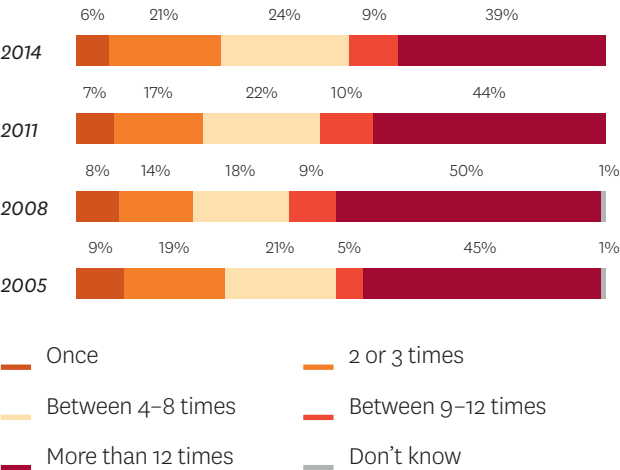
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

Visual arts was defined as painting, photography, sculpting, drawing, print-making, typography, web-based/digital art, or film-making. The new definition of craft and object arts as a separate artform was introduced in 2014.

# Frequency of participation

Many of those who participate in visual arts do so frequently with 48% participating nine or more times over the last 12 months. However, frequency of involvement has declined over the last two editions of the research as this compares to 59% in 2008. Instead a higher proportion are now participating between two and eight times over a 12-month period.

## FREQUENCY OF VISUAL ARTS PARTICIPATION



Base: Those who have been actively involved in visual arts in the last 12 months 2005 (n=432); 2008 (n=631); 2011 (n=805); 2014 (n=345).

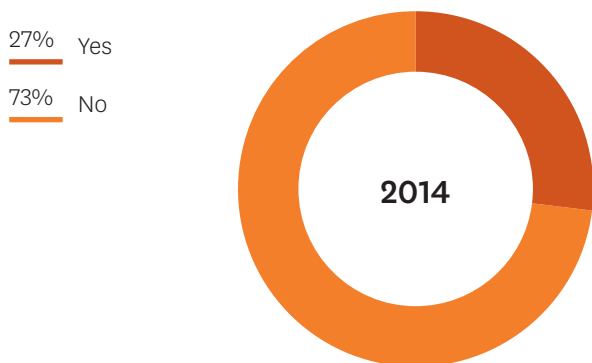


AUCKLAND THEATRE COMPANY,  
NEXT BIG THING, GIANT TEETH (2014)  
Photographer, Sacha Stejko

## Craft and object arts participation

Of all New Zealanders, more than a quarter (27%) have been actively involved in craft and object arts in the last 12 months.

### CRAFT AND OBJECT ARTS PARTICIPATION



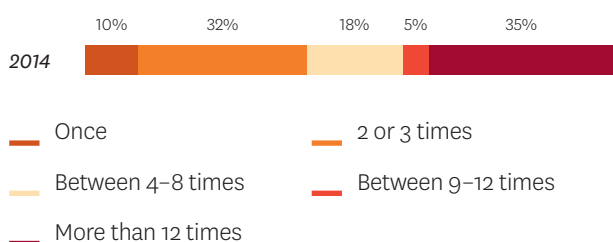
Base: All respondents 2014 (n=1,181)

Craft and object arts was defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles. In previous surveys, craft and object arts was defined as part of visual arts. This is the first survey in which craft and object arts has been examined separately, and therefore there is no comparative data for this artform.

### Frequency of participation

There are two types of participants in craft and object arts: frequent and infrequent. About four in 10 (42%) participate only a few times each year, while a further four in 10 (40%) are involved more than nine times per year.

### FREQUENCY OF CRAFT AND OBJECT ARTS PARTICIPATION



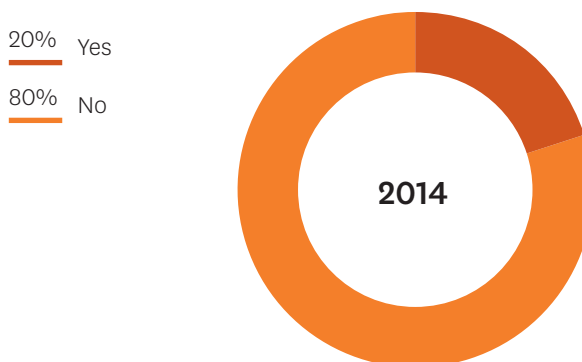
Base: Those who had been actively involved in craft and object arts in the last 12 months, 2014 (n=320).

## Performing arts participation

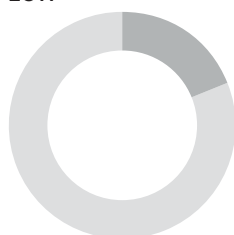
Over time, participation in performing arts has remained stable with one in five (20%) New Zealanders actively involved in this artform over the last 12 months.

New Zealanders' most popular performing arts activity continues to be concerts or musical performance, with more than one in 10 New Zealanders (13%) engaging in this activity. Participation levels in each type of performing arts has not changed at all since 2011.

### PERFORMING ARTS PARTICIPATION



2011



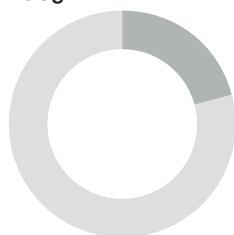
19% Yes 81% No

2008



16% Yes 84% No

2005



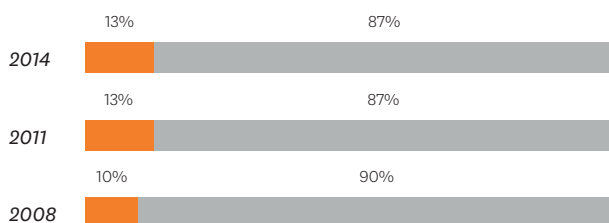
21% Yes 79% No

Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

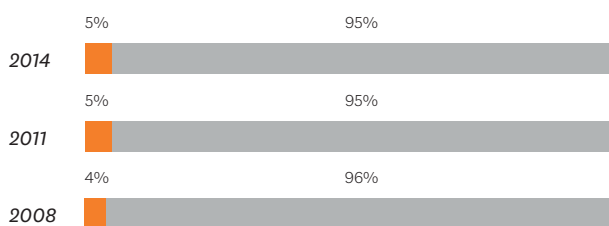
To gauge New Zealanders' level of participation in performing arts, people were asked whether they had been actively involved in these activities in the last year. Performing arts were defined as theatre, dance, singing or other music-making activities.

## Performing arts participation by type

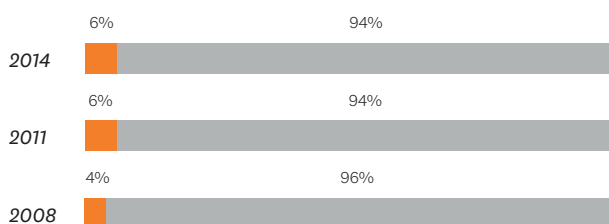
### CONCERTS OR MUSICAL PERFORMANCE



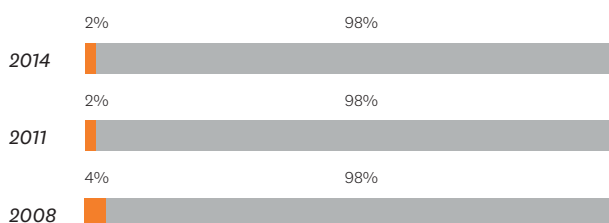
### THEATRE OR DRAMA



### BALLET OR DANCE



### ANOTHER TYPE OF PERFORMING ARTS



Participated in the last 12 months      Did not participate in the last 12 months

Base: All respondents, 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

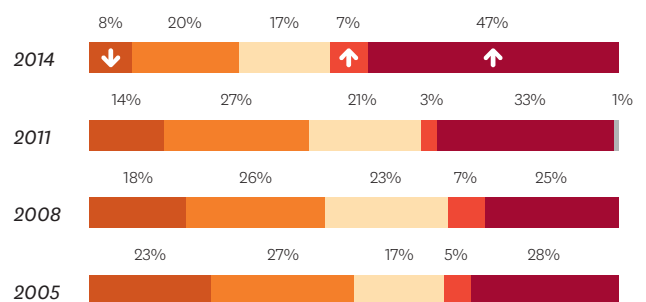
## Frequency of participation

While the overall number of New Zealanders who have participated in performing arts in the last 12 months has not changed, the frequency of involvement has increased significantly in 2014.

**54%** More than one in two (54%) of those who have been actively involved in the performing arts in the last 12 months have done so nine or more times.

This is significantly higher than in 2011 when 36% had done so. This increase is a primary driver of the overall increase in how often New Zealanders participate in the arts.

### FREQUENCY OF PERFORMING ARTS PARTICIPATION



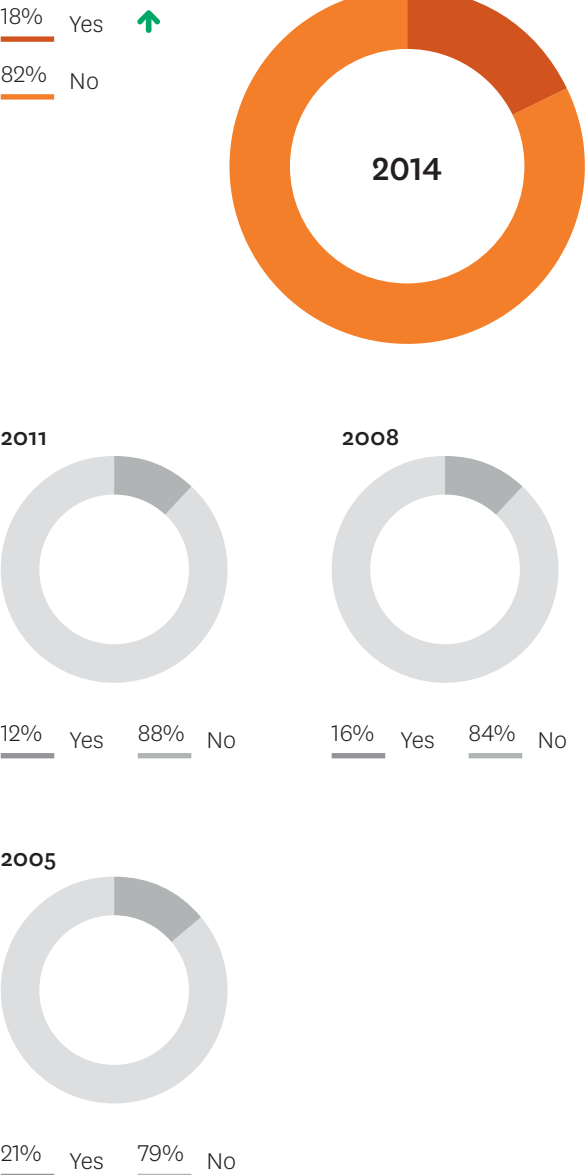
Once      2 or 3 times  
Between 4-8 times      Between 9-12 times  
More than 12 times      Don't know

Base: Those who have been actively involved in some form of performing arts in the last 12 months, 2005 (n=301); 2008 (n=333); 2011 (n=453); 2014 (n=221).

# Literature participation

The proportion of New Zealanders involved in literature has significantly increased since 2011, with almost one in five (18%) participating in the last 12 months. This increase is a primary driver of the increase in overall arts participation in 2014.

## LITERATURE PARTICIPATION



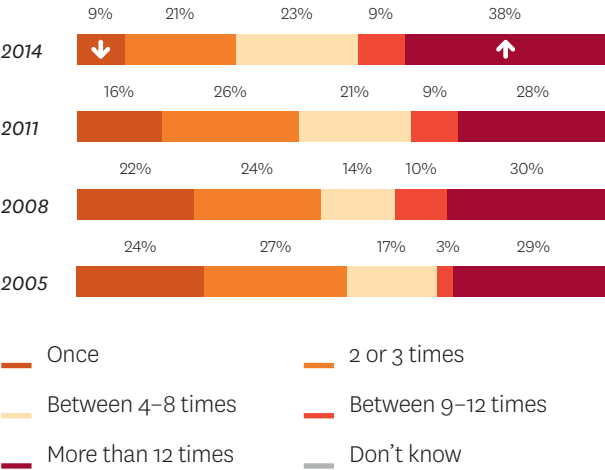
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

People were asked about their participation in literature. Literature was defined as a writing workshop or literary event, creative writing of your own; for example poetry; fiction or non-fiction.

## Frequency of participation

Among those who participated in literature, there has been a significant increase in the frequency of involvement since 2011. Almost half (47%) of those who participated in literature did so more than nine times, compared to fewer than four in 10 (37%) who did so in 2011.

## FREQUENCY OF LITERATURE PARTICIPATION



Base: Those who have taken part in a writing or literary event, or written poetry, fiction or non-fiction in the last 12 months, 2005 (n=193); 2008 (n=220); 2011 (n=322); 2014 (n=192).



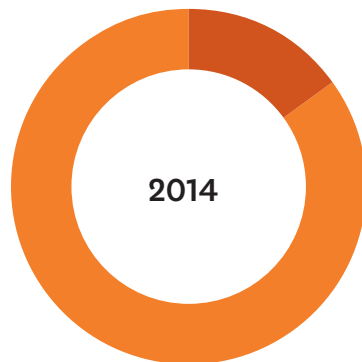
## Ngā toi Māori participation

New Zealanders' involvement in Ngā toi Māori is consistent with previous years, with 15% of New Zealanders saying they had been actively involved in some form of Ngā toi Māori in the last 12 months.

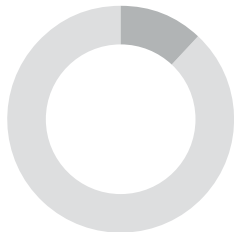
### NGĀ TOI MĀORI PARTICIPATION

15% Yes

85% No

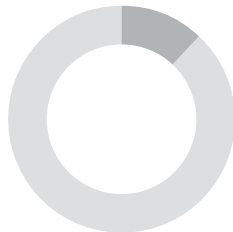


**2011**



14% Yes 86% No

**2008**



12% Yes 88% No

**2005**



16% Yes 84% No

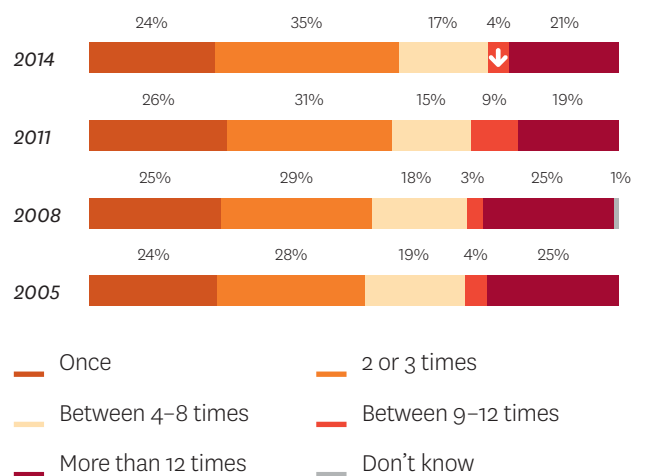
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

People were asked about their involvement in Ngā toi Māori in the last year. Ngā toi Māori was defined as any Ngā toi Māori or crafts activities or workshops, including carving, raranga, taniko, weaving, waiata, or kapa haka, kowhaiwhai, ta moko, Māori dance or music.

## Frequency of participation

There has been no significant change in the frequency of participation in Ngā toi Māori. Most of those who participate do so between one and three times (59%), with a small dedicated group (21%) who participate more than 12 times per year.

### FREQUENCY OF NGĀ TOI MĀORI PARTICIPATION



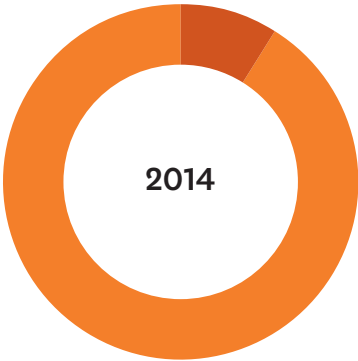
Base: Those who have taken part in Ngā toi Māori activities in the last 12 months, 2005 (n=228); 2008 (n=247); 2011 (n=338); 2014 (n=177).

# Pacific arts participation

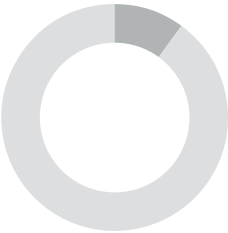
Just under one in 10 New Zealanders (9%) have been actively involved in Pacific arts in the last 12 months.

## PACIFIC ARTS PARTICIPATION

9% Yes  
91% No

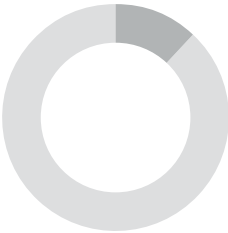


2011



10% Yes 90% No

2008



9% Yes 91% No

2005



12% Yes 88% No

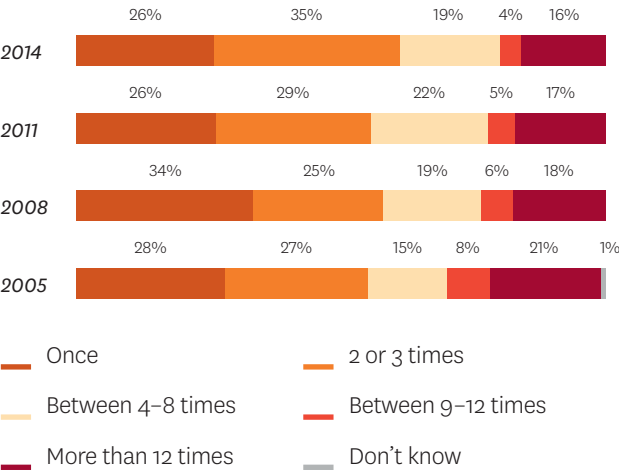
Base: All respondents, 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181).

People were asked about their involvement in Pacific arts, with Pacific arts defined in the survey as any Pacific arts and crafts activities or workshops, including weaving, tapa making, tivaevae, carving, traditional dance, singing or music.

# Frequency of participation

Frequency of participation in Pacific arts in a 12-month period has shown a slow decline over the four editions of the research. It is now significantly lower than in 2005. In 2014 the majority of those who were actively involved in Pacific arts (61%) were involved between one and three times, and one in five were involved nine or more times (20%). This compares to 55% and 29% respectively in 2005.

## FREQUENCY OF PACIFIC ARTS PARTICIPATION



Base: Those who have taken part in Pacific arts activities in the last 12 months, 2005 (n=183); 2008 (n=191); 2011 (n=278); 2014 (n=106).



**CHRISTCHURCH SYMPHONY ORCHESTRA,  
CSO PRESENTS THE GOLDEN AGE OF HOLLYWOOD (2013)**  
Photographer, Andy Currie

# Audience profiles by artform

Several consistent significant trends identify the types of New Zealanders who are more and less likely to attend the arts in New Zealand.

## ARTS ATTENDANCE TRENDS

### Less likely to attend

- Men
- People in towns/rural areas

### More likely to attend

- Women
- Higher household incomes

Trends by ethnic group vary between artforms. New Zealand Europeans are more likely to attend visual arts and less likely to attend literary, Māori and Pacific arts. Māori and Pacific people are more likely to attend Māori and Pacific arts.

## Visual arts

Compared to the total population, the audience for visual arts events over-represents women (57%). This is a significant increase from 2011 when 54% of this audience was female. Other demographic groups that are over-represented in the visual arts audience are New Zealand Europeans (74%), and those whose annual household income is more than \$80,000 (39%).

In 2011 the visual arts audience tended to still over-represent higher income households (\$80,000 or higher – 36%) and also Māori (13%), and under-represent younger people (15-29 year olds 24%), Asian (8%) and Pacific people (4%). These trends are not present in 2014 indicating that the visual arts audience has a broader profile than three years ago.

The following charts show people who attended visual arts events in the last 12 months, compared to the total New Zealand population aged 15 or more.



### Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Male	48%	↓ 43%	55%
Female	52%	↑ 57%	45%



### Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
15-29	25%	23%	27%
30-39	13%	13%	12%
40-49	21%	20%	23%
50-59	18%	20%	15%
60-69	13%	13%	14%
70+	10%	11%	10%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).  
Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
NZ European	70%	74%	66%
Māori	12%	11%	14%
Pacific Island	6%	5%	7%
Asian	11%	10%	12%
Other ethnicity	10%	10%	10%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
1 person	13%	12%	13%
2 people	47%	49%	45%
3 people	23%	22%	24%
4 people	11%	10%	13%
5 or more people	5%	7%	4%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Up to \$30,000	16%	14%	18%
\$30,001 – \$50,000	14%	15%	14%
\$50,001 – \$80,000	19%	17%	21%
\$80,001 – \$100,000	10%	12%	8%
\$100,001 – \$120,000	6%	7%	6%
More than \$120,000	17%	20%	14%





Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Metropolitan	48%	↓ 49%	30%
Provincial	25%	26%	11%
Town/rural	28%	25%	8%



Metropolitan

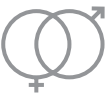
	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Auckland	30%	46%	31%
Wellington	9%	23%	7%
Christchurch	8%	30%	9%

↑ Statistically higher than those who did not attend.   ↓ Statistically lower than those who did not attend (at 95% confidence level).  
Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

# Craft and object arts

Compared to the total population, the audience for craft and object arts events over-represents women (61%), 50-59 year olds (22%), households with two people (51%), and those living in a provincial area (30%). Under-represented groups include men (39%), households with an income of less than \$30k (13%), and those living in a metropolitan city (43%).

The following charts show people who attended visual arts events in the last 12 months, compared to the total New Zealand population aged 15 or more.



Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Male	48%	↓ 39%	55%
Female	52%	↑ 61%	45%



Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
15-29	25%	18%	30%
30-39	13%	13%	12%
40-49	21%	22%	21%
50-59	18%	↑ 22%	14%
60-69	13%	15%	12%
70+	10%	10%	10%

↑ Statistically higher than those who did not attend.
 ↓ Statistically lower than those who did not attend (at 95% confidence level).
 Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
NZ European	70%	72%	69%
Māori	12%	12%	12%
Pacific Island	6%	5%	7%
Asian	11%	10%	12%
Other ethnicity	10%	12%	9%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
1 person	13%	13%	13%
2 people	47%	↑ 51%	44%
3 people	23%	21%	25%
4 people	11%	10%	12%
5 or more people	5%	5%	6%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Up to \$30,000	16%	↓ 13%	18%
\$30,001 – \$50,000	14%	14%	15%
\$50,001 – \$80,000	19%	20%	18%
\$80,001 – \$100,000	10%	11%	9%
\$100,001 – \$120,000	6%	7%	6%
More than \$120,000	17%	19%	16%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Metropolitan</i>	<b>48%</b>	↓ 43%	51%
<i>Provincial</i>	<b>25%</b>	↑ 30%	20%
<i>Town/rural</i>	<b>28%</b>	27%	28%



## Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Auckland</i>	<b>30%</b>	27%	32%
<i>Wellington</i>	<b>9%</b>	9%	9%
<i>Christchurch</i>	<b>8%</b>	7%	10%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).

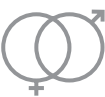
Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

## Performing arts

Compared to the total population, the audience for performing arts events over-represents women (56%), and those with a household income of over \$100k (28%).

Under-represented groups include men (44%), single-person households (11%), low-income households (up to \$30,000 = 11%), and those living in a town or rural area (25%).

The following charts show people who attended performing arts events in the last 12 months, compared to the total New Zealand population aged 15 or more.



### Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
Male	48%	↓ 44%	55%	42%	44%	41%
Female	52%	↑ 56%	45%	58%	56%	59%



### Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
15-29	25%	25%	25%	21%	24%	29%
30-39	13%	12%	14%	12%	12%	13%
40-49	21%	21%	21%	20%	22%	22%
50-59	18%	18%	17%	20%	20%	20%
60-69	13%	14%	13%	16%	14%	↓ 8%
70+	10%	10%	12%	12%	9%	9%

↑ Statistically higher than those who did not attend.    ↓ Statistically lower than those who did not attend (at 95% confidence level).  
Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
NZ European	70%	71%	69%	74%	71%	69%
Māori	12%	12%	13%	↓ 7%	10%	13%
Pacific Island	6%	6%	6%	4%	6%	5%
Asian	11%	10%	12%	↓ 7%	10%	9%
Other ethnicity	10%	11%	9%	14%	11%	12%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
1 person	13%	↓ 11%	17%	12%	10%	9%
2 people	47%	49%	44%	50%	50%	45%
3 people	23%	23%	24%	21%	23%	26%
4 people	11%	12%	11%	10%	11%	11%
5 or more people	5%	6%	4%	7%	6%	8%

 Statistically higher than those who did not attend.
  Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.





## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
Up to \$30,000	16%	↓ 12%	22%	↓ 11%	↓ 10%	↓ 10%
\$30,001 – \$50,000	14%	14%	16%	14%	13%	13%
\$50,001 – \$80,000	19%	19%	19%	18%	19%	20%
\$80,001 – \$100,000	10%	11%	8%	10%	12%	11%
\$100,001 – \$120,000	6%	8%	4%	↑ 8%	7%	7%
More than \$120,000	17%	20%	13%	↑ 20%	↑ 21%	18%



## Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
Metropolitan	48%	49%	46%	45%	48%	48%
Provincial	25%	26%	22%	↑ 34%	28%	31%
Town/rural	28%	↓ 25%	32%	24%	26%	23%



## Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND	ATTENDED THEATRE	ATTENDED CONCERT OR OTHER MUSICAL PERFORMANCE	ATTENDED BALLET OR OTHER DANCE EVENT
Auckland	30%	29%	32%	27%	28%	29%
Wellington	9%	10%	8%	8%	11%	11%
Christchurch	8%	10%	6%	10%	9%	8%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).

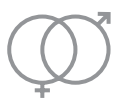
Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

## Literature

Compared to the total population, the audience for literature events over-represents women (65%), Pacific people (10%) and those living in a metropolitan city (57%), particularly Auckland (42%), which may be at least partly driven by the Auckland Writers' Festival.

Under-represented groups include men (35%), New Zealand Europeans (61%), and those living in a town or rural area (16%).

The following charts show people who attended literature events in the last 12 months, compared to the total New Zealand population aged 15 or more.



### Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Male	48%	↓ 35%	50%
Female	52%	↑ 65%	50%



### Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
15-29	25%	18%	26%
30-39	13%	15%	13%
40-49	21%	17%	22%
50-59	18%	24%	17%
60-69	13%	14%	13%
70+	10%	13%	10%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
NZ European	70%	↓ 61%	71%
Māori	12%	12%	12%
Pacific Island	6%	↑ 10%	5%
Asian	11%	14%	11%
Other ethnicity	10%	14%	10%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
1 person	13%	12%	13%
2 people	47%	51%	47%
3 people	23%	19%	24%
4 people	11%	11%	11%
5 or more people	5%	6%	5%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Up to \$30,000	16%	18%	15%
\$30,001 – \$50,000	14%	13%	15%
\$50,001 – \$80,000	19%	18%	19%
\$80,001 – \$100,000	10%	11%	10%
\$100,001 – \$120,000	6%	2%	7%
More than \$120,000	17%	18%	17%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Metropolitan</i>	<b>48%</b>	↑ 57%	47%
<i>Provincial</i>	<b>25%</b>	27%	24%
<i>Town/rural</i>	<b>28%</b>	↓ 16%	29%



## Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Auckland</i>	<b>30%</b>	↑ 42%	29%
<i>Wellington</i>	<b>9%</b>	9%	9%
<i>Christchurch</i>	<b>8%</b>	6%	9%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).

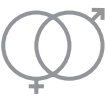
Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

## Ngā toi Māori

Compared to the total population, the audience for Ngā toi Māori events over-represents women (58%), Māori and Pacific people (24% and 9% respectively), Wellington residents (13%) and those living in a household with five or more people (8%).

Under-represented groups include men (42%), New Zealand Europeans (63%), and New Zealanders aged 70 years old or over (6%).

The following charts show people who attended Māori arts events in the last 12 months, compared to the total New Zealand population aged 15 or more.



### Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Male	48%	↓ 42%	51%
Female	52%	↑ 58%	49%



### Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
15-29	25%	28%	24%
30-39	13%	13%	13%
40-49	21%	24%	20%
50-59	18%	16%	18%
60-69	13%	12%	14%
70+	10%	↓ 6%	12%

↑ Statistically higher than those who did not attend.    ↓ Statistically lower than those who did not attend (at 95% confidence level).  
Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
NZ European	70%	↓ 63%	73%
Māori	12%	↑ 24%	7%
Pacific Island	6%	↑ 9%	5%
Asian	11%	10%	11%
Other ethnicity	10%	11%	10%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
1 person	13%	12%	13%
2 people	47%	47%	47%
3 people	23%	21%	24%
4 people	11%	12%	11%
5 or more people	5%	↑ 8%	4%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Up to \$30,000	16%	17%	15%
\$30,001 – \$50,000	14%	14%	14%
\$50,001 – \$80,000	19%	19%	19%
\$80,001 – \$100,000	10%	12%	9%
\$100,001 – \$120,000	6%	4%	8%
More than \$120,000	17%	16%	18%

 Statistically higher than those who did not attend.
  Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.





Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Metropolitan	48%	51%	46%
Provincial	25%	23%	25%
Town/rural	28%	25%	29%



Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Auckland	30%	31%	30%
Wellington	9%	↑ 13%	7%
Christchurch	8%	7%	9%

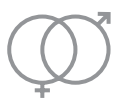
↑ Statistically higher than those who did not attend.   ↓ Statistically lower than those who did not attend (at 95% confidence level).  
Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

## Pacific arts

Compared to the total population, the audience for Pacific arts events over-represents women (60%), Māori and Pacific people (21% and 26%, respectively), those living in a household with five or more people (8%), and people living in a metropolitan city (55%).

Under-represented groups include men (40%), New Zealand Europeans (58%), and those living in a town or rural area (21%).

The following charts show people who attended Pacific arts events in the last 12 months, compared to the total New Zealand population aged 15 or more.



### Gender

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Male	48%	↓ 40%	51%
Female	52%	↑ 60%	49%



### Age

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
15-29	25%	28%	24%
30-39	13%	15%	12%
40-49	21%	22%	21%
50-59	18%	18%	17%
60-69	13%	12%	14%
70+	10%	↓ 5%	12%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
NZ European	70%	↓ 58%	75%
Māori	12%	↑ 21%	9%
Pacific Island	6%	↑ 15%	3%
Asian	11%	12%	11%
Other ethnicity	10%	12%	10%



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
1 person	13%	10%	14%
2 people	47%	47%	47%
3 people	23%	23%	23%
4 people	11%	12%	11%
5 or more people	5%	↓ 8%	4%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
Up to \$30,000	16%	16%	15%
\$30,001 – \$50,000	14%	15%	14%
\$50,001 – \$80,000	19%	23%	18%
\$80,001 – \$100,000	10%	11%	10%
\$100,001 – \$120,000	6%	5%	7%
More than \$120,000	17%	14%	18%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Metropolitan</i>	<b>48%</b>	↑ 55%	45%
<i>Provincial</i>	<b>25%</b>	24%	25%
<i>Town/rural</i>	<b>28%</b>	↓ 21%	30%



## Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED	DID NOT ATTEND
<i>Auckland</i>	<b>30%</b>	35%	28%
<i>Wellington</i>	<b>9%</b>	12%	8%
<i>Christchurch</i>	<b>8%</b>	8%	9%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.



VISITOR IN THE WHARE TOI |  
ARTS STUDIO SPACE IN NGĀ TOI |  
ARTS TE PAPA, TE PAPA, 2015  
Photograph by Michael Hall, Te Papa

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# YOUNG NEW ZEALANDERS: DETAILED FINDINGS

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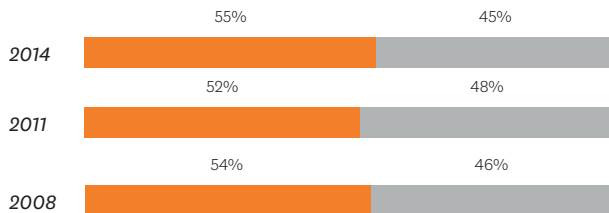
## Defining the arts

Painting, drawing and sketching continue to be the main way young New Zealanders define 'the arts'. Music then drama are the next most common ways.

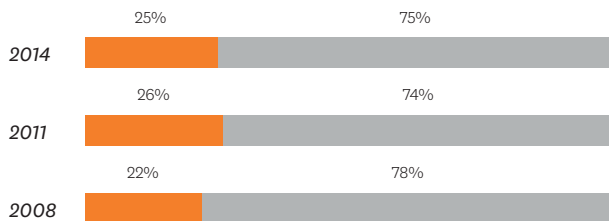
The use of the general word 'creativity' increased significantly from 5% in 2011 to 7% in 2014.

### When you think of 'the arts' what sort of things do you think of?

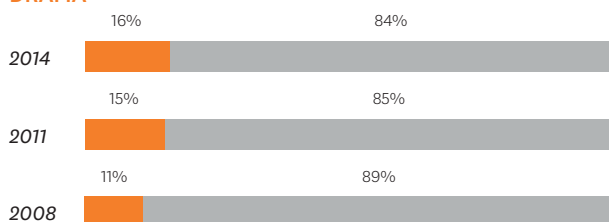
#### PAINTING/DRAWING/SKETCHING



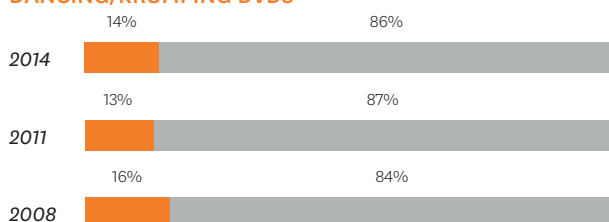
#### MUSIC



#### DRAMA

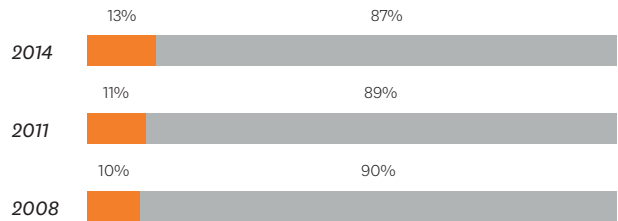


#### DANCING/KRUMPING DVDS

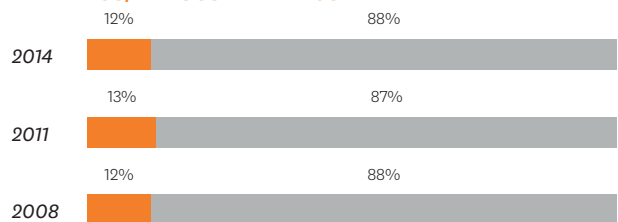


■ Participated in the last 12 months
 ■ Did not participate in the last 12 months

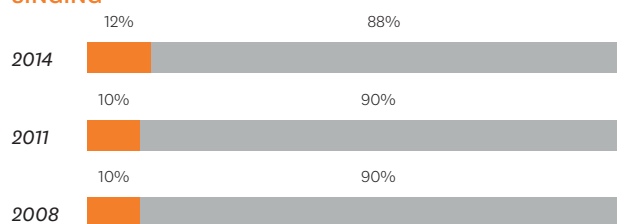
#### DANCE/MOVEMENT



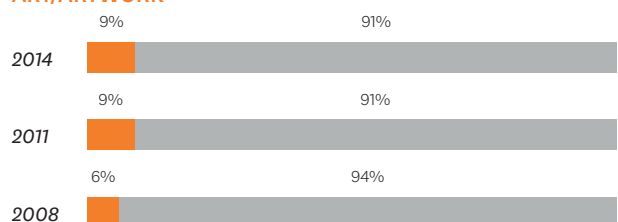
#### PAINTINGS/FAMOUS PAINTINGS



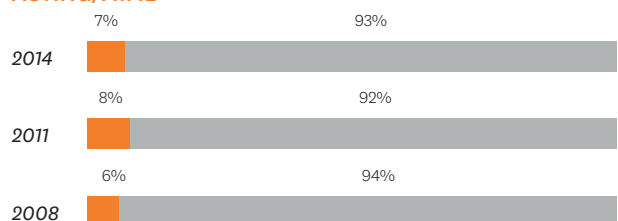
#### SINGING



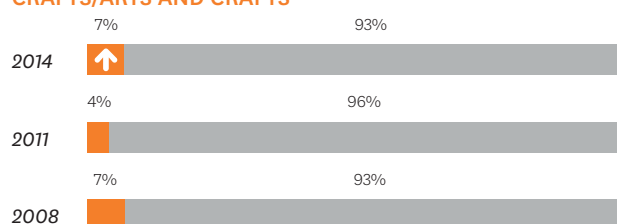
#### ART/ARTWORK



#### ACTING/MIME

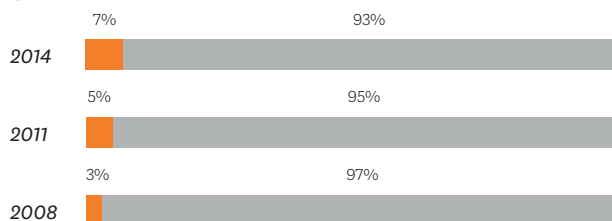


#### CRAFTS/ARTS AND CRAFTS

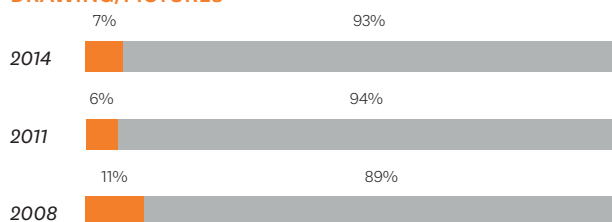




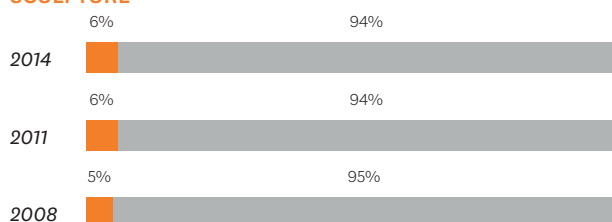
### CREATIVITY



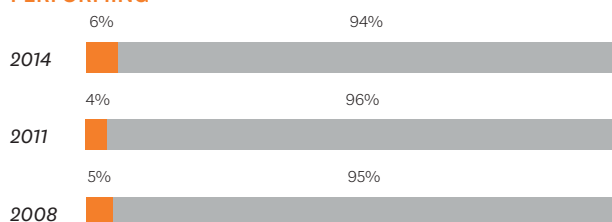
### DRAWING/PICTURES



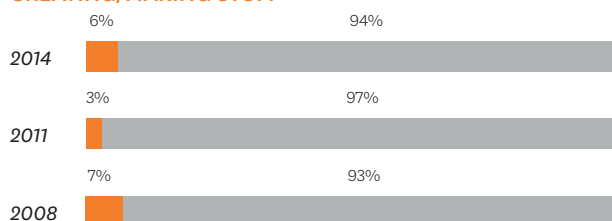
### SCULPTURE



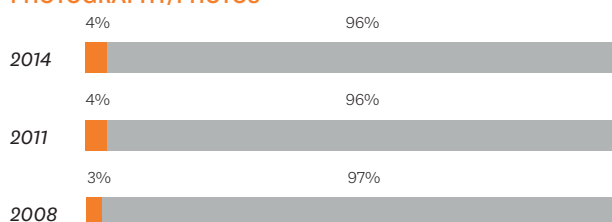
### PERFORMING



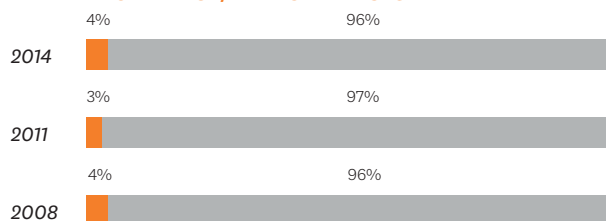
### CREATING/MAKING STUFF



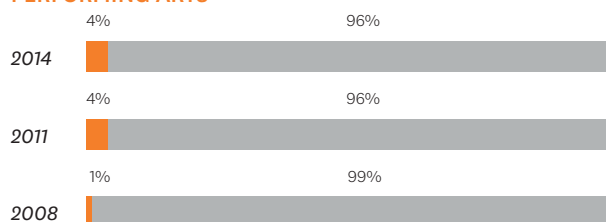
### PHOTOGRAPHY/PHOTOS



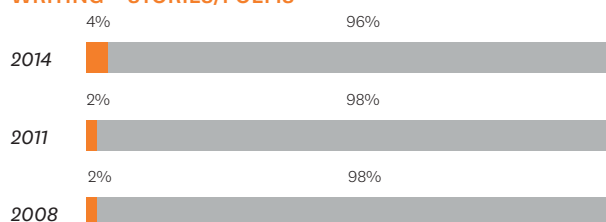
### LIVE PERFORMANCE/ PERFORMANCES



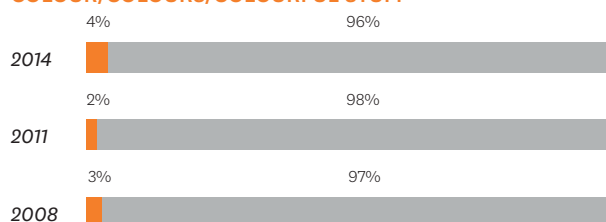
### PERFORMING ARTS



### WRITING – STORIES/POEMS



### COLOUR/COLOURS/COLOURFUL STUFF



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

- Girls have a wider range of associations with 'the arts' than boys. In particular there is a very strong association between 'the arts' and performance for all 10-14 year old girls, particularly 12-14 year olds.
  - This includes drama (21% compared to 12% of boys), dancing/krumping DVDs (21% compared to 8%), dance/movement (17% compared to 9%), and singing (18% compared to 5%).
  - These associations are strongest among older girls; drama (13-14 year old girls – 28%), dancing/krumping DVDs (12-14 year old girls – 23%), dance/movement (13-14 year old girls – 23%), and singing (12-14 year old girls – 21%).



AUCKLAND ART GALLERY, TOI AOTEAROA,  
INSTALLATION VIEW (2014)

# Engagement with the arts

More than eight in 10 10-14 year olds (83%) like to participate in at least one arts-based activity in their spare time. This rivals television and DVD viewing among young New Zealanders.

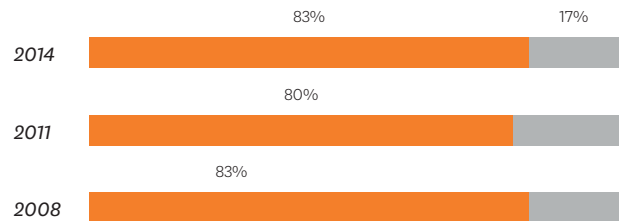
There has been a gradual but significant increase in arts engagement since 2008. The most popular single arts activity is to read books for fun, which more than one in two 10-14 year olds (55%) enjoy.

There have been significant increases in the proportion of young New Zealanders who like to draw or paint (48%) and do crafts (31%) since 2011. There have been gradual increases in playing a musical instrument and writing stories or poems.

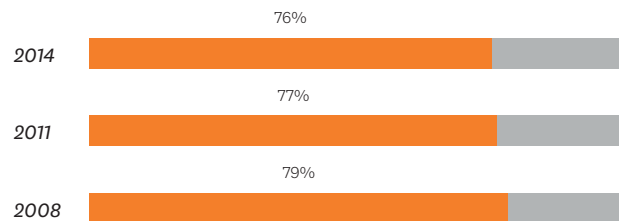
These increases have driven the overall increase in arts activity among young New Zealanders since 2008.

## Which do you like doing when you are not at school?

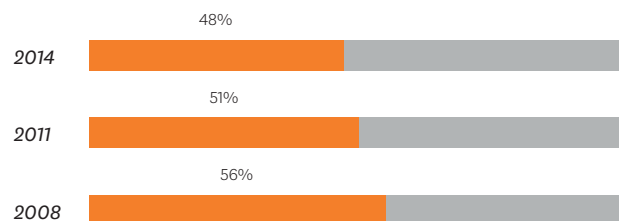
### WATCH TV, VIDEOS OR DVDS



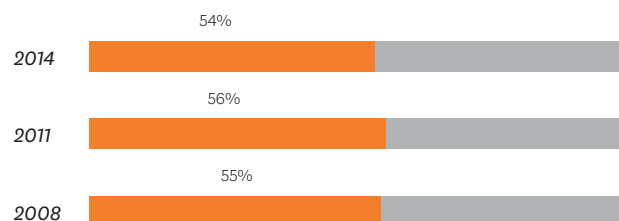
### PLAY COMPUTER OR VIDEO GAMES



### RIDE A BIKE



### PLAY TEAM SPORTS

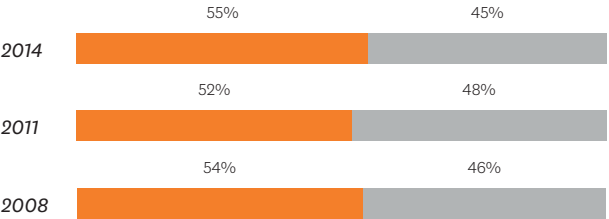


### SKATEBOARD OR ROLLERBLADE

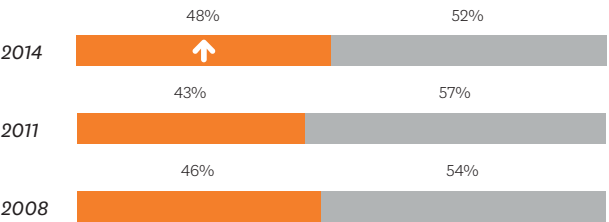


■ Participated in the last 12 months
 ■ Did not participate in the last 12 months

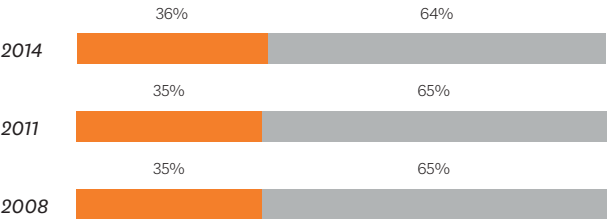
READ BOOKS FOR FUN



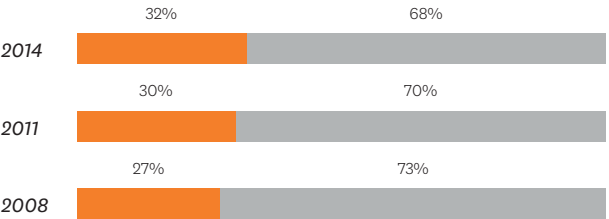
DRAW OR PAINT



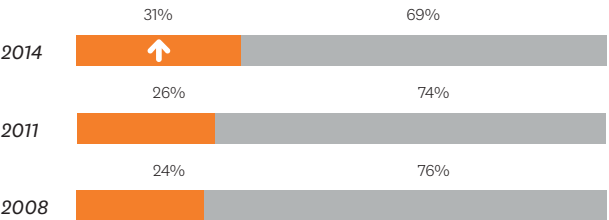
DANCE, SING OR PERFORM



PLAY A MUSICAL INSTRUMENT



DO CRAFTS



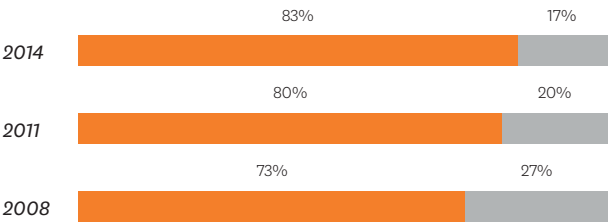
Participated in the last 12 months

Did not participate in the last 12 months

WRITE STORIES OR POEMS



AT LEAST ONE ARTS ACTIVITY<sup>2</sup>



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

Overall engagement with the arts

In 2014, every 10-14-year-old engaged with the arts to some extent. This compares to 99% in both 2011 and 2008.

PROPORTION OF ALL 10-14-YEAR-OLDS WHO HAVE ATTENDED OR PARTICIPATED AT LEAST ONCE IN ANY ARTFORM

2014	100%
2011	99%
2008	99%

Overall participation with the arts

In 2014, 100% of 10-14 year olds participated at least once in the arts.

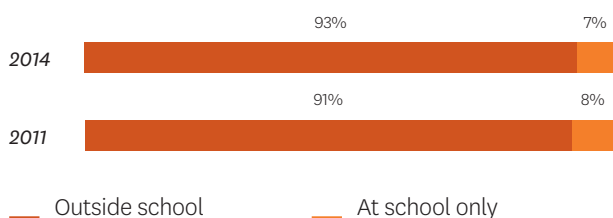
PROPORTION OF ALL 10-14 YEAR OLDS WHO HAVE PARTICIPATED AT LEAST ONCE IN ANY ARTFORM

2014	100%
2011	99%
2008	99%

<sup>2</sup> This is at least one arts activity from the following: reading books, drawing or painting, dancing, singing or performing, playing a musical instrument, crafts or writing stories or poems.

School is a significant driver of involvement in the arts.

#### PARTICIPATION IN THE ARTS AT SCHOOL ONLY AND OUTSIDE OF SCHOOL

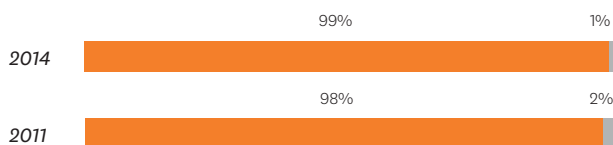


Base: All 10-14's; 2014 (n=753); 2011 (n=758). Note that the question wording differed slightly in 2008 and so these results have been left out of the above chart.

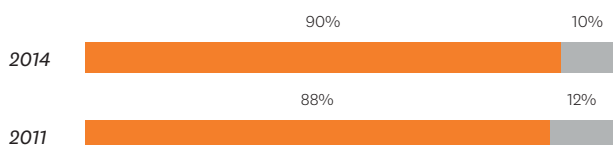
Nearly all 10-14 year olds (93%) choose to participate in arts outside school (in their own time), with few only involved as part of school.

#### Where did respondents participate in each artform?

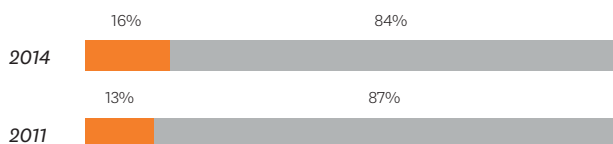
##### AT SCHOOL OR FOR HOMEWORK



##### AT HOME IN OWN TIME



##### ON A MARAE



##### SOMEWHERE ELSE



Participated in the last 12 months  
Did not participate in the last 12 months

Base: All 10-14's; 2014 (n=753); 2011 (n=758).

This demonstrates how important the education system is in driving young New Zealanders' involvement in the arts. However, nine in 10 (90%) also participate in their own time at home. There has been no significant change in this behaviour since 2011.

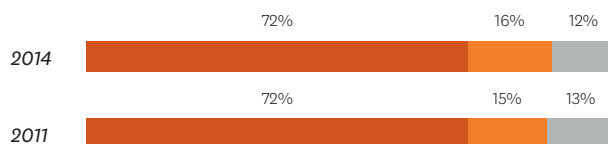
#### Overall attendance at the arts

In 2014, nearly 88% of 10-14 year olds attended at least one arts event or location. This has not changed significantly since 2011, and continues to be lower than overall levels of participation.

#### PROPORTION OF ALL 10-14 YEAR OLDS WHO HAVE ATTENDED AT LEAST ONCE

2014	88%
2011	87%
2008	83%

#### ATTENDANCE AT ARTS EVENTS AS PART OF SCHOOL EDUCATION COMPARED TO OUTSIDE OF SCHOOL



Outside school  
At school only  
Did not attend

Base: All 10-14's; 2014 (n=753); 2011 (n=758).

The proportion of young New Zealanders who **only** attend the arts because it is part of their school education is significantly higher than for participation (16% compared to 7%). Fewer choose to attend the arts in their spare time and so attendance is lower overall.

# Interest in the arts

## Desire to be more involved with different artforms

Nearly all young New Zealanders (97%) have an artform that they would like to be more involved with. This is slightly higher than in 2011 (93%).

The overall increase has been driven by increased desire to be involved in the most popular artforms: digital, performing and visual arts. These increases outweigh the decline in interest in literature, Pacific and Ngā toi Māori.

Digital art (34%) continues to be the artform in which the largest number of young New Zealanders would like to increase their involvement.

Which one of these do you really wish you could be more involved with?

### DIGITAL ARTS



### PERFORMING ARTS



### VISUAL



### LITERATURE



### PACIFIC ARTS



### NGĀ TOI MĀORI



Participated in the last 12 months      Did not participate in the last 12 months

Base: All 10-14's; 2014 (n=753); 2011 (n=758).

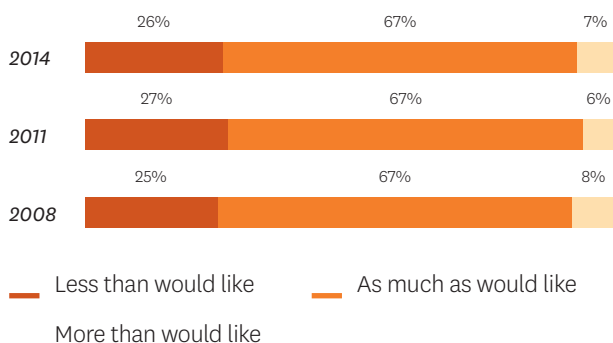
There is a clear divide between the preferences of boys and girls in terms of digital and performing arts.

- Boys (48%) are significantly more likely to want more involvement in digital art compared to girls (20%), particularly 14-year-old boys (60%).
- Girls (38%) are significantly more likely to want more involvement in performing arts than boys (18%), particularly 10 (43%) and 14-year-old girls (50%).

## Satisfaction with overall level of involvement

- Most young New Zealanders (67%) are happy with their current level of involvement with creative arts. Slightly more than one in four (26%) would like to be more involved than they are currently.

### DOING CREATIVE ARTS MORE THAN THEY WOULD LIKE, ABOUT AS MUCH AS THEY LIKE, OR LESS THAN THEY WOULD LIKE



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

14-year-old boys are the only group who are more likely to feel they do creative things more often than they would like.

## Barriers to greater involvement

The main barrier to greater involvement in the arts is young New Zealanders feeling they do not have the time to do creative things as much as they would like. This may indicate a lack of time, but also that they do not prioritise the arts sufficiently over other activities.

Expense and perceived ability are the next biggest barriers to greater involvement in the arts.

## What stops you from doing these more often?

REASON GIVEN	2014	2011	2008
<i>I don't have enough time to do the creative things I would like to do</i>	45%	50%	45%
<i>We can't afford to do the creative things I would like to do</i>	33%	32%	37%
<i>I don't think I'm very good at creative things</i>	29%	21%	24%
<i>I don't know where to go to do creative things</i>	22%	24%	17%
<i>I don't know how to get involved in creative things</i>	22%	22%	18%
<i>The creative things I would like to do are too far away from where I live</i>	19%	23%	13%
<i>Some other reason</i>	13%	8%	6%
<i>I'm not sure / don't know</i>	7%	7%	8%

Base: All 10-14's who would like to be more involved; 2014 (n=191); 2011 (n=208); 2008 (n=266).

## Reasons for being too involved

A minority of young people (7%) participate in the arts more than they would like. Their main reason for this is feeling compelled to be involved in the arts at school, rather than choosing to be involved.

REASON GIVEN	2014	2011	2008
<i>I have to do them at school</i>	73%	61%	75%
<i>My parents make me do them when I don't want to</i>	11%	15%	14%
<i>Some other reason</i>	27%	23%	19%
<i>I'm not sure / don't know</i>	7%	15%	7%

Base: All 10-14's who would like to be less involved; 2014 (n=47); 2011 (n=53); 2008 (n=67).





CITY GALLERY WELLINGTON,  
SEUNG YUL OH: MOAMOA, A DECADE (2014)  
Photographer, Mark Tantrum

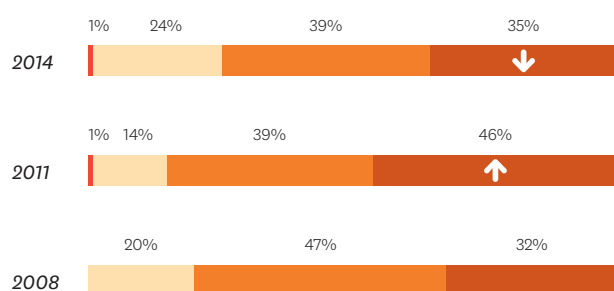
# Attitudes and feelings towards the arts

## How do the arts make young people feel?

Nearly three-quarters of 10-14 year old New Zealanders (74%) feel very positive when they do creative things, and very few do not enjoy it at all.

Overall, positivity has returned to 2008 levels.

### WHEN YOU DO CREATIVE THINGS HOW DOES IT MAKE YOU FEEL?



Just 10 people said 'Awful' 0-30 'Okay' 31-70  
'Really good' 71-90 'Brilliant' 91-100

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

- While 10-14 year old girls are significantly more likely to feel 'brilliant' when they do creative things (44% compared to 26% of boys), the vast majority of boys (68%) also feel 'really good' or 'brilliant'.
- Young New Zealanders who are Māori are more likely to feel 'brilliant' when doing creative things (43%).

## Why young New Zealanders like doing creative things

The arts provide young New Zealanders with joy, happiness, a sense of empowerment and achievement, and inspiration for the future.

## Main reasons why young New Zealanders love doing creative things

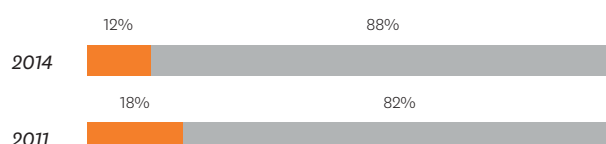
### I LIKE/ENJOY/LOVE DOING IT



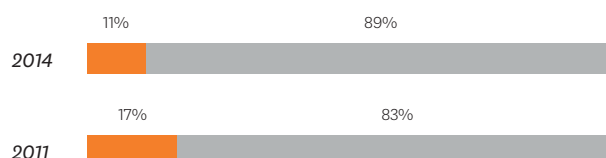
### IT MAKES ME HAPPY



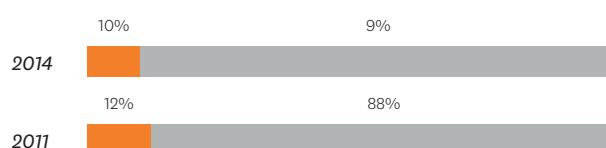
### I ENJOY BEING CREATIVE



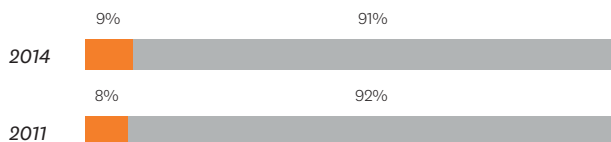
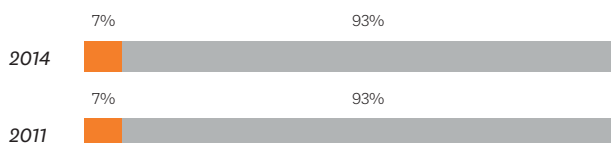
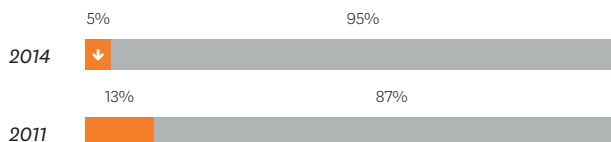
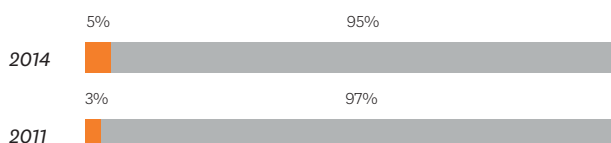
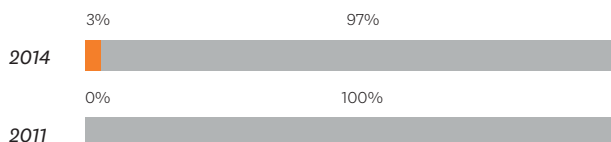
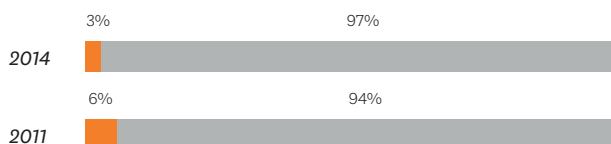
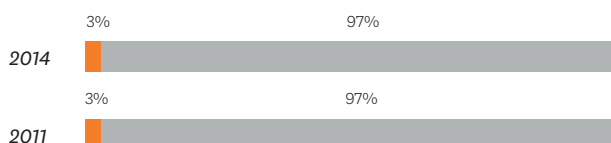
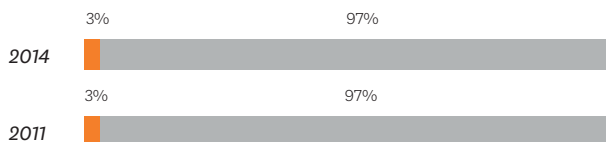
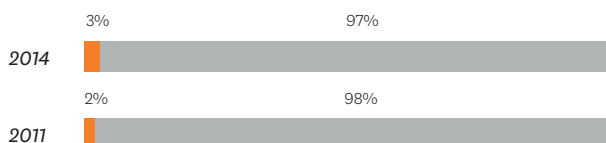
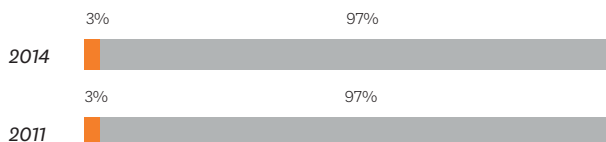
### MAKES ME FEEL GOOD ABOUT MYSELF



### ARTS ARE REALLY FUN



Participated in the last 12 months Did not participate in the last 12 months

**I DID IT MYSELF/SENSE OF ACHIEVEMENT****I CAN EXPRESS MYSELF/MY FEELINGS****I LIKE MAKING/CREATING STUFF****I AM GOOD AT IT****IT WILL HELP ME REACH MY DREAMS****IT INSPIRES ME****I LIKE TO TRY/LEARN NEW/DIFFERENT THINGS****RELAXES ME****MAKES MY SOUL ZING/FEEL FREE****I CAN FEEL PROUD OF MYSELF**

■ Participated in the last 12 months
 ■ Did not participate in the last 12 months

Base: All 10-14's who feel 'brilliant' when doing creative things; 2014 (n=264); 2011 (n=337).

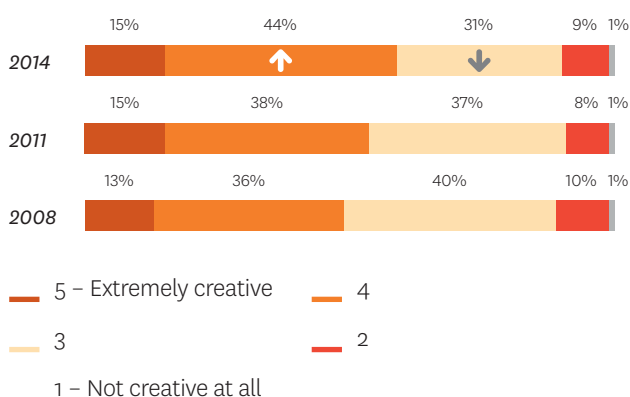
*“When I listen to music it fills my ears with joy and makes me happy. When I complete art I feel like I have achieved a mission.”*

*“I like being able to create my own design and do things my way where there is not a lot of rules or structure. I can experiment and try new things.”*

*“Because I feel that art makes me happy and I love it. It inspires me to do new things in life.”*

## How creative do young New Zealanders feel?

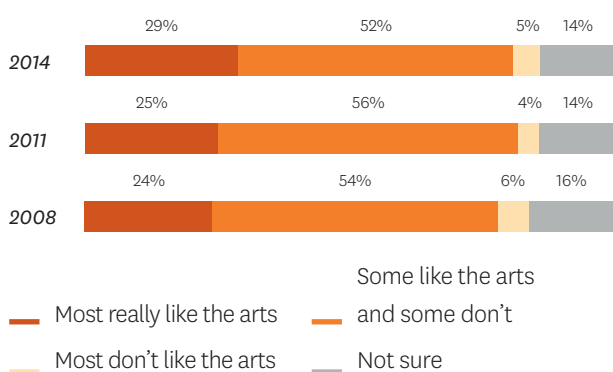
The majority of young New Zealanders (59%) feel very or extremely creative (rate themselves a four or five out of five in terms of their level of creativity), and nearly one in seven (15%) say they are extremely creative. There has been a gradual but significant increase in how creative 10-14 year olds feel since 2008 (49%).



Girls are more likely to give themselves a 4 or 5 score (67%) than boys (51%).

## Do young New Zealanders have social networks that support the arts?

The vast majority of young New Zealanders have supportive social networks for involvement in the arts. Eight in ten 10-14-year-old New Zealanders (81%) have at least some friends who like the arts, and three in ten (29%) say most of their friends really like the arts. These proportions have not changed significantly in the three waves of the study.



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

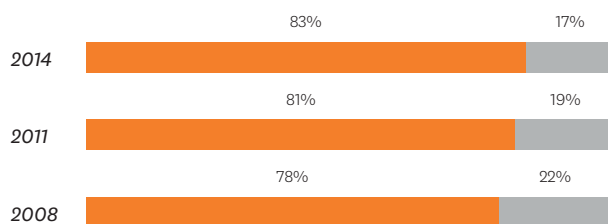
There is a significant difference between 10-14-year-old girls and boys. Girls (41%) are significantly more likely to have most of their friends really like the arts, compared to boys (17%).

## Encouragement to be involved in the arts

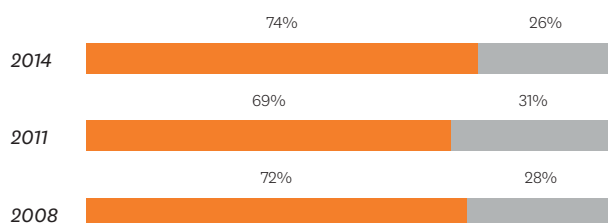
Parents continue to be the greatest influence on 10-14 year olds' involvement in the arts, followed by teachers.

Just 3% of 10-14 year olds do not receive any encouragement to get involved in the arts.

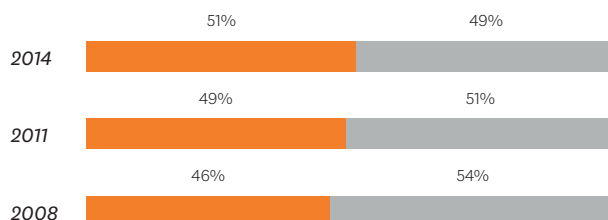
### MUM OR DAD



### TEACHER

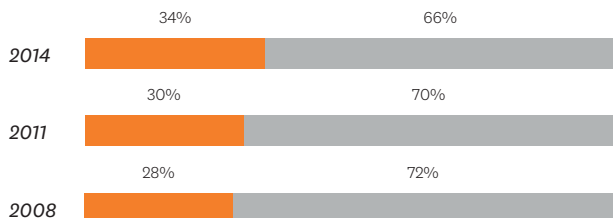


### FRIENDS

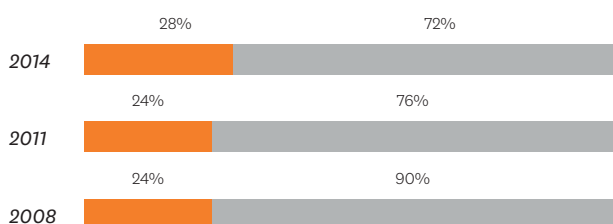


Participated in the last 12 months (orange bar) Did not participate in the last 12 months (grey bar)

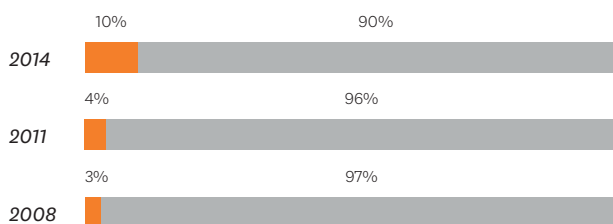
## OTHER RELATIVE



## SISTER OR BROTHER



## SOMEONE ELSE



■ Participated in the last 12 months
 ■ Did not participate in the last 12 months

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

- Girls (60%) are more likely to receive encouragement from their friends compared to boys (41%).
- Younger New Zealanders (10 year olds = 83%) are more likely to be encouraged by their teachers than older young New Zealanders (13-14 year olds = 66%).

## Impact of 2011 Christchurch earthquakes

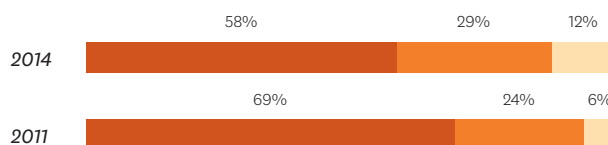
There are strong indications that arts attendance in Christchurch has recovered significantly since 2011.

- This can be seen by the decreases in the proportion who say they are attending less since 2011, and the increases in the proportion who are now saying it has made no difference.

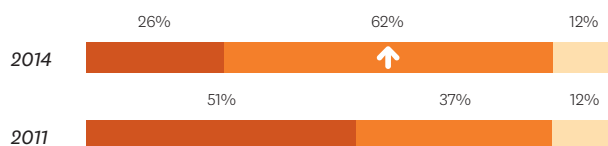
**Because of the earthquakes, do you think you have done more or less of these things, or have the earthquakes not made much difference?**

### Attendance

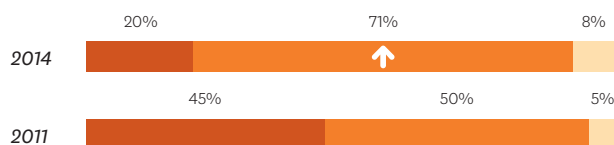
## VISUAL ARTS



## PERFORMING ARTS

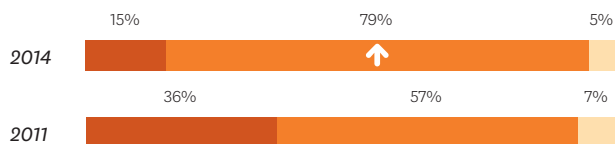


## WRITTEN ARTS

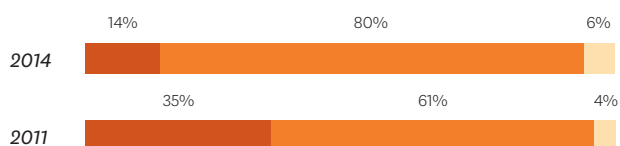


■ More
 ■ No different
 ■ Less

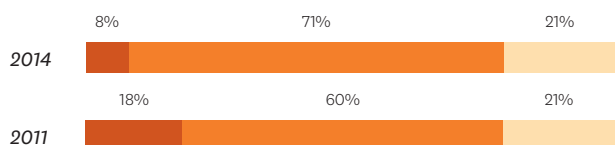
### PACIFIC ARTS



### NGĀ TOI MĀORI



### ONLINE VIEWING



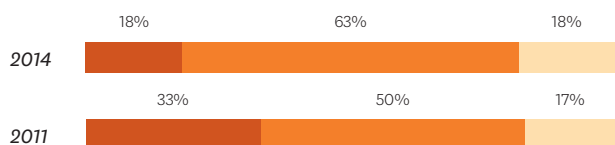
More No different Less

Base: All 10-14's in Christchurch; 2014 (n=73), 2011 (n=67).

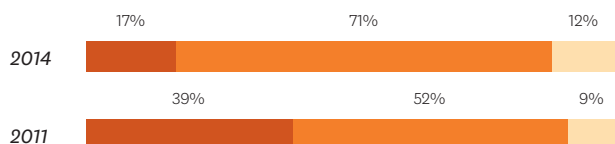
## Participation

There are also strong indications that participation among 10-14 year olds in Christchurch has recovered since 2011.

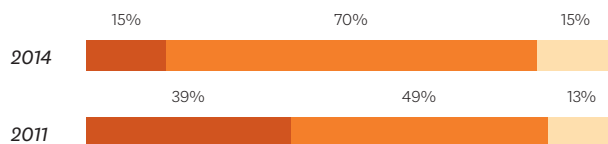
### VISUAL ARTS



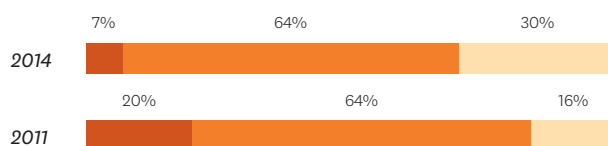
### PERFORMING ARTS



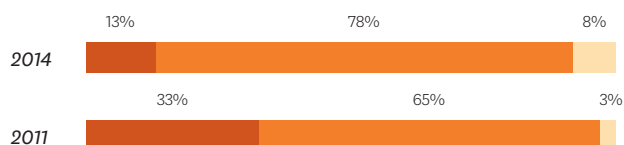
### LESSONS



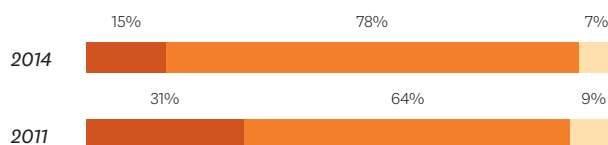
### WRITTEN ARTS



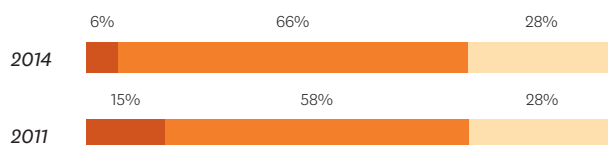
### PACIFIC ARTS



### NGĀ TOI MĀORI



### DIGITAL ART



More No different Less

Base: All 10-14's in Christchurch; 2014 (n=73); 2011 (n=67).





WORD CHRISTCHURCH (FESTIVAL 2014)  
Photographer Johannes van Kan



# Attendance and participation by artform

## Visual arts

### Participation

Visual arts has the highest level of participation of any artform.

Nearly every 10-14 year old (98%) has been involved in at least one visual arts activity in the last 12 months, and this has not significantly changed since 2011 (97%) or 2008 (98%).

VISUAL ARTS	2014	2011	2008
Participation (painting/drawing, sculpture, print-making, photos, pottery, weaving, jewellery-making, woodwork, metalwork, film/video-making)	98%	97%	97%

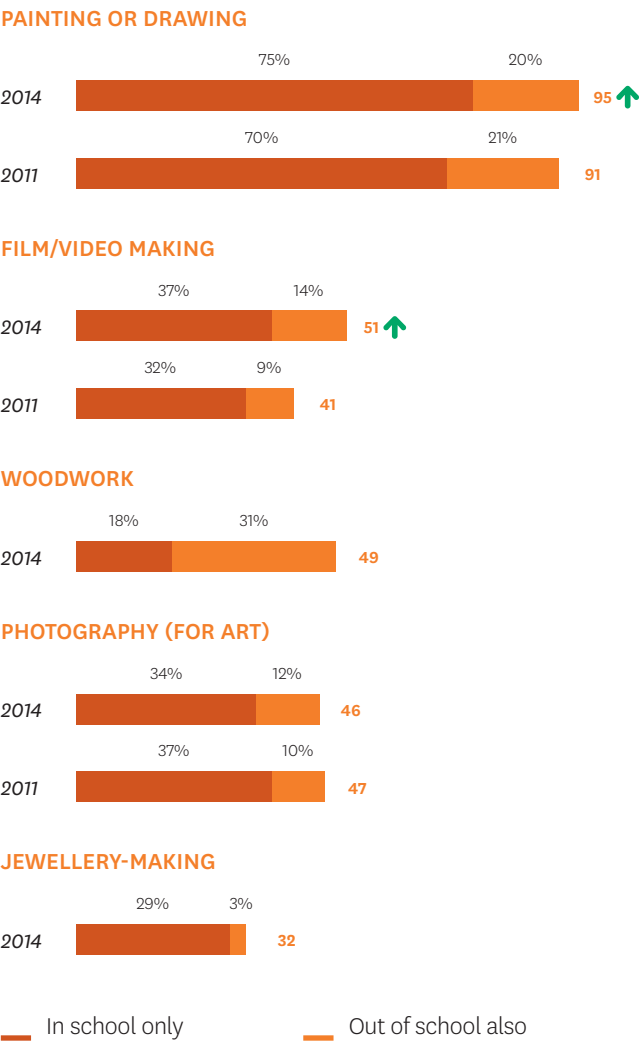
There has been a significant increase in the proportion of young New Zealanders who have taken part in painting or drawing in the last 12 months since 2011. Nearly all 10- 14 year olds (95%) have participated in this activity.

There has also been a large increase in the proportion who have made a film or video in the last 12 months; more than one in two 10-14 year olds (51%) have done so. This may be related to the growth of digital technology, such as smartphones and tablets, which makes this artform easier to become involved with.

The influence of school varies between different artforms. For five of the ten visual arts measured, most of those who have been involved have done so outside school. The exceptions are woodwork, sculpting, print-making and metalwork in which the majority of those involved have done so only at school.

There have been no declines in levels of participation in any visual artform since 2011. Given the significant increase in desire for greater involvement, these results show a very healthy picture of visual arts involvement among young New Zealanders.

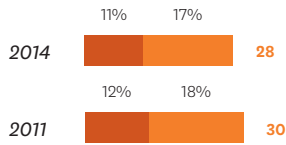
### Proportion of young New Zealanders who participate in each type of visual art



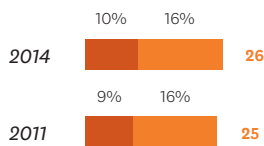
## Part 2

### Young New Zealanders: Detailed Findings

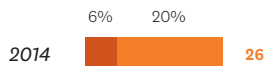
#### SCULPTING



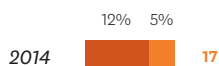
#### PRINT-MAKING



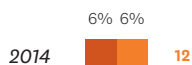
#### METALWORK



#### WEAVING



#### POTTERY



■ In school only      ■ Out of school also

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

There are several new types of visual arts included in the survey in 2014 for which there is no comparative data.

#### WHO PARTICIPATES IN VISUAL ARTS?

The following artforms are more popular among:

- **girls:** jewellery-making
- **boys:** woodwork, metalwork
- **younger New Zealanders:** sculpture, pottery, jewellery-making
- **older young New Zealanders:** woodwork, metalwork
- **New Zealand European:** sculpture, film and video-making.

	TOTAL	PAINTING/ DRAWING	SCULPTURE	PRINT- MAKING	PHOTOS FOR ARTWORK	FILM/VIDEO -MAKING
Total (n=)	<b>753</b>	713	218	198	353	405



## Gender

	TOTAL	PAINTING/ DRAWING	SCULPTURE	PRINT- MAKING	PHOTOS FOR ARTWORK	FILM/VIDEO -MAKING
Boys	<b>50%</b>	48%	45%	44%	45%	44%
Girls	<b>50%</b>	52%	55%	56%	55%	56%



## Age

	TOTAL	PAINTING/ DRAWING	SCULPTURE	PRINT- MAKING	PHOTOS FOR ARTWORK	FILM/VIDEO -MAKING
10 years	<b>19%</b>	19%	24%	17%	21%	19%
11 years	<b>20%</b>	20%	21%	17%	19%	19%
12 years	<b>20%</b>	21%	25%	22%	21%	21%
13 years	<b>21%</b>	21%	17%	25%	19%	21%
14 years	<b>20%</b>	19%	↓ 13%	19%	20%	19%



## Ethnicity

	TOTAL	PAINTING/ DRAWING	SCULPTURE	PRINT- MAKING	PHOTOS FOR ARTWORK	FILM/VIDEO -MAKING
NZ European	<b>67%</b>	67%	↑ 77%	66%	66%	↑ 74%
Māori	<b>22%</b>	22%	18%	25%	24%	21%
Pacific Island	<b>12%</b>	12%	9%	8%	11%	9%
Asian	<b>11%</b>	11%	9%	12%	12%	10%
Other ethnicity	<b>2%</b>	2%	1%	3%	2%	1%

↑ Statistically higher than those who did not participate. ↓ Statistically lower than those who did not participate (at 95% confidence level).

## Part 2

### Young New Zealanders: Detailed Findings

	TOTAL	POTTERY	WEAVING	JEWELLERY- MAKING	WOODWORK	METALWORK
Total (n=)	753	95	133	242	367	189



#### Gender

	TOTAL	POTTERY	WEAVING	JEWELLERY- MAKING	WOODWORK	METALWORK
Boys	50%	45%	41%	↓ 20%	↑ 57%	↑ 63%
Girls	50%	55%	59%	↑ 80%	↓ 43%	↓ 37%



#### Age

	TOTAL	POTTERY	WEAVING	JEWELLERY- MAKING	WOODWORK	METALWORK
10 years	19%	↑ 28%	24%	↑ 26%	↓ 8%	↓ 3%
11 years	20%	19%	↑ 30%	21%	20%	20%
12 years	20%	22%	25%	21%	25%	23%
13 years	21%	21%	15%	21%	↑ 26%	↑ 29%
14 years	20%	↓ 10%	↓ 5%	↓ 11%	20%	25%



#### Ethnicity

	TOTAL	POTTERY	WEAVING	JEWELLERY- MAKING	WOODWORK	METALWORK
NZ European	67%	67%	70%	73%	70%	67%
Māori	22%	23%	23%	23%	25%	24%
Pacific Island	12%	8%	14%	10%	10%	14%
Asian	11%	13%	7%	7%	8%	9%
Other ethnicity	2%	2%	2%	2%	2%	2%

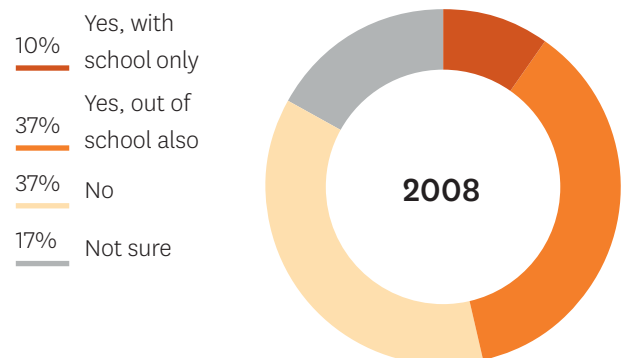
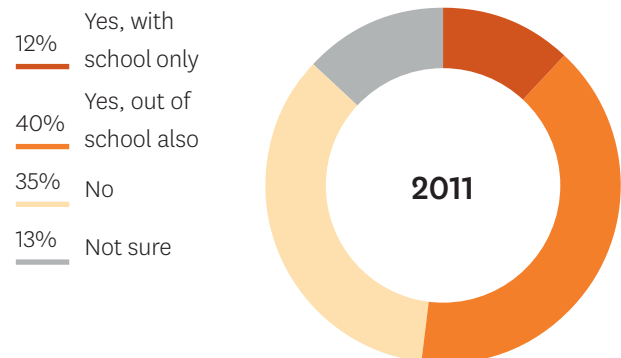
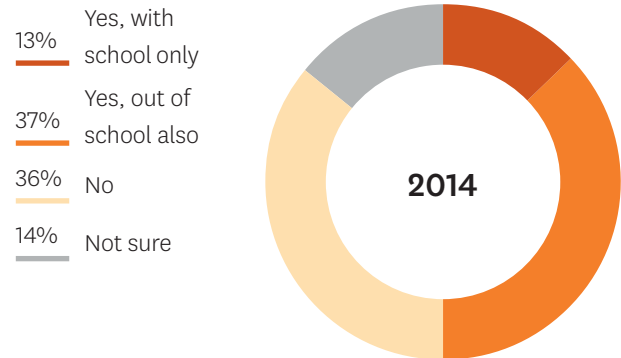
↑ Statistically higher than those who did not participate. ↓ Statistically lower than those who did not participate (at 95% confidence level).

## Attendance

One in two 10-14 year olds (50%) have attended at least one visual arts event or location in the last 12 months.

There has been no significant change in attendance levels at visual arts events or locations since 2011.

The majority of those who have attended at least one visual arts event or location have done so in their own time.



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

## Performing arts

### Participation

More than eight in 10 (85%) 10-14 year olds have been involved in at least one performing arts activity (excluding lessons) in the last 12 months.

This represents a significant increase in participation since 2011 (73%) and 2008 (76%).

PERFORMING ARTS	2014	2011	2008
<i>Participation (dancing, drama/play, singing/playing musical instrument, but excluding lessons)</i>	<b>85%</b>	73%	76%

The growth in overall participation in performing arts has been driven by significant growth in singing or playing a musical instrument, particularly out of school. This could be driven by factors such as the growth in video games like Singstar and Rock Band since 2011.

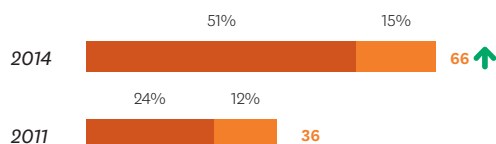
Also contributing will be the smaller growth in involvement in dramas or plays, particularly at school.

No type of performing arts shows any decline in involvement since 2011.

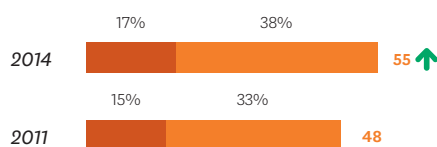
School plays a significant role in driving involvement in dramas and plays, but the majority of 10-14 year olds who are involved with singing/playing an instrument and dancing also participate in their own time.

## Proportion of young New Zealanders who participate in each type of performing art

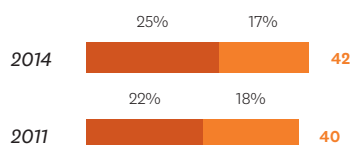
### SINGING, PLAYING AN INSTRUMENT



### DRAMA OR PLAY



### DANCING



■ In school only      ■ Out of school also

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

### WHO PARTICIPATES IN PERFORMING ARTS?

- Girls are significantly more involved in each type of performing arts than boys.

	TOTAL	DANCING	DRAMA OR PLAY	SINGING, PLAYING INSTRUMENT
Total (n=)	753	318	416	489



## Gender

	TOTAL	DANCING	DRAMA OR PLAY	SINGING, PLAYING INSTRUMENT
Boys	50%	↓ 35%	↓ 43%	↓ 44%
Girls	50%	↑ 65%	↑ 57%	↑ 56%



## Age

	TOTAL	DANCING	DRAMA OR PLAY	SINGING, PLAYING INSTRUMENT
10 years	19%	21%	19%	20%
11 years	20%	20%	21%	20%
12 years	20%	25%	22%	21%
13 years	21%	19%	22%	22%
14 years	20%	16%	16%	17%



## Ethnicity

	TOTAL	DANCING	DRAMA OR PLAY	SINGING, PLAYING INSTRUMENT
NZ European	67%	67%	68%	66%
Māori	22%	23%	21%	22%
Pacific Island	12%	14%	12%	13%
Asian	11%	10%	11%	10%
Other ethnicity	2%	2%	2%	2%

Statistically higher than those who did not participate.
 Statistically lower than those who did not participate (at 95% confidence level).

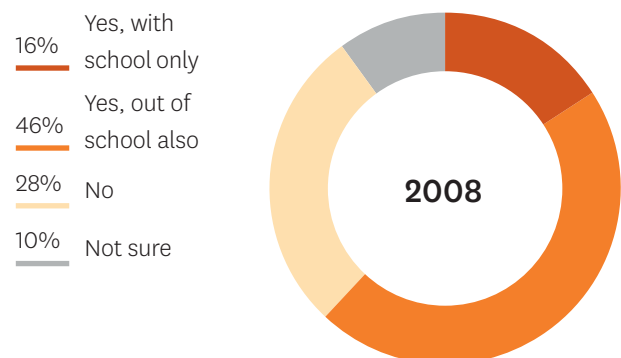
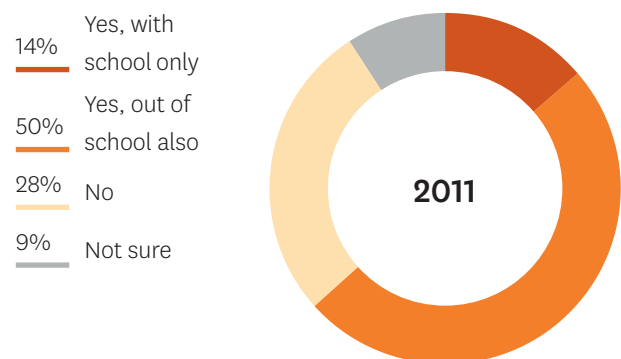
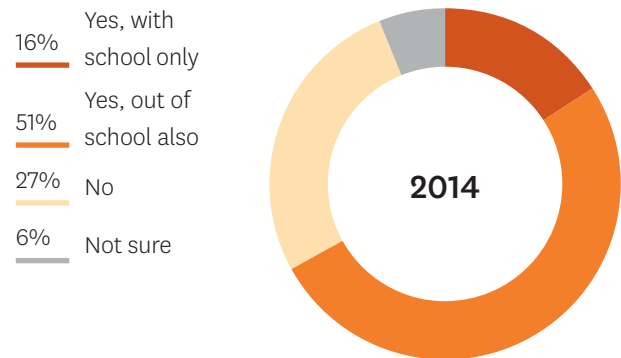


## Attendance

Performing arts (ballet, dance performances, plays, concerts, musical performances or circuses) is the most popular artform for 10-14 year olds to attend.

The vast majority of young New Zealanders who have attended performing arts events have done so outside school.

Two-thirds of young New Zealanders (67%) attend at least one performing arts event over a 12-month period. While this has not increased significantly since 2011, there has been a gradual but significant increase in attendance since 2008 (60%).



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

## Literature

### Participation

Nearly every 10-14 year old (92%) has been involved in literature in the last 12-month period. This is the second-highest level of participation in any artform, and is almost unchanged from 2011 (91%) or 2008 (92%).

LITERATURE	2014	2011	2008
Participation (written a story or poem)	92%	91%	92%

Nine in 10 young New Zealanders (89%) have written at least one story in the last 12 months and nearly six in 10 (57%) have written at least one poem.

School plays an important role in driving involvement in literature with more than half of those involved in writing a story or poem only doing so at school.

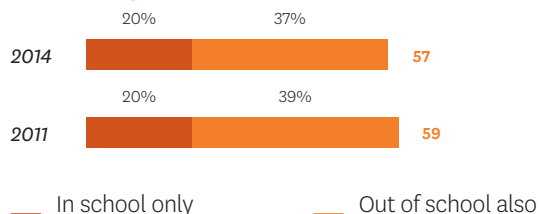
There has been no change in levels of involvement in writing either stories or poems since 2011.

## Young New Zealanders who participate in literature

### WRITTEN STORY



### WRITTEN POEM



### WHO PARTICIPATES IN LITERATURE?

- Girls are more likely to be involved in literature than boys.

## Part 2

### Young New Zealanders: Detailed Findings

	TOTAL	WRITING A STORY	WRITING A POEM
Total (n=)	753	318	416



#### Gender

	TOTAL	DANCING	DRAMA OR PLAY
Boys	50%	47%	↓ 44%
Girls	50%	53%	↑ 56%



#### Age

	TOTAL	DANCING	DRAMA OR PLAY
10 years	19%	20%	20%
11 years	20%	21%	20%
12 years	20%	20%	20%
13 years	21%	20%	22%
14 years	20%	19%	19%



#### Ethnicity

	TOTAL	DANCING	DRAMA OR PLAY
NZ European	67%	69%	70%
Māori	22%	22%	23%
Pacific Island	12%	11%	10%
Asian	11%	10%	10%
Other ethnicity	2%	2%	1%

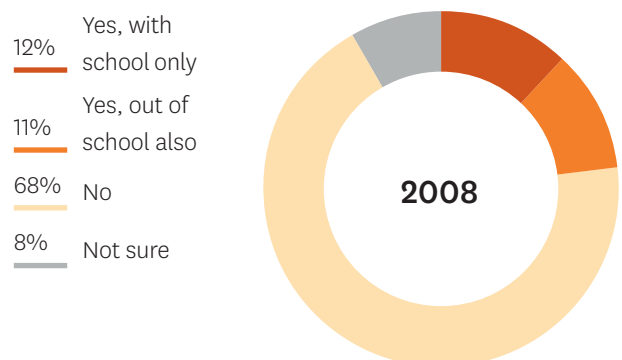
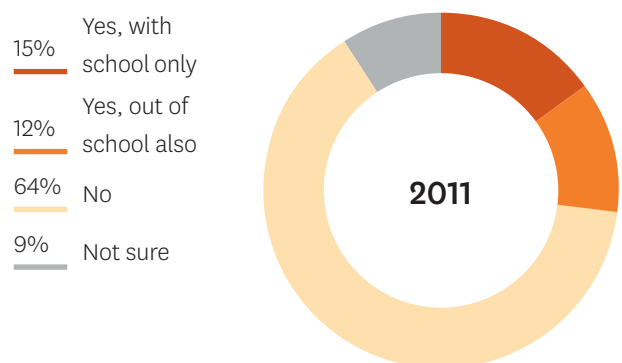
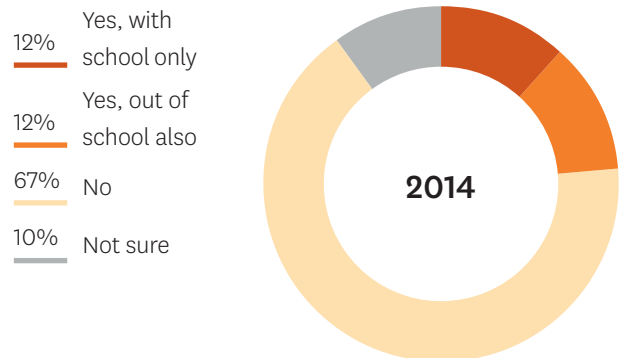
Statistically higher than those who did not participate.
 Statistically lower than those who did not participate (at 95% confidence level).

## Attendance

There has been no significant change in levels of attendance at literary events (poetry readings, book readings or book festivals). One in four (24%) have attended at least one event in the last 12 months.

One in two of those who have attended have only done so with their school.

While literature achieves the second-highest level of participation of any artform, attendance at literary events is the lowest of any artform among 10-14 year olds.



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

## Ngā toi Māori

Two-thirds of young New Zealanders have participated in at least one form of Ngā toi Māori in the last 12-month period.

This level of involvement has not changed since 2011 (68%) or 2008 (67%).

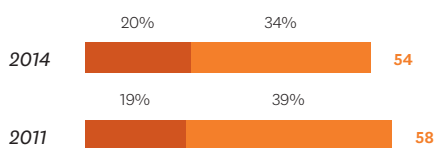
NGĀ TOI MĀORI	2014	2011	2008
Participation (weaving, carving, cultural activities, or other Ngā toi Māori)	66%	68%	67%

Cultural activities such as singing, dancing, or kapa haka continue to be the Māori artforms in which the largest number of young New Zealanders participate over a 12-month period. More than one in two (54%) have been involved in this activity in the last 12 months.

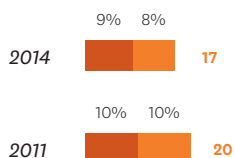
School continues to play an important role in driving the involvement of 10-14 year olds in Ngā toi Māori, with more than half of all activity only happening at school.

### Young New Zealanders who participate in Ngā toi Māori

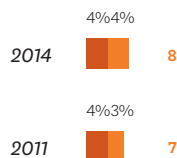
#### SINGING, DANCING, KAPA HAKA



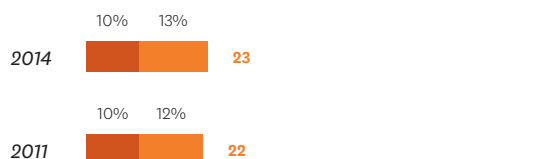
#### WEAVING



#### CARVING



#### OTHER MĀORI ART



Legend: In school only (dark orange), Out of school also (light orange)

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

#### WHO PARTICIPATES IN NGĀ TOI MĀORI?

The following artforms are more popular among:

- **girls:** weaving, other Ngā toi Māori
- **boys:** carving
- **Māori:** weaving, carving, cultural activities, other Ngā toi Māori
- **10 year olds:** other Ngā toi Māori.

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER MĀORI ART
Total (n=)	753	124	50	398	172



## Gender

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER MĀORI ART
Boys	50%	↓ 38%	↑ 70%	48%	↓ 38%
Girls	50%	↑ 62%	↓ 30%	52%	↑ 62%



## Age

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER MĀORI ART
10 years	19%	17%	15%	22%	↑ 26%
11 years	20%	26%	25%	23%	24%
12 years	20%	26%	24%	23%	21%
13 years	21%	19%	23%	18%	17%
14 years	20%	↓ 12%	13%	↓ 13%	↓ 12%



## Ethnicity

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER MĀORI ART
NZ European	67%	66%	↓ 47%	64%	63%
Māori	22%	↑ 29%	↑ 47%	↑ 30%	↑ 38%
Pacific Island	12%	10%	19%	12%	9%
Asian	11%	6%	9%	8%	8%
Other ethnicity	2%	1%	1%	2%	1%

↑ Statistically higher than those who did not participate. ↓ Statistically lower than those who did not participate (at 95% confidence level).

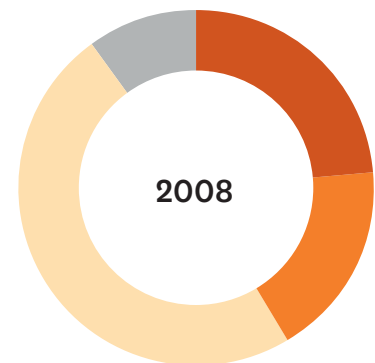
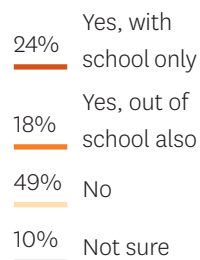
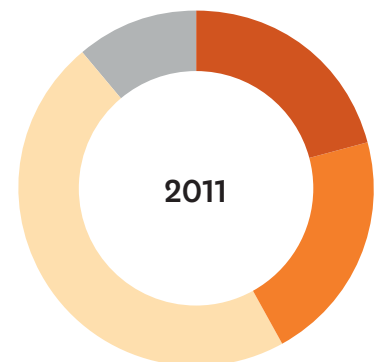
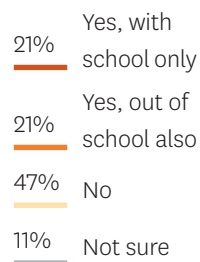
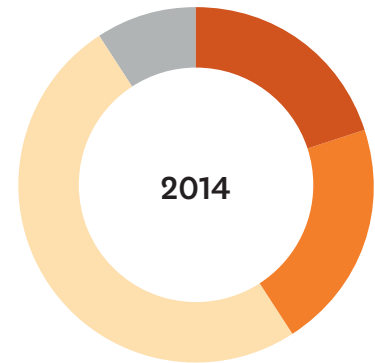
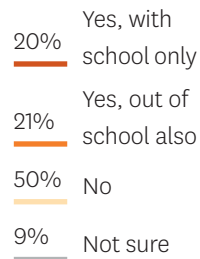
## Attendance

Four in 10 young New Zealanders (41%) have attended at least one event in the last 12 months.

School plays an important role in influencing this behaviour as half of those who have attended Ngā toi Māori have only done so at school.

Overall there has been no significant change in levels of attendance at Ngā toi Māori events since 2011.

### HAVE YOU BEEN TO ANY MĀORI CULTURAL PERFORMANCES, FESTIVALS, EXHIBITIONS, OR CELEBRATIONS?



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).



## Pacific arts

Nearly one in two young New Zealanders (49%) have participated in at least one Pacific arts form in the last 12-months.

There has been a gradual but significant increase in overall involvement since 2011 (46%) and 2008 (42%).

PACIFIC ARTS	2014	2011	2008
Participation (weaving, carving, cultural activities, or other Pacific arts)	49%	46%	42%

Singing, dancing and music, continue to be the most popular forms of Pacific arts in which to participate. More than four in 10 young New Zealanders (42%) have participated in these cultural activities in the last 12-month period.

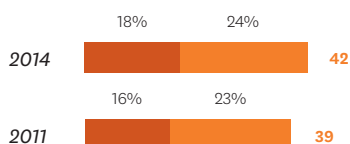
These cultural activities are driving the gradual increase in involvement in Pacific arts overall, as only one in three (33%) had participated in these types of Pacific arts in 2008.

School continues to play an important role in driving involvement with the arts as at least half of all participation is undertaken at school only.

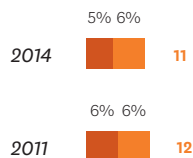
Involvement in other forms of Pacific arts has not changed since 2008 or 2011.

### Young New Zealanders who participate in Pacific arts

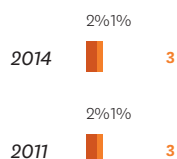
#### SINGING, DANCING, MUSIC



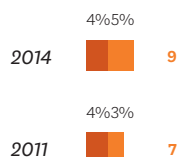
#### WEAVING



#### CARVING



#### OTHER PACIFIC ART



Legend: In school only (dark orange), Out of school also (light orange)

Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

#### WHO PARTICIPATES IN PACIFIC ARTS?

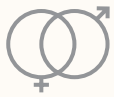
The following artforms are more popular among:

- **girls:** weaving, cultural activities
- **12 year olds:** weaving, cultural activities (note that 14 year olds are significantly less likely to participate in weaving, cultural activities, and other Pacific arts)
- **Māori:** cultural activities, other Pacific arts
- **Pacific Island:** carving, cultural activities, other Pacific arts.

## Part 2

### Young New Zealanders: Detailed Findings

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER PACIFIC ARTS
Total (n=)	753	81	26	295	68



#### Gender

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER PACIFIC ARTS
Boys	50%	↓ 32% <sup>2</sup>	50%	↓ 42%	45%
Girls	50%	↑ 68%	50%	↑ 58%	55%



#### Age

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER PACIFIC ARTS
10 years	19%	22%	↓ 4%	20%	↑ 28%
11 years	20%	22%	9%	22%	25%
12 years	20%	↑ 29%	32%	↑ 26%	23%
13 years	21%	20%	28%	18%	15%
14 years	20%	↓ 8%	27%	↓ 13%	↓ 9%



#### Ethnicity

	TOTAL	WEAVING	CARVING	CULTURAL ACTIVITIES	OTHER PACIFIC ARTS
NZ European	67%	71%	↑ 83%	↓ 55%	62%
Māori	22%	17%	↓ 13%	↑ 30%	↑ 34%
Pacific Island	12%	15%	↑ 30%	↑ 19%	↑ 24%
Asian	11%	9%	5%	11%	8%
Other ethnicity	2%	2%	2%	3%	1%

↑ Statistically higher than those who did not participate. ↓ Statistically lower than those who did not participate (at 95% confidence level).

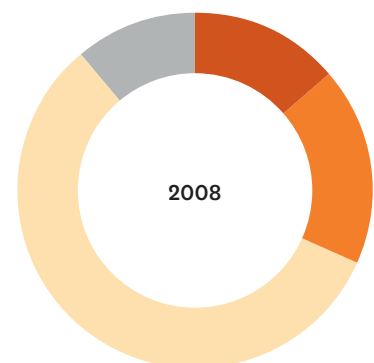
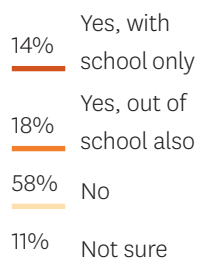
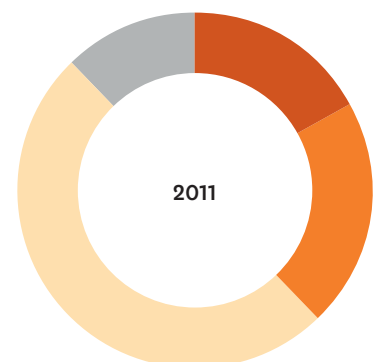
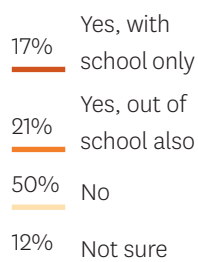
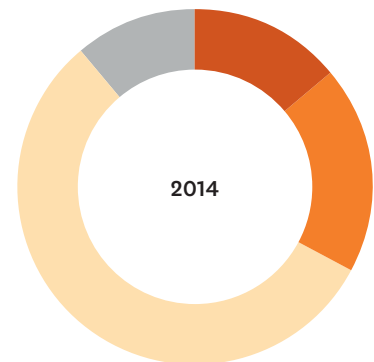
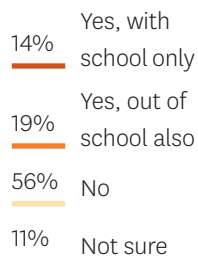
## Attendance

One in three young New Zealanders (33%) have attended at least one Pacific arts event in the last 12 months.

Levels of attendance have returned to 2008 levels for both at school-only attendance and out-of-school attendance.

This difference could be driven by a variation in the number of events available to attend in 2011 compared to 2014 and 2008.

### HAVE YOU BEEN TO ANY PACIFIC CULTURAL PERFORMANCES, FESTIVALS, EXHIBITIONS OR CELEBRATIONS?



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).

## Digital arts

Nearly nine in 10 10-14 year olds (86%) have used technology at least once to create their own art.

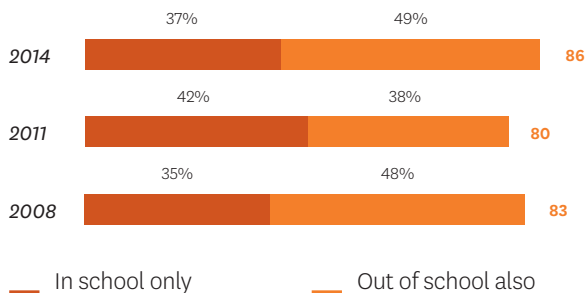
The incidence of involvement in digital art has grown significantly in 2014 after the slight decline in 2011 (80%).

DIGITAL ART	2014	2011	2008
<i>Participation (graphic design, editing photographs, making or editing a film, making new music, writing a story or poem)</i>	86%	80%	83%

Note that the wording of this question changed slightly in 2014 to include tablets and smartphones, which have grown significantly in penetration since 2011.

Involvement in digital art has returned to 2008 levels both in and out of school.

The majority of creators of digital art are involved in this artform in their own time.

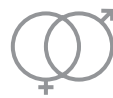


Base: All 10-14's; 2014 (n=753), 2011 (n=758), 2008 (n=1015).

### WHO PARTICIPATES IN DIGITAL ART?

There are no significant indicators of young New Zealanders who are more or less likely to create art using digital technology.

	TOTAL	DIGITAL ART OVERALL
Total (n=)	753	661



### Gender

	TOTAL	DIGITAL ART OVERALL
Boys	50%	47%
Girls	50%	53%



### Age

	TOTAL	DIGITAL ART OVERALL
10 years	19%	18%
11 years	20%	20%
12 years	20%	20%
13 years	21%	22%
14 years	20%	20%



### Ethnicity

	TOTAL	DIGITAL ART OVERALL
NZ European	67%	70%
Māori	22%	21%
Pacific Island	12%	11%
Asian	11%	11%
Other ethnicity	2%	2%

## Types of digital art created

Writing stories or poems continues to be the most popular form of digital art to create. More than two-thirds of young New Zealanders (67%) are involved in this activity.

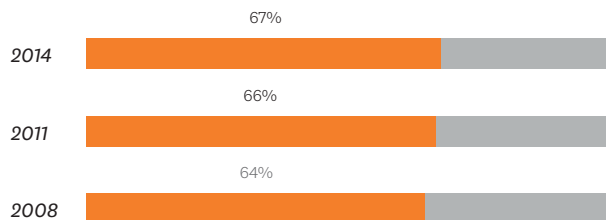
There has been a significant increase in involvement in editing or producing films since 2011, with more than four in 10 (43%) creating this type of digital art. This increase will be a key driver of the overall increase in digital art creation since 2011.

It is possible this increase is at least partly driven by the growth of technology such as tablets and smartphones, which make it substantially easier to make a video.

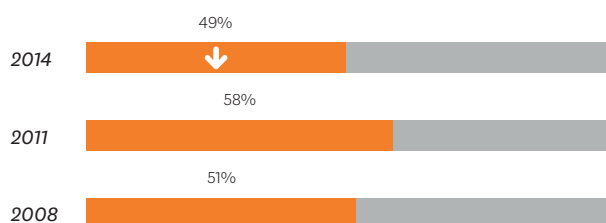
There has also been a significant decrease in editing digital photographs for artwork since 2011. However, it still remains the second most common type of digital art to create with nearly one in two 10-14 year olds (49%) involved in this activity.

There is potential for even more growth in the future given the high level of desire for increased involvement with this artform. Thirty-four percent of 10-14 year olds express a desire for greater involvement.

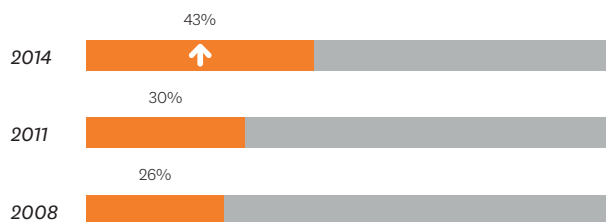
### WRITTEN STORIES OR POEMS



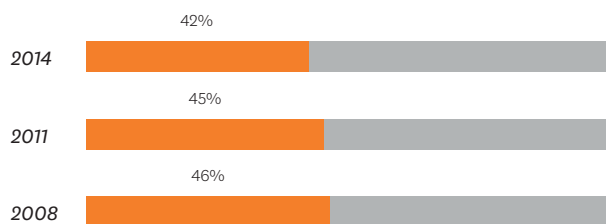
### EDITED PHOTOS FOR ARTWORK



### EDITED OR PRODUCED A FILM



### GRAPHIC DESIGN



### COMPOSED MUSIC



■ Participated in the last 12 months
 ■ Did not participate in the last 12 months

Base: All 10-14's who have created digital art; 2014 (n=650); 2011 (n=607); 2008 (n=852).

**WRITTEN STORIES OR POEMS****Less likely to attend**

- Boys – especially 13-14 year olds

**More likely to attend**

- Girls

**EDITED PHOTOS FOR ARTWORK****Less likely to attend**

- Boys – especially 10-11 year olds

**More likely to attend**

- Girls – especially 13-14 year olds

**GRAPHIC DESIGN****Less likely to attend**

- Girls aged 10

**More likely to attend**

- Boys – especially 14 year olds

There are few significant differences identifying the types of young New Zealanders who are more or less likely to create each type of digital art.

**Online interaction with New Zealand-made arts**

New questions on interactions with New Zealand-made arts online were asked in 2014.

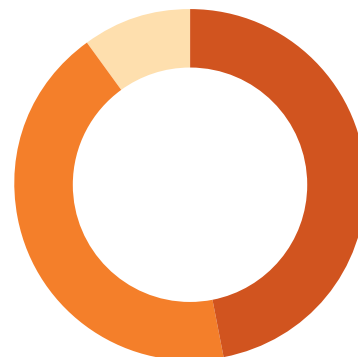
Young New Zealanders are evenly divided in terms of their interaction with New Zealand arts online.

Nearly one in two (47%) download, watch or listen to New Zealand-made arts online and a similar proportion (43%) do not.

47% Yes, download, watch, listen to New Zealand-made art

43% No

10% Not sure/don't remember

**ONLINE INTERACTION****Less likely**

- Girls aged 10

**More likely**

- Boys – especially 14 year olds

There are few significant factors indicating the types of young New Zealanders who are more or less likely to engage in this activity.

One in three young New Zealanders who interact with New Zealand art online (34%) prefer New Zealand-made art to online art from other countries.

A larger proportion (49%) do not have a stronger preference for New Zealand-made art online.

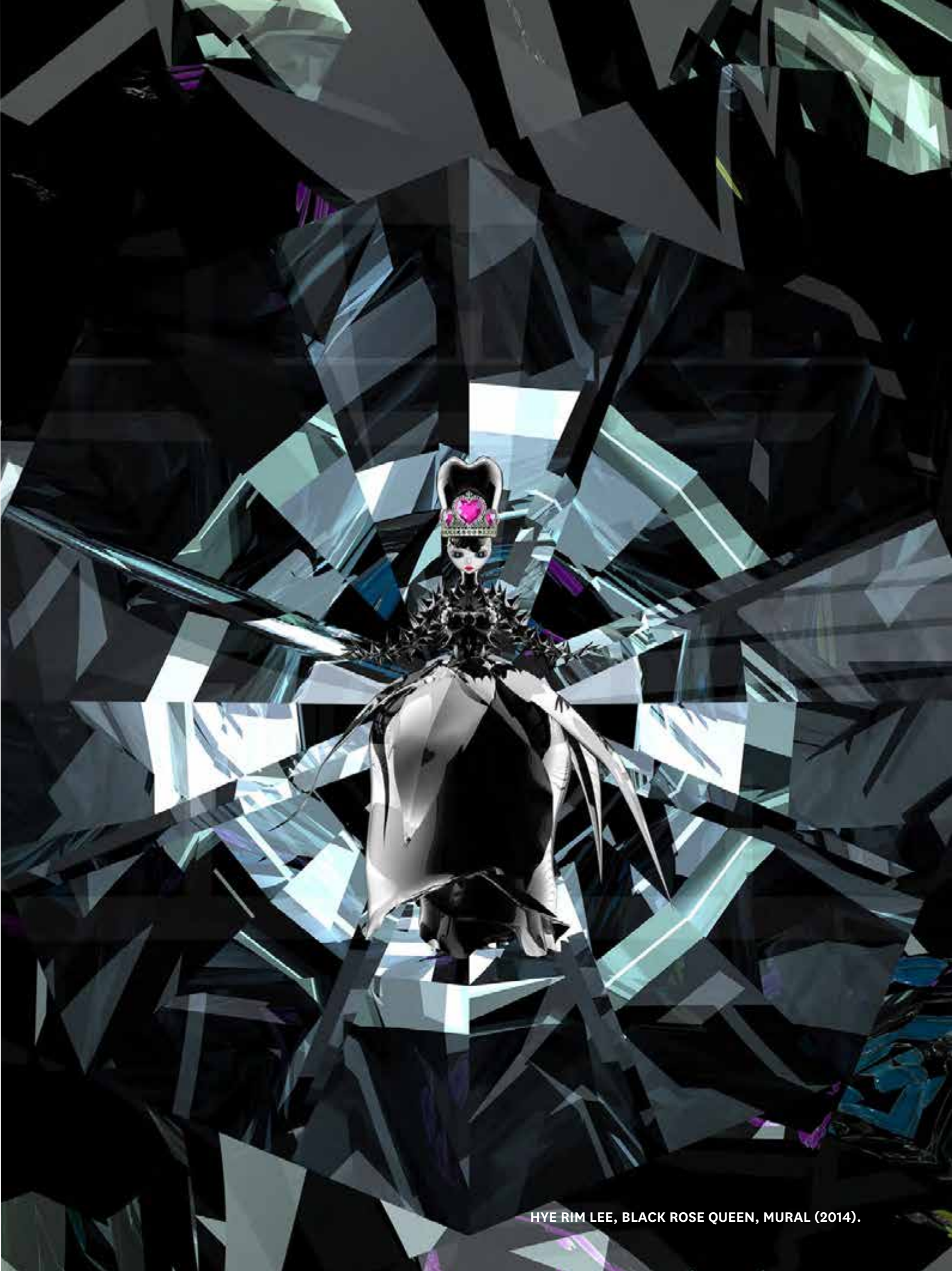
34% Yes, prefer New Zealand art online

49% No, do not prefer New Zealand art online

18% Not sure



Base: All 10-14's who download, watch, or listen to New Zealand art online; 2014 (n=347).



HYE RIM LEE, BLACK ROSE QUEEN, MURAL (2014).



## Arts competitions

Nearly one in two New Zealanders (47%) have not entered any competitions in the last 12 months. While this is not significantly different to 2011 (51%), this result does represent a significant decline since 2008 (53%). In other words the incidence of participation in competitions is slowly increasing.

This increase will be partly driven by the inclusion in the 2014 research of competitions in the five new visual artforms measured.

Painting or drawing continues to be the most common type of competition despite a drop since 2011. Competitions for singing and playing a musical instrument has increased significantly since 2011.

Five new visual artforms were included for the first time in 2014 (woodwork, metalwork, making jewellery, pottery, and weaving).

**57%**

14 year olds (57%) are more likely to have entered a competition, especially girls aged 13-14 (60%).

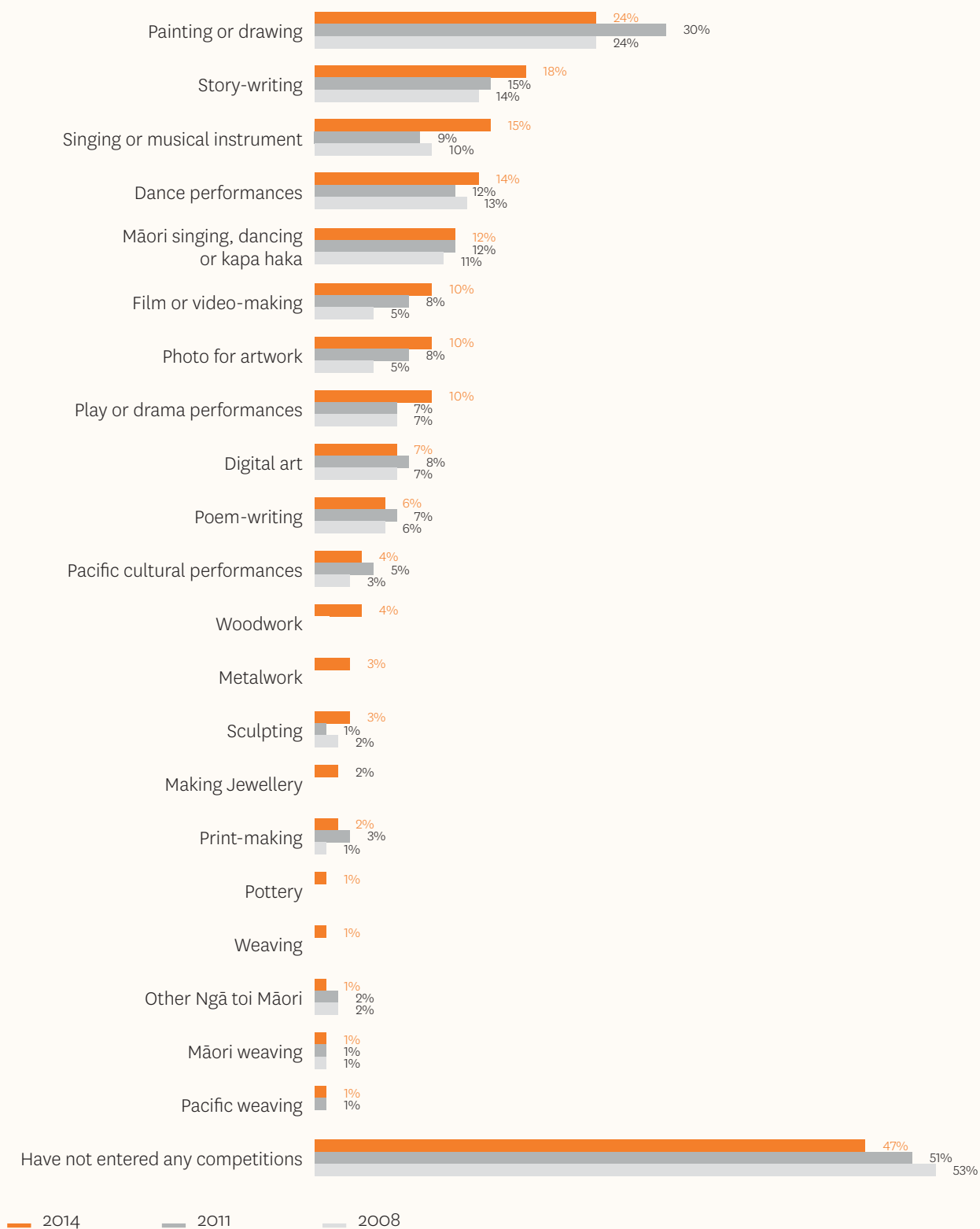
**32%**

10-11 year old boys are significantly less likely to have entered a competition (32%).

**61%**

Young New Zealanders who are Pākehā (61%) are also more likely to have entered a competition, compared to young New Zealanders who are Māori (41%).

## Young New Zealanders' participation in competitions in the last 12 months



Base: All 10-14's; 2014 (n=753); 2011 (n=758); 2008 (n=1015).



**THE MODERN MĀORI QUARTET LIMITED,  
AN EVENING WITH THE MODERN MĀORI QUARTET (2014)**  
Photographer, Gareth Moon

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# APPENDICES

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## Appendix A: Adults – how we did the research

The *New Zealanders and the Arts* survey is a major three-yearly research programme that began in 2005. It delivers on-going information to the arts sector about New Zealanders' level of involvement in, and attitudes towards, the arts.

The population represented in the adults research are New Zealanders aged 15 years old and over.

The 2005 project was a qualitative exploration of the range of views and attitudes New Zealanders hold toward the arts. This was followed by a national telephone and face-to-face survey of 1,500 New Zealanders about their attitudes towards, attendance of, and participation in the visual arts, performing arts, literature, Ngā toi Māori and Pacific arts. This research provided the benchmark against which future measures were compared.

In 2008 the research evolved to allow further examination of attendance and participation in various performance arts genres (specifically theatre, music, and dance), a measure of attendance at paid and unpaid arts events, and a measure of participation in the digital arts. It also allowed a more detailed examination of attitudes towards, attendance of, and participation in the arts among 10 to 14-year-old New Zealanders. Additional efforts were also made to capture and illustrate the views of Asian people. The 2008 research comprised a telephone and face-to-face survey of 2,099 adults.

In 2011 specific questions about the impact of the Christchurch earthquakes were asked of residents in the Christchurch urban area.

The full research programme was repeated in 2014 retaining the core components of the 2011 research while also introducing questions about:

- advocacy, including the economic, cultural and social impact of the arts
- perceptions of the quality of the arts in New Zealand
- diversity.

In addition, craft and object arts was introduced as a separate artform to be measured by the 2014 research, as opposed to being part of visual arts as in previous studies.

There were two components of the research:

- 1,001 telephone interviews with New Zealanders aged 15 or more
- 180 door-to-door interviews with three ethnic groups – Māori, Pacific, and Asian.

### Telephone survey of New Zealanders aged 15 or more

This was the larger component of the research, and was conducted using Computer-Assisted Telephone Interviewing (CATI) across all New Zealand. All interviews were completed within residential homes and conducted using each home's landline.

Telephone numbers for calling were generated using random digit dialling. These numbers were generated in proportion to the number of people living within tightly defined regions across New Zealand to ensure the spread of interviews matched the distribution of the New Zealand 15+ population as per the 2013 Census.

## Door-to-door booster survey of ethnic groups

To provide more robust sample sizes of specific ethnic groups, a second component of the research was conducted among Asian<sup>4</sup>, Māori, and Pacific communities. This component was conducted via door-to-door interviewing in specifically targeted areas within Auckland, Wellington and Christchurch. A list of area units from within these cities profiled by ethnicity was commissioned from Statistics New Zealand. All area units were identified whose ethnic profile was composed of at least 20% of one of the three targeted ethnic groups. Ten different area units were then randomly selected for each ethnic group. A total of n=60 interviews were conducted with each ethnic group – n=6 within each area unit – making a total of n=180 interviews for this component of the research.

## Final sample and weighting

After interviewing, the two samples were merged to create a final sample size of n=1,181, which has a maximum margin for error of +/-2.85%. To account for sample imbalances created by the sampling process and the ethnic booster samples, the final sample was weighted to match the New Zealand 15+ population as per the 2013 Census. The sample was weighted to account for the impact of household size, and to correct imbalances in terms of region, gender, age and ethnicity.

## Reporting

This document summarises the 2014 findings overall and in comparison to previous editions of the *New Zealanders and the Arts* studies. The report details significant differences where they exist, at a 95% confidence level, between sub-groups such as age, gender, ethnicity and region. These significant differences are also denoted in the charts within the text by the following symbols:



These symbols highlight significant differences from 2011 at a 95% confidence level.

All interviewing took place between 24 September and 23 November 2014.

# Appendix B: Young New Zealanders – how we did the research

This research focuses on young New Zealanders' (10-14 year olds) attendance at, participation in, and attitudes towards the arts in New Zealand.

Attendance is defined as going to:

- art galleries, exhibitions, or online galleries
- performances in ballet or dance performances, plays, concerts, musical performances or circuses
- poetry or book readings, or book festivals
- cultural performances, festivals, exhibitions or celebrations of Pacific or Ngā toi Māori.

Participation is defined as 'things you have done at least once'.

The 'arts' is split in to six different artforms, and attendance and participation is measured for each:

- |                   |                 |
|-------------------|-----------------|
| ■ visual arts     | ■ Pacific arts  |
| ■ performing arts | ■ Ngā toi Māori |
| ■ literature      | ■ digital art.  |

<sup>4</sup> Asian is defined as someone who identifies with Asian countries, including Bangladesh, Bhutan, Brunei, Burma, Cambodia, China, Hong Kong, India, Indonesia, Japan, Nepal, North Korea, South Korea, Laos, Malaysia, Mongolia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Tibet, Taiwan, Thailand or Vietnam.

Young people were also asked about their involvement in arts-related competitions, and a range of attitudes, including:

- how they define ‘arts’
- how they feel when they do creative things
- their level of creativity
- their level of involvement, and support from friends and family
- the barriers to being involved as often as they would like.

The research was conducted using an online methodology for several reasons.

- The results are directly comparable with the results of the 2008 and 2011 surveys.
- For young New Zealanders, an online survey provides better quality responses than a telephone survey as young people can sometimes be non-responsive with a telephone interviewer (this is especially true for the younger half of the group), and are more comfortable completing an online survey.
- An online survey is convenient for young New Zealanders and their families.

The sample source for the online survey was Colmar Brunton’s Fly Buys online research panel. The initial stage in the process was to email a sample of parents with children aged 10 to 14 years old. These parents were invited to ‘click’ a survey link that explained the nature of the survey and asked parents to invite their children to take part. Parents whose children completed the survey received 10 Fly Buys points.

A total of 753 interviews were completed; a sample size that has a maximum margin for error of  $\pm 3.6\%$ .

The interview duration was an average of 13 minutes, containing two open-ended questions.

The sample was stratified by region based on the spread of the New Zealand population aged 30-59 years old as per the 2013 Census breakdown. In addition, minimum interview quotas were put in place for specific ethnic groups; Māori  $n=150$ , Pacific  $n=50$ , and Asian  $n=50$ . To account for sample imbalances created by the sampling process and the ethnic quotas, the final sample was post-weighted to match the New Zealand 10-14 year old population as per the 2013 Census by gender, age and ethnicity.

The report details significant differences where they exist, at a 95% confidence level, between sub-groups such as age, gender, ethnicity and region. Significant differences are also denoted in the charts within the text by the following symbols:



These symbols highlight significant differences from 2011 at a 95% confidence level unless otherwise indicated.

Both attendance and participation are measured in terms of young New Zealanders’ involvement over the last 12 months, with interviewing being conducted between 24 September and 19 October 2014.

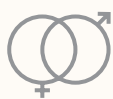
## Appendix C: Demographics

### Attendance tritiles by demographics

#### Definitions:

<b>None</b>	did not attend anything
<b>Low</b>	attended three or fewer events in the last 12 months
<b>Medium</b>	attended more than three events and up to 10 events in the last 12 months
<b>High</b>	attended more than 10 events in the last 12 months





## Gender

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
Men	48%	↑ 64%	↓ 56%	43%	↓ 42%
Women	52%	↓ 36%	↓ 44%	57%	↑ 58%



## Age

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
15-29	25%	23%	30%	26%	22%
30-39	13%	9%	15%	13%	13%
40-49	21%	26%	19%	23%	19%
50-59	18%	14%	16%	15%	21%
60-69	13%	15%	13%	12%	14%
70+	10%	14%	7%	11%	10%



## Ethnicity

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
NZ European	70%	73%	73%	67%	70%
Māori	12%	9%	9%	10%	16%
Pacific Island	6%	4%	4%	7%	7%
Asian	11%	11%	14%	12%	↓ 8%
Other ethnicity	10%	7%	7%	12%	12%

Statistically higher than those who did not attend.
 Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s.



## Household size

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
1 person	13%	18%	10%	14%	11%
2 people	47%	44%	43%	47%	51%
3 people	23%	24%	27%	22%	22%
4 people	11%	10%	14%	12%	10%
5 or more people	5%	4%	5%	5%	7%



## Household income

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
Up to \$30,000	16%	20%	16%	19%	12%
\$30,001 – \$50,000	14%	14%	17%	11%	15%
\$50,001 – \$80,000	19%	26%	14%	17%	20%
\$80,001 – \$100,000	10%	7%	10%	12%	11%
\$100,001 – \$120,000	6%	7%	7%	6%	6%
More than \$120,000	17%	12%	18%	18%	19%



## Geographics

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
Metropolitan	48%	↓ 37%	53%	49%	48%
Provincial	25%	25%	20%	24%	27%
Town/rural	28%	↑ 37%	26%	27%	25%



## Metropolitan

	TOTAL NZ + 15 POPULATION	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
Auckland	30%	26%	35%	30%	29%
Wellington	9%	4%	8%	9%	12%
Christchurch	8%	7%	9%	10%	7%

Percentages are column %'s. So in table above, 64% of those who did not attend any events are men, 36% are women. This breakdown is significantly different to the breakdown of the total 15+ population. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

## Participation tritiles by demographics

### Definitions:

- Did not participate at all in the last 12 months
- Participated up to 12 times
- Participated more than 12 times.



### Gender

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
Men	48%	↑ 53%	46%	43%
Women	52%	↓ 47%	54%	57%



### Age

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
15-29	25%	↓ 18%	29%	↑ 31%
30-39	13%	12%	16%	11%
40-49	21%	24%	19%	20%
50-59	18%	19%	17%	17%
60-69	13%	15%	10%	14%
70+	10%	13%	9%	8%



### Ethnicity

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
NZ European	70%	73%	67%	69%
Māori	12%	9%	12%	16%
Pacific Island	6%	4%	10%	6%
Asian	11%	12%	14%	7%
Other ethnicity	10%	9%	7%	14%

↑ Statistically higher than those who did not attend. ↓ Statistically lower than those who did not attend (at 95% confidence level).

Percentages are column %'s. So in table above, 53% of those who did not attend any events are men, 47% are women. This breakdown is significantly different to the breakdown of the total 15+ population.



## Household size

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
1 person	13%	16%	10%	11%
2 people	47%	48%	49%	45%
3 people	23%	22%	23%	25%
4 people	11%	11%	12%	12%
5 or more people	5%	4%	5%	8%



## Household income

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
Up to \$30,000	16%	16%	16%	15%
\$30,001 – \$50,000	14%	15%	16%	12%
\$50,001 – \$80,000	19%	18%	15%	22%
\$80,001 – \$100,000	10%	11%	13%	7%
\$100,001 – \$120,000	6%	6%	7%	7%
More than \$120,000	17%	17%	18%	17%



## Geographics

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
Metropolitan	48%	45%	52%	47%
Provincial	25%	25%	24%	25%
Town/rural	28%	29%	24%	28%



## Metropolitan

	TOTAL NZ + 15 POPULATION	DID NOT PARTICIPATE	PARTICIPATED UP TO 12 TIMES	PARTICIPATED MORE THAN 12 TIMES
Auckland	30%	29%	35%	29%
Wellington	9%	8%	11%	9%
Christchurch	8%	8%	7%	10%

Percentages are column %'s. The Auckland, Wellington and Christchurch proportions do not add to 100% as they are the percentages for these specific cities only.

# Want to know more?

## **Audience Atlas New Zealand**

Did you know there are 3,297,300 adults in New Zealand's culture market? People are attending more arts events, but they're spending less. Online platforms are increasingly essential for the arts but, crucially, they don't replace the real thing.

You can learn more in the New Zealand Audience Atlas 2014, the largest audience survey of arts and culture in New Zealand. Find out how New Zealanders engage with craft and object art, visual arts, Ngā toi Māori, Pacific arts, Asian arts, theatre, dance, literature, music, museum and film, including regional breakdowns. Discover how we spend money on the arts and find out about arts and cultural events.

All data is taken from a nationally representative population survey of adults (aged 16 years old or over). A total of 4,041 responses were collected between 1 October and 16 November 2014.

As part of our role as an arts development agency, Creative New Zealand commissions research that adds value and provides insight for the arts sector.

For more detailed findings from the research projects, please visit:

[www.creativenz.govt.nz/research](http://www.creativenz.govt.nz/research)



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