

New Zealanders and the Arts: Young Persons Survey

Attitudes, attendance and participation in 2017

Organisation:	Creative New Zealand
Attention:	Helen Bartle and Belinda Jones
From:	Edward Langley and Katelynn Fuller
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1 Background to the research

Creative New Zealand takes a lead on providing research for the arts sector. Since 2005, Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys are repeated every three years.

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

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

This report presents findings on young New Zealanders attitudes towards, attendance at and participation in the arts. All the survey respondents are aged between 10-14 years. The adult survey presents the same findings for those aged 15+.

The young person's survey was first conducted in 2008, using the Colmar Brunton online panel. The sampling and data collection approach has remained consistent since then, which means we are able to measure changes over time.

2 What we wanted to know

This study 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 any of the below events or locations in the last 12 months:

- Art galleries or 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 Māori arts.

Participation is defined as being directly involved in the making or presentation of art in the last 12 months.

The “arts” is split in to six different art forms, and attendance and participation is measured for each:

- Visual arts
- Performing arts
- Literary arts
- Pacific arts
- Māori arts
- Digital art.

Young people were also asked about their involvement in arts related competitions, and a range of attitudinal measures, 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.

A number of changes were made to the 2017 questionnaire, such as:

- Removal of questions that relate specifically to the 2011 Christchurch earthquake
- Removal of question on who encourages young people to get involved in the arts
- Additional question on preference for viewing arts online versus seeing it ‘live’
- Additional questions on factors which would encourage greater participation in the arts
- Additional attitudinal statements on how young New Zealanders perceive the arts.

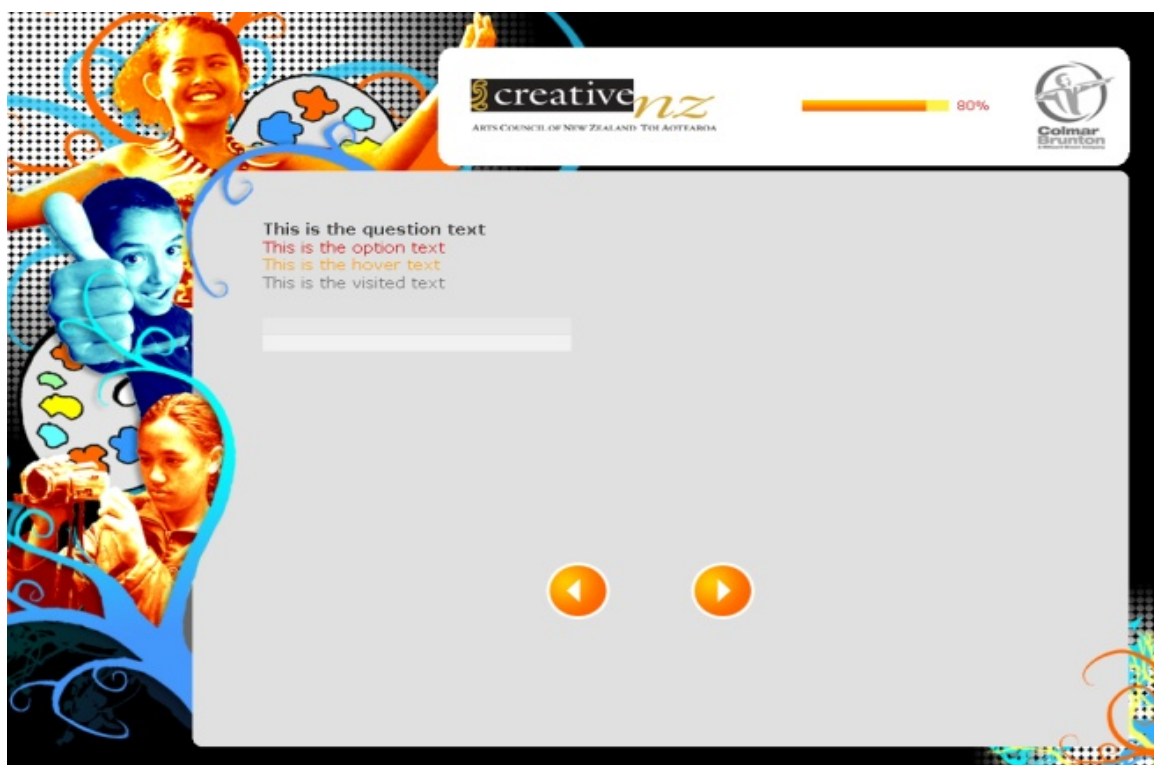
3 How we did the research

3.1 Online survey of New Zealanders aged 10-14 years

The research was conducted online. The sampling and data collection approach was consistent to that used for every young person's survey since its inception in 2008. This means we can track changes in attitudes and behaviour over time.

The sample source for the online survey was Colmar Brunton's Fly Buys online research panel. We emailed panel members with children aged 10 to 14 years. Parents were invited to click a survey link which explained the nature of the survey and asked parents to invite their children to take part. Parents of children that completed the survey received 10 Fly Buys points, while the child that completed the survey went into a draw to win \$500 dollars or one of ten \$50 Paperplus vouchers.

In 2011 a custom designed survey interface was created to make the survey appear fun and attractive to children. The same template was used in 2014 and 2017 (sample below).



Targeted emails were sent to panellists to remind them of the opportunity for their children to take part.

Interviewing was conducted between 25 October and 26 November 2017. Interview duration was an average of 14 minutes. The final response rate achieved was 20.5%.

A total of n=751 interviews were completed; a sample size which has a maximum margin for error of +/-3.6%.

3.2 Sample composition and weighting

The sample was stratified by region. In addition minimum quotas (or interviewing targets) were put in place for specific ethnic groups; Māori n=150, Pacific Island 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 population as per the 2013 Census by gender, age, ethnicity and region.

3.3 Reporting

This document details the survey findings for young New Zealanders aged 10-14 years old. It summarises the 2017 findings overall and makes comparisons with the earlier surveys and between key sub-groups such as age, gender, ethnicity and region.

Any differences noted in the report (either over time, or between sub-groups) are statistically significant, unless stated otherwise. This means we are 95% confident that the difference is genuine, rather than a 'chance' result that can occur from surveying a sample of the population.

Statistically significant differences are also denoted in the charts by the following symbols:



4 Key Findings

All young New Zealanders engage with the arts in some form. Every young New Zealander (100%) has participated in the arts in the last 12 months, and nearly nine in ten (85%) have attended an arts event or location. This is consistent with findings from previous years.

For the vast majority this engagement extends beyond their 'formal education'. Almost all young New Zealanders have participated in the arts outside of school (91%), and three quarters have attended at least one arts event or location outside of school (74%).

Young New Zealanders believe their engagement with the arts has wide-ranging benefits. The majority feel participating in art activities makes them more confident (67%), helps them to feel good about life in general (62%), and helps them to make friends (58%).

Girls and young people aged 10 to 12 years engage with the arts more than average and are generally more positive about the arts, than boys or those aged 13 to 14 years.

The most popular art form to participate in is visual arts. This is despite declines in participation for a number of visual art forms since 2014 (including painting/drawing, woodwork, jewellery-making, metalwork, and pottery). The most noticeable drop is jewellery-making, down 14% from 2014.

The most popular art form to attend is the performing arts. However, participation in the performing arts has significantly declined since 2014, with fewer young people singing or playing a musical instrument or taking part in drama or plays.

Participation in the Pacific arts has gradually improved since 2008, driven by steady increases in young people's involvement with Pacific cultural activities.

Overall the digital arts appears to be less popular than in 2014. Participation in the digital arts has decreased, as has desire for more involvement. In 2014, digital arts was the art form young people most wanted to get more involved with, but it has since been overtaken by performing and visual arts.

One interpretation of these results is that this group of young people (born between 2003 and 2007) have grown up around digital technologies, and most will use them heavily in their day to day lives. Therefore, using digital technologies to create art may have less appeal (as they are no longer so novel), while traditional art forms provide an alternative to further screen time.

The performing arts and visual arts have the greatest potential for future growth. Young New Zealanders would most like to increase their involvement with these two art forms.

Most young New Zealanders (71%) feel satisfied with their current level of involvement with the arts. However, a sizeable minority (21%) would like to be more involved. For these young people the main barrier to greater engagement is not having enough time (42%), followed by not being able to afford to do the creative things they would like (32%), and self-doubt about creative ability (29%).

5 Executive Summary

5.1 Defining the arts

Young New Zealanders most frequently associate ‘the arts’ with painting, drawing, and sketching, followed by music and drama.

Fewer young people associate ‘the arts’ with music compared to 2014. Other associations have remained consistent over time.

5.2 Overall engagement

Activities enjoyed in spare time

The arts continue to be a popular pastime. However, young people are less likely to say they enjoy doing one of the arts in their spare time than in 2014 (76% in 2017, compared to 83% in 2014). This appears to be driven by a decline in the proportion of young people that like to play musical instruments in their spare time (26% in 2017, compared to 32% in 2014).

Reading continues to be the most popular arts based activity (50%), followed by drawing or painting (44%), and performing (35%).

Overall engagement

All young New Zealanders (100%) have attended or participated in at least one art form or event in the last 12 months. This is consistent with previous years.

Overall participation

Every young New Zealander (100%) has participated in at least one art form in the last 12 months. This is consistent with previous years.

School continues to be highly important for driving participation in the arts, however nine in ten (91%) young people have also participated outside of school.

Overall attendance

Nearly nine in ten (85%) young New Zealanders have been to at least one arts event or location in the last 12 months. This is consistent with previous years.

Three quarters (74%) of young people have attended at least one arts event or location in their own time rather than only doing so at school.

5.3 Interest in the arts

Satisfaction with levels of involvement

The majority (71%) of young people are satisfied with their current level of involvement with the arts. However, one in five (21%) would like to be more involved.

For young people that would like to increase their involvement, the main barrier to doing so is not having enough time (42%), followed by affordability (32%), and self-doubt about creative ability (29%).

Desire for greater involvement

The performing and visual arts have the greatest potential for future growth. Young New Zealanders would most like to increase their involvement in these art forms.

Desire for more involvement with digital arts has decreased markedly since 2014 (22% in 2017, compared to 34% in 2014), while desire for more involvement with Māori arts has increased (7% in 2017, compared to 3% in 2014).

5.4 Attitude towards the arts

How do the arts make them feel?

A third of young New Zealanders feel “brilliant” (35%) when they do creative things, which is consistent with 2014. However, fewer feel “very good” (31%) and more say it makes them feel “okay” (31%). Very few young people do not enjoy doing creative things at all.

Why young New Zealanders like doing creative things

When asked to explain why they like to do creative things, young New Zealanders most frequently mention that they simply like/enjoy/love doing them (45%).

From the verbatim comments, taking part in the arts appears to be important for the well-being of many young people. It gives them self-confidence, helps them to deal with stress and is a source of fun.

How creative do young New Zealanders feel?

The majority (59%) of young New Zealanders feel very or extremely creative. This is consistent with the 2014 finding.

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

The vast majority (80%) of young New Zealanders have at least some friends who like the arts and, for a quarter (26%), most of their friends really like the arts.

Ways in which young people feel they benefit from the arts

Most young people feel the arts has a positive influence on their lives. The majority agree taking part in arts activities improves their confidence (67%), helps them to feel good about life (62%), and helps them forge new friendships (58%). Further, many 10-14 year olds believe that participating in the arts will have lasting benefits. Almost half (48%) agree that taking part in arts activities will help them get a job later in life.

6 Art Forms – overall findings

6.1 Visual arts

Measure	Results	Key Points
Participated at least once	97%	Highest participation of any art form
Most popular activities	Painting or drawing (90%) Film or video making (53%) Woodwork (42%)	Significant decrease since 2014 (95%) Significant decrease since 2014 (49%)
School drives most participation	Woodwork Sculpting Print-making Metalwork Pottery	(Weaving equally split between school only and in own time)
Most participation takes place outside of school	Painting or drawing Film or video making Photography Jewellery making	
Attended at least once	56%	
Role of school	10% attend with school only, 47% attend outside of school also	Significant increase in proportion attending outside of school since 2014 (37%)
Desire for more involvement	26% want more involvement	Demand is in line with 2014 (22%) but has increased significantly since 2011 (16%)

Summary: Visual arts is the most popular art form to participate in; nearly all 10-14 year olds have done so in the past 12 months. High participation levels are primarily driven by painting or drawing, although participation in this activity has decreased since 2014. Participation in woodwork, jewellery making, metalwork and pottery has also declined since 2014.

Visual arts has the second highest attendance rate following performing arts. There has been an increase in the proportion of young people attending visual arts events or locations outside of school since 2014.

There is potential to grow participation and increase attendance with visual arts as the desire for more involvement has increased since 2011.

6.2 Performing arts

Measure	Results	Key Points
Participated at least once	82%	Significant decrease since 2014 (88%)
Most popular activities	Singing or playing an instrument (55%) Drama or play (48%)	Significant decrease since 2014 (66%) Significant decrease since 2014 (55%)
School drives most participation	Drama or play	
Most participation takes place outside of school	Singing or playing an instrument Dance lessons Dance activity	
Attended at least once	64%	Highest attendance of any art form
Role of school	12% attend with school only, 52% attend outside of school also	
Desire for more involvement	28%	Highest level of desire for more involvement

Summary: There has been a significant decline in participation in the performing arts since 2014. This is driven by fewer young people singing or playing a musical instrument, and taking part in drama activities or plays. Performing arts has the highest attendance of any art form, and most young people that attend also attend outside of school. It also has the highest level of desire for more involvement, indicating that there is potential for growth in the future.

6.3 Literary arts

Measure	Results	Key Points
Participated at least once	91%	
Most popular activities	Writing stories (87%) Writing poems (56%)	
School drives most participation	Writing stories Writing poems	
Most participation takes place outside of school	-	
Attended at least once	21%	Lowest attendance of any art form, gradual but significant decline since 2011 (27%)
Role of school	12% attend with school only, 9% attend outside of school also	
Desire for more involvement	5%	Declined since 2011 (11%)

Summary: Literary arts has the second highest level of participation, often driven by school activities. However, it has the lowest attendance of any art form, and there is little desire for greater involvement. Both attendance and desire for greater involvement have declined since 2011.

6.4 Māori arts

Measure	Results	Key Points
Participated at least once	65%	
Most popular activities	Singing, dancing or kapa haka (57%) Other Māori arts activity (20%)	
School drives most participation	Singing, dancing or kapa haka Weaving Carving Other Māori arts activity	
Most participation takes place outside of school	-	
Attended at least once	41%	
Role of school	22% attend with school only, 19% attend outside of school also	
Desire for more involvement	7%	Increased since 2014 (3%)

Summary: Participation and attendance with Māori arts is moderate and stable, often driven by school activities. There has been an increase in desire for more involvement with Māori arts since 2014.

6.5 Pacific arts

Measure	Results	Key Points
Participated at least once	52%	Lowest level of participation but showing gradual and significant growth since 2008 (42%)
Most popular activities	Singing, dancing, or music (44%) Weaving (13%)	Gradual but significant growth since 2008 (33%)
School drives most participation	Singing, dancing or music Weaving Carving	(Other Pacific arts activities equally split between school only and in own time)
Most participation takes place outside of school	-	
Attended at least once	37%	
Role of school	17% attend with school only, 20% attend outside of school also	
Desire for more involvement	3%	

Summary: Pacific arts has the lowest level of participation but has grown gradually. This growth is driven by steady increases in young people's involvement with Pacific singing, dancing, and music activities. Attendance is moderate, while desire for more involvement is low.

6.6 Digital arts

Measure	Results	Key Points
Participated at least once	78%	Significant decrease since 2014 (86%)
Most popular activities	Writing stories or poems (60%) Edited photos for artwork (47%) Edited or produced a film (44%)	
Role of school	47% participate at school only, 31% participate outside of school also	
Online interaction (download, watch, listen)	39%	Significant decrease since 2014 (47%)
Preference for watching NZ arts online	Online (17%) Live (18%) Enjoy both equally (55%)	
Desire for more involvement	22%	Significant decrease since 2014 (34%). Was the most desired in 2014, now the third most desired.

Summary: Overall young New Zealanders appear less interested in digital arts in 2017. Participation has declined since 2014, this decline has taken place across all digital arts activities with the exception of editing or producing films, however none of these declines are significant. Desire for more involvement with digital arts has also decreased since 2014; dropping from the most desired to third most desired art form.

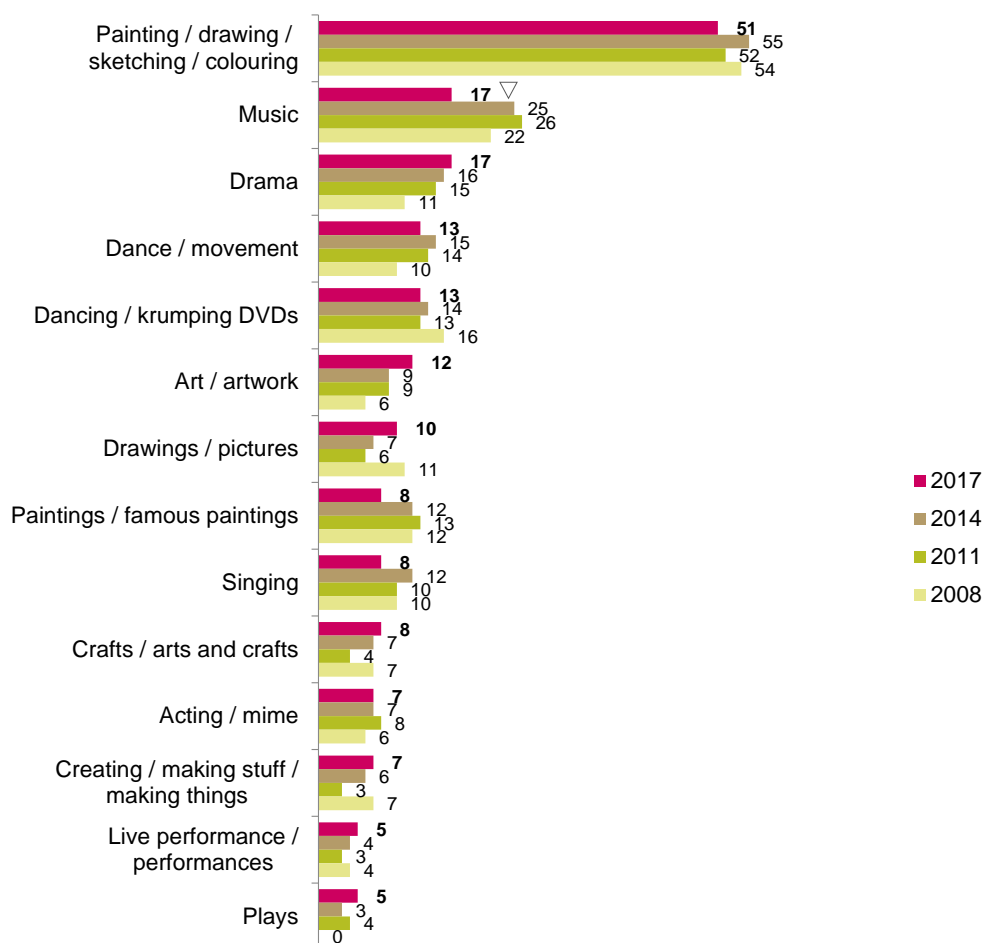
Fewer young New Zealanders are going online to access New Zealand made arts. Of those that watch online, only a minority actually prefer watching online to viewing live events.

7 Defining the arts

When asked to define ‘the arts’ in their own words, young people most frequently mention ‘painting, drawing, sketching and colouring’ (51%), followed by music (17%) and drama (17%).

The proportion of young people who associate music with ‘the arts’ has decreased since 2014 (17% in 2017 compared to 25% in 2014). Other associations have remained consistent over time.

Q This survey is all about ‘the arts’. When you think of ‘the arts’ what sort of things do you think of?



△▽ = significantly higher / lower than 2014

Note: This chart summarises the most popular responses, those given by at least 5% of respondents

Base: All 10-14’s; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015)

Girls continue to have a broader definition of the arts compared to boys. Girls are more likely to associate ‘the arts’ with performing art forms (45% compared to 31%), performing (31% compared to 17%), and ‘feelings, emotions or images’ (13% compared to 5%).

Older girls and boys (13-14 years old) are more likely to associate ‘the arts’ with performing art forms than younger children (10-12 years old) (48% compared to 31%), however, the gender difference persists within this age group.

We have included below some examples of how young people define ‘the arts’ in their own words. Generally, as children mature their definition evolves from a list of items and activities to include more abstract thoughts.

- “I think of paintings and drawings, dances, music and even drama or acting. I sometimes also think of photography.”

Girl, 10 years
- “Drawings and places you can go and see famous people’s art. Sometimes it can be about acting or dancing too.”

Girl, 10 years
- “Drawing, colouring, creating and painting.”

Girl, 10 years
- “Pictures people have drawn or painted.”

Boy, 10 years
- “Art, painting, drawing, crafts.”

Boy, 10 years
- “I think of creativity, how to express yourself, music, drawing, dancing, Mozart etc.”

Girl, 11 years
- “Drawing, painting, sewing, pottery, dancing, music.”

Girl, 11 years
- “Drama, music, visual art, singing, dancing, origami.”

Boy, 11 years
- “Drawing, painting, pencils, work, crafts, art gallery.”

Boy, 11 years
- “When I think of the arts I think about learning how to play different kinds of instruments, creating drawings and pictures, performing in things like drama and plays and creating collages.”

Girl, 12 years
- “Kapa haka, music, singing, dance, sculpture, painting, drawing.”

Girl, 12 years
- “Working with your hands to create something.”

Boy, 12 years
- “I think of the Māori arts, like traditional musical instruments, carvings, and ta moko.”

Boy, 12 years
- “When I think about art, I think about something new, something special and unusual.”

Girl, 13 years
- “When I think of 'the arts' I think of things that express creativity and are fun.”

Girl, 13 years
- “Anything to do with dance and performing, learning about music or playing an instrument. Acting i.e. drama. Painting and drawing landscapes or people.”

Girl, 13 years

- “I think of acting, performing or cultural performances when I think of the arts.”
Boy, 13 years
- “Paintings, music, making music, art and design, wearable arts, architecture in buildings, photography, sculptures.”
Boy, 13 years
- “Ballet, theatre, art exhibitions, designing things, museums, culture, arts festival, movies, other dance.”
Girl, 14 years
- “I think of someone having creative ideas then making it come to life visually.”
Girl, 14 years
- “I think of all the ways in which humans have the capacity to express emotion. We seem to define 'the arts' as strictly dance, drama, music and visual arts, but I feel that any way of telling a story which allows us to form connections with others is a type of art. Art is simply meant to be something that we can either create or take part in, which gives us a meaningful insight into the world and our lives.”
Girl, 14 years
- “Movies, plays, TV shows that aren't reality ones, paintings, dance groups, books, poems, drawings, sculptures, things that aren't sports.”
Boy, 14 years
- “I think generally of the performing arts, and the designing of art like sculptures and paintings etc.”
Boy, 14 years
- “Singing, dancing, acting, painting, doing art, playing instruments.”
Boy, 14 years

8 Overall engagement with the arts

8.1 Activities enjoy doing in spare time

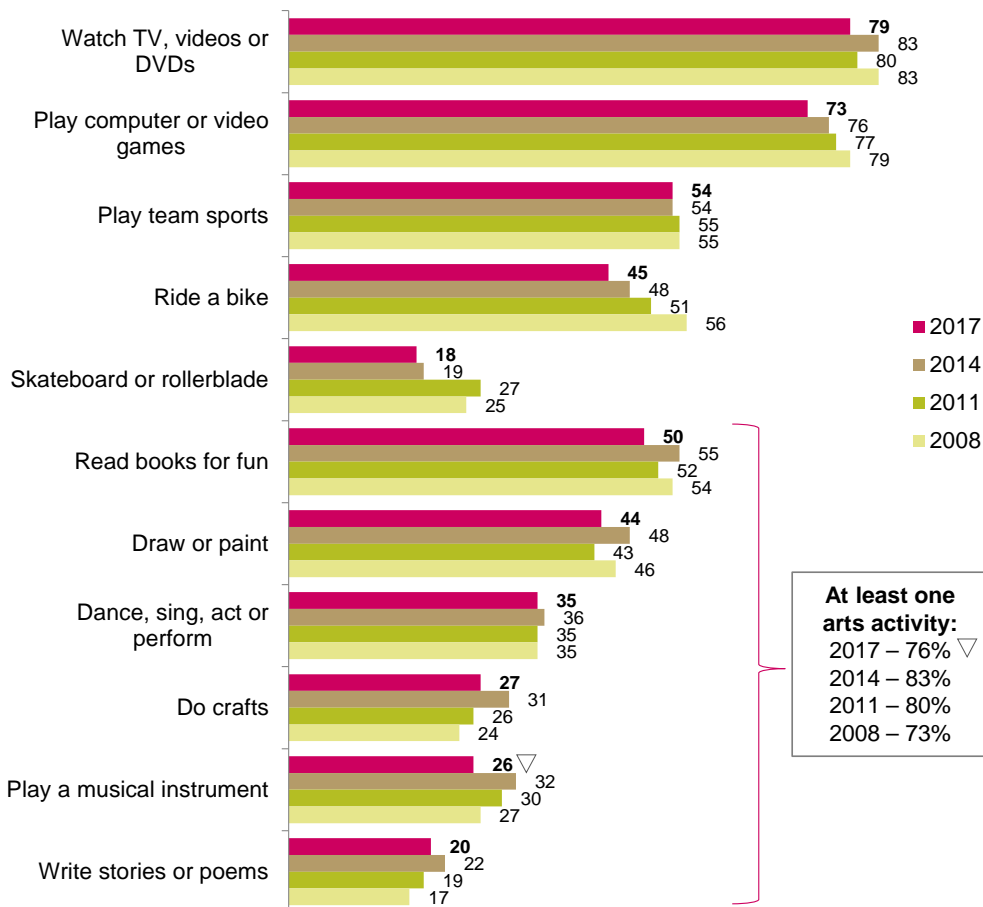
In order to understand the “competitive set” the arts sits within for 10-14 year olds and the priority they are given, respondents were asked the things they liked to do in their spare time.

The arts remain a popular pastime. Three quarters (76%) of 10-14 year olds like to participate in at least one arts activity outside of school. This compares to 83% in 2014. This appears to be driven primarily by a decline in the proportion of young people that like to play musical instruments in their spare time (26% in 2017, compared to 32% in 2014). Participation in the arts remains comparable with other popular pastimes such as watching TV or DVDS and playing computer games.

None of the other leisure activities have increased significantly in 2017 which indicates there may be other activities or ways in which young people are spending their spare time (that are not listed on the survey), or it could be that they are taking part in fewer activities but more intensively.

The most popular arts activity young people enjoy doing outside of school continues to be reading (50%), followed by drawing or painting (44%) and performing (35%).

Q Which things do you like doing when you are not at school?



△ ▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015)

Girls are more likely to enjoy participating in all arts activities asked about than boys, while boys are more likely to enjoy playing computer or video games, riding bikes and skateboarding or rollerblading than girls. Ten to 12 year olds are more likely to enjoy reading books for fun, drawing or painting, writing stories or poems, and doing crafts compared to 13-14 year olds.

8.2 Overall engagement with the arts

Engagement with the arts is calculated by measuring the proportion of young people who either attend or participate in various art forms.

Every young New Zealander has engaged with the arts at least once in the last 12 months. This is consistent with the 2014 finding.

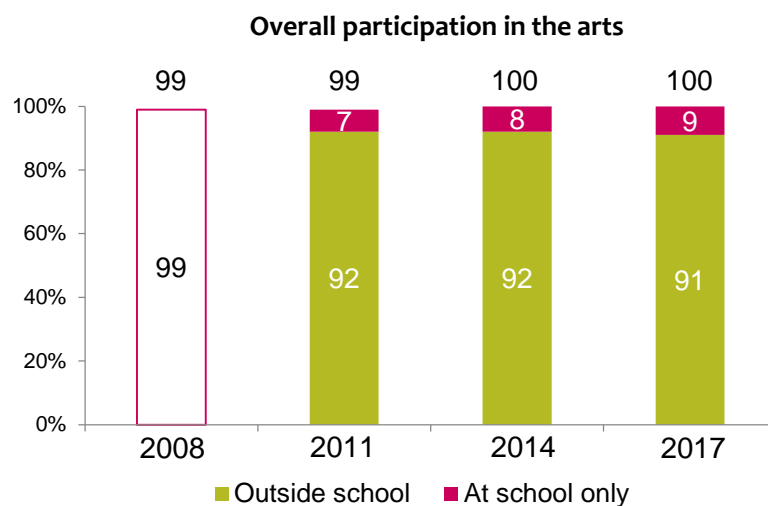
Proportion of all 10-14 year olds who have attended OR participated at least once in any art form	
2008	99%
2011	99%
2014	100%
2017	100%

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

8.3 Overall participation in the arts

Overall participation in the arts is calculated by measuring the proportion of young people who participate in various art forms.

All young New Zealanders have participated in the arts at least once in the last 12 months, and nine in ten (91%) have participated outside of school. This is consistent with the 2014 finding.



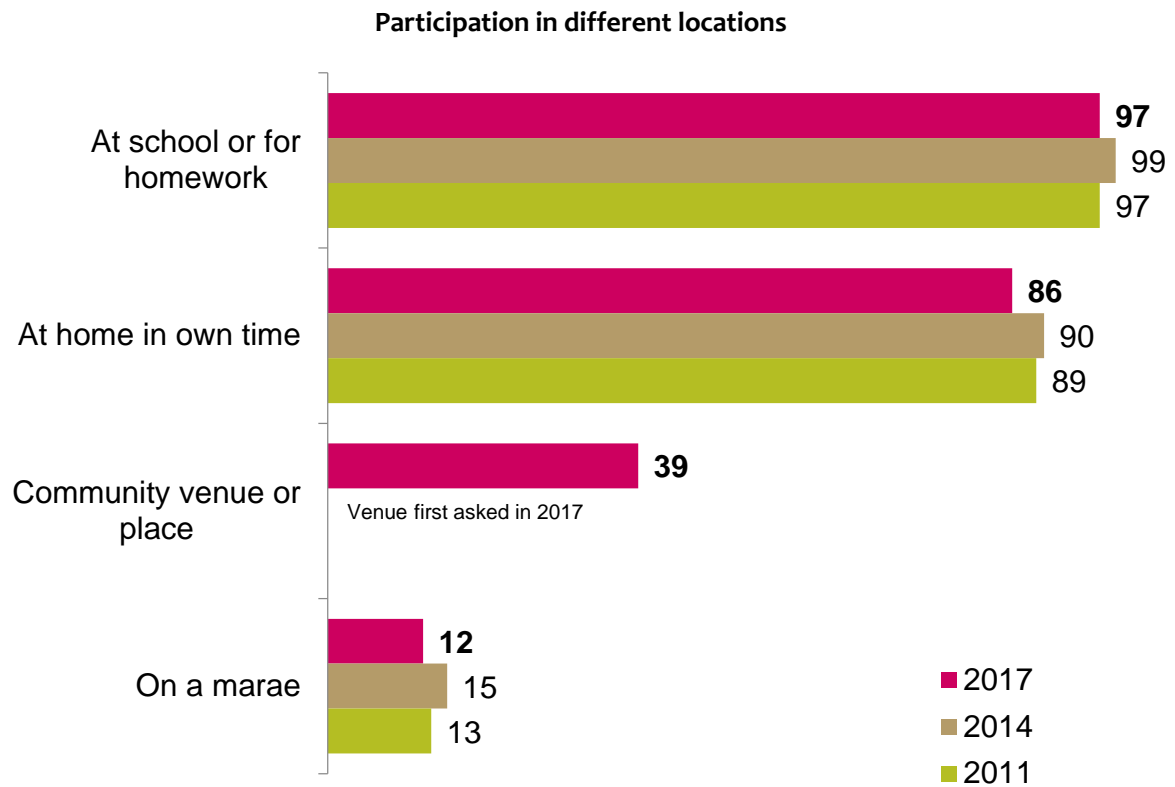
△▽ = significantly higher / lower than 2014

Note: Participation is a composite of all the participation responses for each art form, excluding digital art.
 Base: All 10-14's; 2017 (n=751), 2014 (n=753) 2011 (n=758), 2008 (n=1015). Due to more specific questioning in 2011, the 2008 participation figures for inside and outside school are not comparable, and are not presented in the above charts.

Girls are more likely to have participated in the arts outside of school than boys (97%, compared to 85%). Ten to 12 year olds are also more likely to have participated in the arts in their free time compared to 13-14 year olds (94%, compared to 85%).

Nearly all young people participated in the arts through school (97%) and the majority (86%) also participated in the arts at home in their own time.

One in ten (12%) young New Zealanders participated in the arts on a marae. A small majority of these young people (54%) have Māori whakapapa.

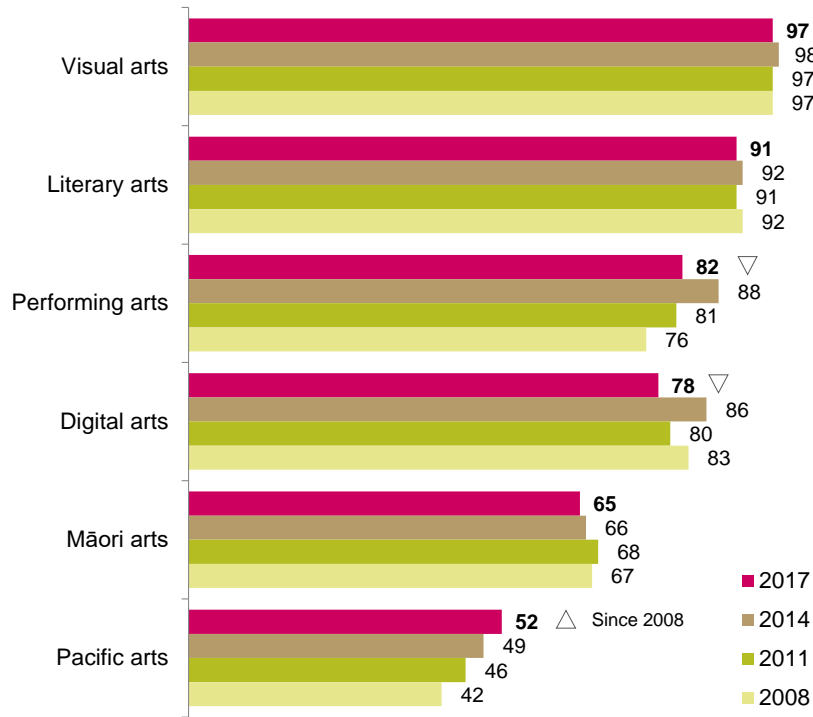


△▽ = significantly higher / lower than 2014

Note: Participation location is a composite of all the participation location responses for each art form, excluding digital art.
 Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758).

Visual arts remains the most popular art form to participate in, followed by literary arts, and performing arts. Participation in performing arts and digital arts has declined since 2014. In contrast, participation in Pacific arts has continued to grow, and is now significantly higher than in 2008.

Q Which of these things have you done, at least once, in the last 12 months?



△ ▽ = significantly higher / lower than 2014

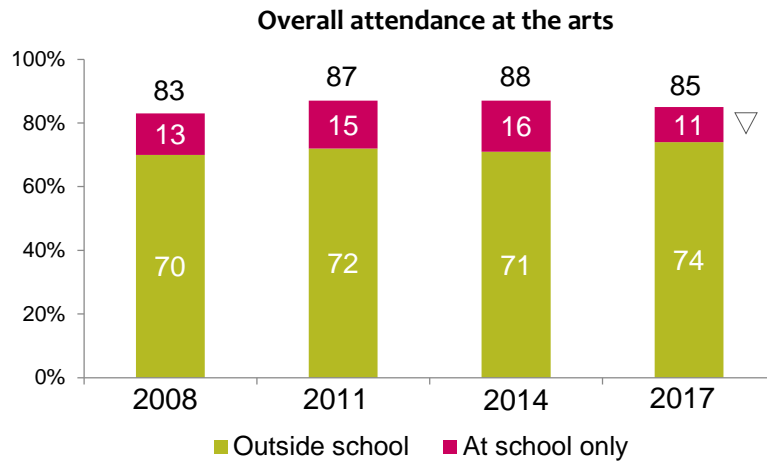
Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

8.4 Overall attendance at the arts

Overall arts attendance is calculated by measuring the proportion of young people who attend various art forms.

Nearly nine in ten (85%) young New Zealanders have been to at least one arts event or location in the last 12 months. This is consistent with previous years.

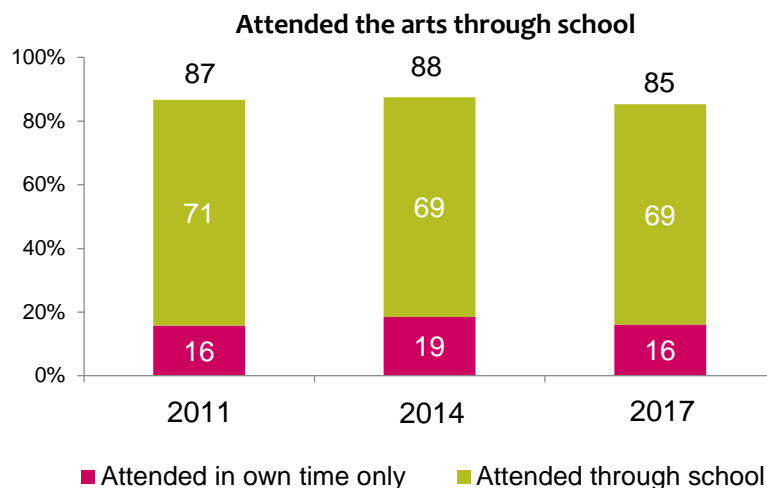
Three quarters (74%) of 10-14 year olds have attended the arts outside of school while one in ten have attended through school only.



△▽ = significantly higher / lower than 2014

Note: Attendance is a composite of all the attendance responses for each art form, excluding digital art.
Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

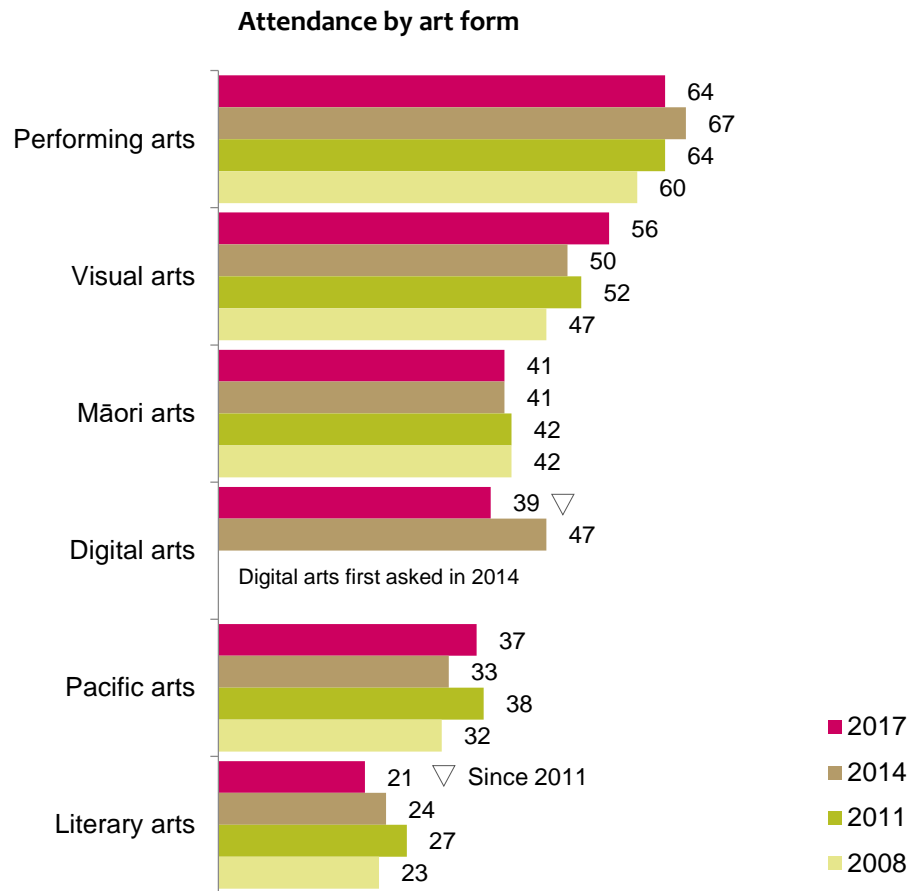
Consistent with previous years, seven in ten (69%) young people have attended the arts through school in the past 12 months.



△▽ = significantly higher / lower than 2014

Note: Attendance is a composite of all the attendance responses for each art form, excluding digital art.
Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758).

Performing arts continues to be the most popular art form for young New Zealanders to attend, followed by visual arts and Māori arts. Attendance for digital arts has decreased since 2014 and attendance for literary arts events has steadily declined since 2011.



△▽ = significantly higher / lower than 2014

Note: Digital art asked about the incidence of downloading, watching or listening to New Zealand art online as a measure of attendance.

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

9 Interest in the arts

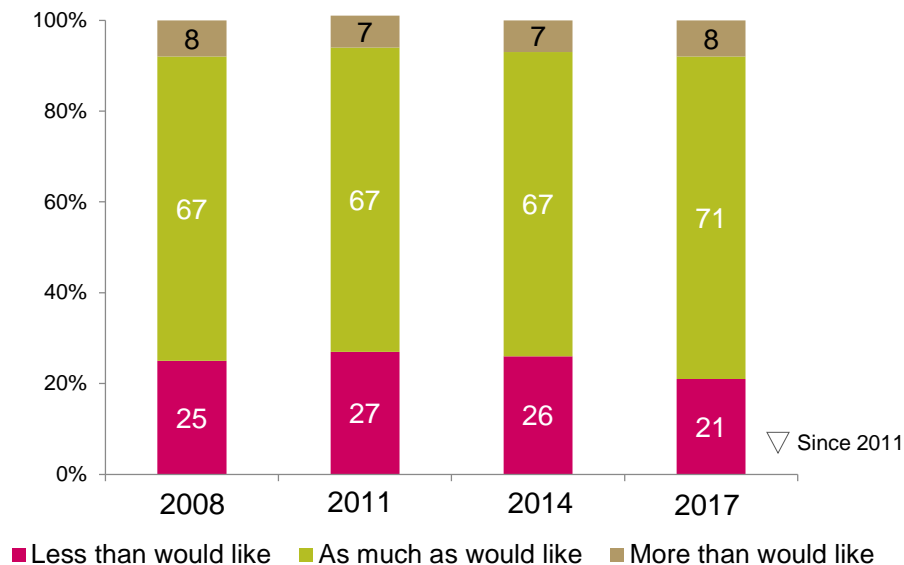
9.1 Satisfaction with overall level of involvement

Most young New Zealanders (71%) feel satisfied with their current level of involvement with the arts. This is consistent with previous years.

The proportion of young people engaging with the arts less often than they would like has decreased since 2011 (21% in 2017, compared to 27% in 2011). Positively, this could be interpreted as evidence that young people's interest in the arts is increasingly being met. In contrast, it could be interpreted as evidence that young people's interest in the arts is declining over time.

When young people are asked why they are involved with the arts more than they would like, most say it is because they are compelled to do creative things through school (67%).

Q Would you say you do creative arts ...



Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Certain groups of young people are more interested than average (21%) in deepening their involvement with the arts:

- Young people living in households with an annual income of up to \$50,000 (38%)
- Māori (30%)
- Girls (25%)
- Young people living in small towns or rural communities (25%).

These groups reflect a range of barriers which are both socioeconomic and geographically based. This is expanded upon in sections 9.2 and 9.3.

In contrast to these groups, Asian young people are more likely than average to indicate they have a deeper involvement in the arts than they would like (16% vs. 8%).

9.2 Desire to be more involved with the arts

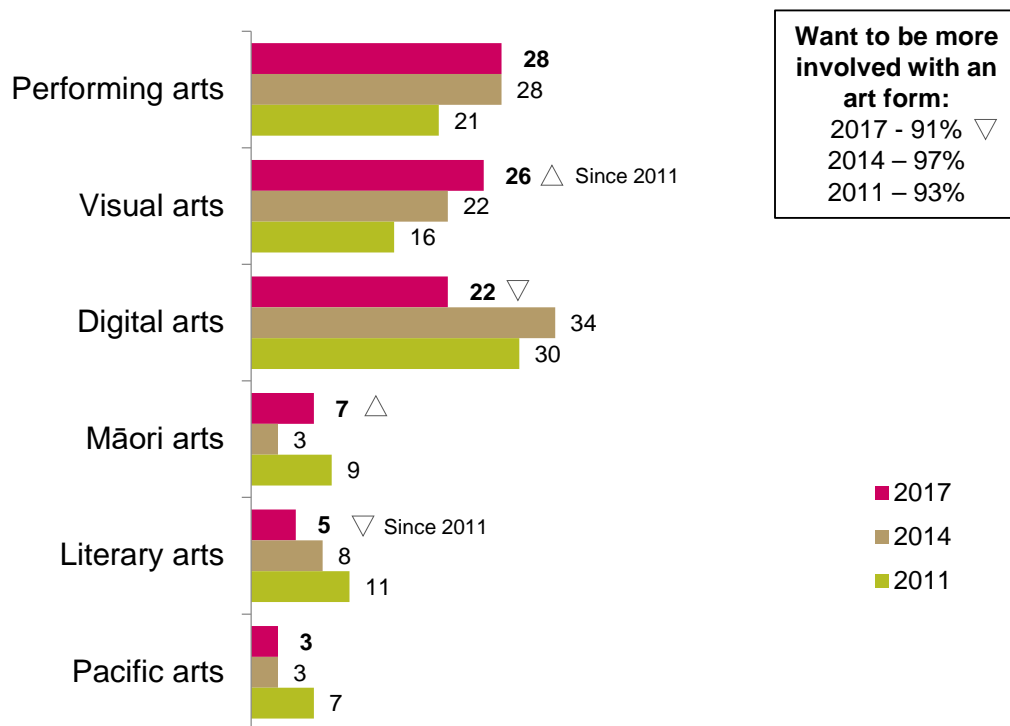
When asked which art form they would most like to more involved with, young New Zealanders tend to gravitate towards performing arts and visual arts.

Overall, nine in ten (91%) young New Zealanders would like to be more involved with one of the six art forms. This represents a decrease from 2014 when nearly all wanted more involvement (97%).

There are two factors which appear to be driving this decrease. Firstly, there is evidence that fewer young New Zealanders have unmet needs when it comes to the arts (see section 9.1). Secondly, there is reduced demand for greater involvement in the digital arts. In 2014, young New Zealanders were more likely to want to get more involved with digital arts than any other art form (34%, compared to 22% in 2017).

Performing arts and visual arts now top the list, with interest in the visual arts having gradually increased since 2011. There has also been an increase in desire for greater involvement with Māori arts since 2014 (from 3% to 7%), and a gradual decrease in interest in the literary arts since 2011 (from 11% to 5%).

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



△ ▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758).

Exposure to the arts outside of school appears to be important for inspiring desire for more involvement with the arts. Young people who have participated in the arts outside of school, and young people that have attended an arts event or location outside of school, are more likely than average to want to increase their involvement with at least one of the arts (93% and 95% respectively).

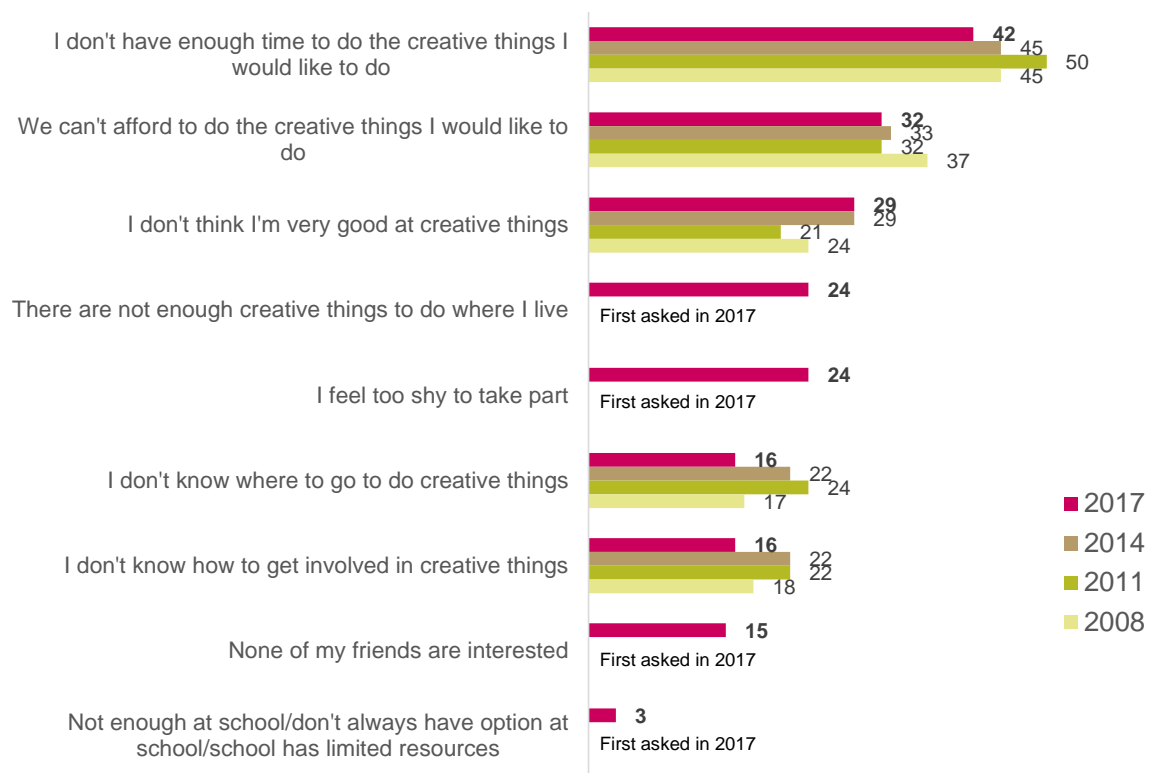
Young people with Māori whakapapa are more likely than average to want to increase their involvement with the Māori arts (17% compared to 7%). Similarly, young people that identify as Pacific appear to be more likely than average to want to increase their involvement with the Pacific arts (23% compared to 3% note this difference is not significant due to small sample size for Pacific Peoples).

As found in previous surveys, there are gender differences in which art forms young New Zealanders would like to be more involved with. Girls are more likely to want to increase their involvement with performing (37% vs. 19%) and visual arts (33% vs. 21%) than boys, while boys are more likely to want to increase their involvement with digital (34% vs. 10%) and Māori arts (9% vs. 4%) than girls.

9.3 Barriers to greater involvement (for those who want greater involvement)

The most common barrier to greater involvement in the arts (for those who would like to be more involved) is not having enough time, followed by expense and self-doubt about creative ability.

Q What stops you from doing these more often?



△▽ = significantly higher / lower than 2014

Base: All 10-14's who would like to be more involved; 2017 (n=166), 2014 (n=191), 2011 (n=208), 2008 (n=266)

Some barriers are more relevant to particular groups of young New Zealanders. These are summarised below:

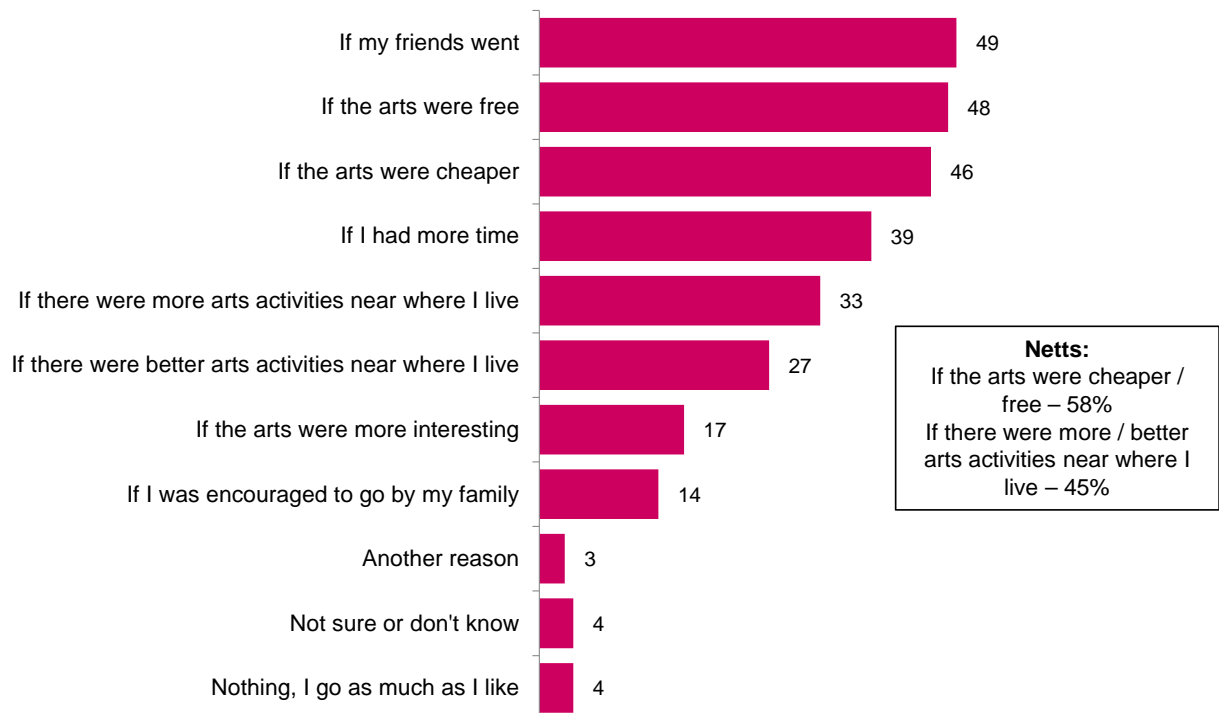
- Young people that identify as New Zealand European are more likely than average to say that they do not have enough time to do all the creative things they would like to do (48% vs. 42%).
- Young people living in households with an annual income of up to \$80,000 are more likely than average to say they can't afford to do what they would like to do (43% vs. 32%).
- Thirteen to 14 year olds are more likely than average to believe that they are not very good at creative things (43% vs. 29%).
- Young people living in small towns or rural communities are more likely than average to say that there are not enough creative things to do where they live (32% vs. 24%).

9.4 What would encourage greater involvement

Nearly half (49%) of young people who want to increase their participation in the arts say they would be encouraged to do so if their friends also went.

There is evidence that more needs to be done to make arts activities more accessible. Almost six in ten (58%) young people (who would like more involvement in the arts) think they would participate more often if arts activities were cheaper or free. In addition, nearly half (45%) say they would increase their participation if there were more or better arts activities near where they live.

Q What would encourage you to take part in more arts activities?



Base: 10-14's who would like to be more involved; 2017 (n=166).

Based on the types of barriers faced, some solutions are more relevant to certain groups of young people than others. These are summarised below:

- Young people living in small towns or rural communities are more likely than average to say they would increase their participation if there were more arts activities near where they live (51% vs. 33%).
- Young people that identify as New Zealand European are more likely than average to say they would take part in arts activities more often if they had more time (44% vs. 39%).

10 Attitudes and feelings towards the arts

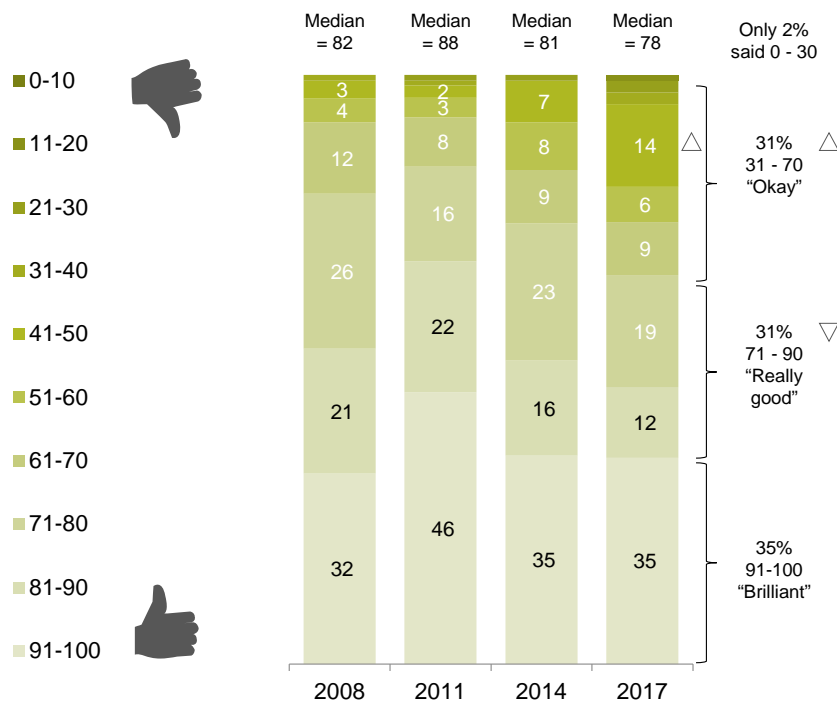
10.1 How do the arts make young people feel?

To help determine the impact of the arts, young people were asked to rate how doing creative things makes them feel from a score of 0 (awful) to 100 (brilliant).

Most young New Zealanders feel they benefit from doing creative things. However, they are less enthusiastic than in 2014.

A third (35%) of young New Zealanders say that doing creative things makes them feel brilliant (rate 91 – 100), this is consistent with the 2014 finding. However, fewer young people say they feel really good, with a score of between 71 and 90 when they do creative things (31% vs. 39%). In addition, a higher proportion say doing creative things makes them feel okay with a score of between 31-70 (31% vs. 24%).

Q When you do creative things, how do they make you feel?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Girls and younger children are more likely to feel they benefit from being creative. Seventy-seven percent of girls say doing creative things makes them feel really good with a score of 71-100, compared to 57% of boys. In addition, 74% of young people aged 10 to 12 years feel really good when they do creative things compared to 56% of those aged 13 to 14 years.

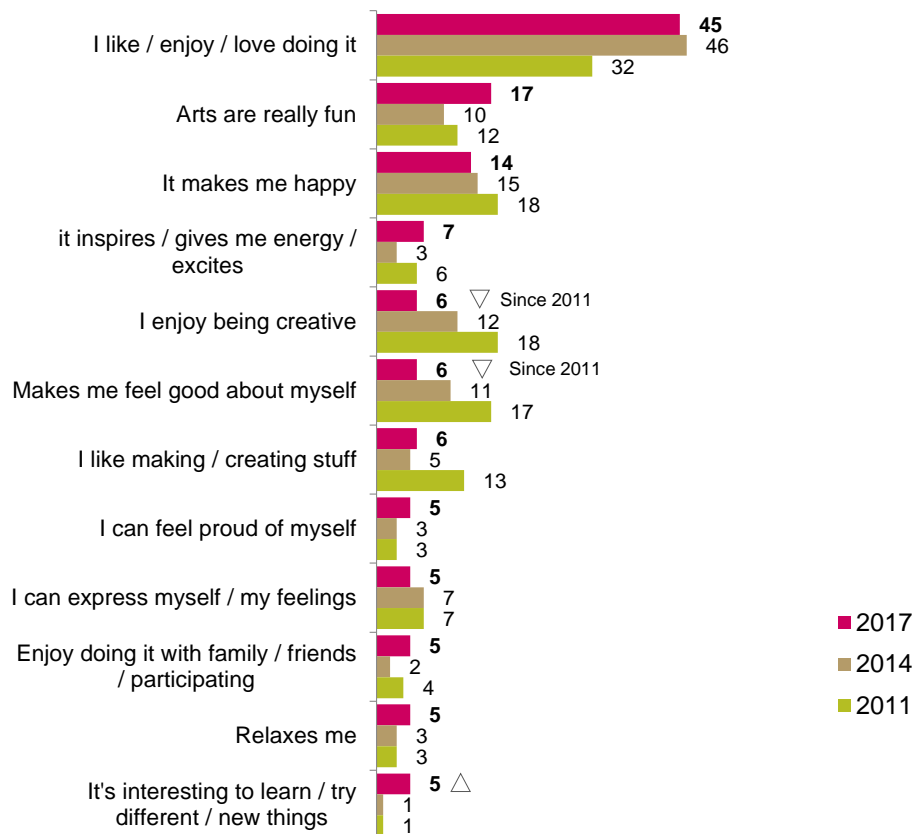
10.2 Why young New Zealanders like doing creative things

Young New Zealanders who said doing creative things makes them feel “awful” (0-20) or “brilliant” (91-100) were asked to explain why it makes them feel this way.

There were too few respondents who said ‘awful’ to provide robust analysis of this small group. However the main reasons why young New Zealanders love doing creative things are summarised below.

The most common explanation young people gave is that they simply ‘love to do creative things’.

Q Why have you chosen to give that answer?



△▽ = significantly higher / lower than 2014

Note: Q10B was asked to respondents who said they felt awful (0-20) or brilliant (91-100) at Q10A. There were too few respondents who said awful to provide robust analysis of this group. The above chart only shows answers for young people that said they feel “brilliant” when doing creative things.

Base: All 10-14’s who feel ‘brilliant’ when doing creative things; 2017 (n=262), 2014 (n=264), 2011 (n=337).

Doing creative things contributes to the overall well-being of young New Zealanders, as evidenced by a sample of verbatim comments below:

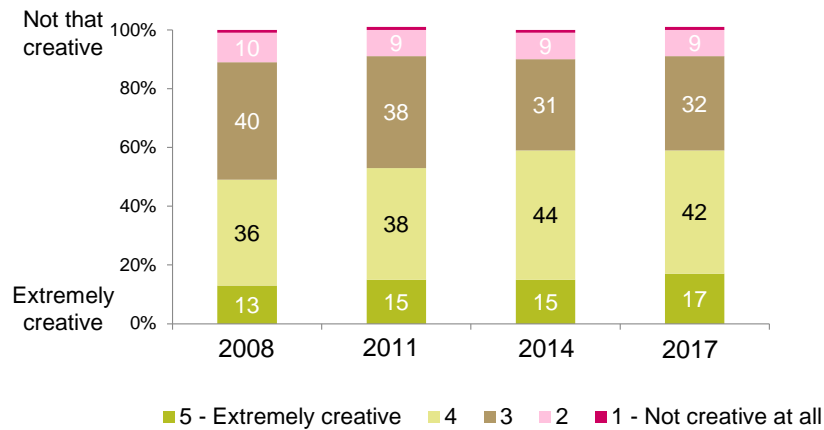
- “I’m able to create something by myself using my own brain. That makes me feel proud.”
 Girl, 10 years
- “I love dancing and performing. It makes me happy and smile. I feel more confident and not so shy.”
 Girl, 10 years
- “I feel like I have achieved something, I enjoy working with my hands.”
 Boy, 10 years

- | *“Because it makes me happy!”*
 Boy, 11 years
- | *“Because they are my favourite things to do in my spare time and with school.”*
 Girl, 11 years
- | *“Because it’s doing something I enjoy and it makes me feel in touch with my inner self. It makes me express my feelings without words.”*
 Girl, 11 years
- | *“It’s really good to see something you’ve made or done and to see other people enjoy it too. I like performing and making people happy. It makes me feel good.”*
 Boy, 12 years
- | *“I love doing arty things, I especially love being the caller for kapa haka and doing kapa haka at school. I am a cultural leader at school. We go to lots of plays with my family and I really enjoy [them].”*
 Boy, 12 years
- | *“When I create something I feel good. I enjoy the result and getting a good response from my parents.”*
 Boy, 12 years
- | *“It is like my passion. I feel that sense of pride in my culture when I perform.”*
 Girl, 13 years
- | *“Expressing your creativity feels very nice and exciting and brings me joy. I think expressing your creativity makes you feel good about yourself.”*
 Boy, 13 years
- | *“I do dance (jazz and contemporary) and whenever I dance all of the stuff going on around me just disappears.”*
 Girl, 13 years
- | *“Because the arts are my passion and I get great pleasure from creating something I’m proud of.”*
 Boy, 14 years
- | *“I have ADHD and when I create I am calm and engaged.”*
 Gender diverse, 14 years
- | *“Art has always been a stress reliever of sorts for me since I was young. Being able to create art or finish an artwork makes me feel extremely proud and accomplished.”*
 Girl, 14 years

10.3 How creative do young New Zealanders feel?

Three in five young New Zealanders feel that they are very or extremely creative (59%), and nearly one in five (17%) feel they are extremely creative. This is consistent with the 2014 finding.

Q How creative are you?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

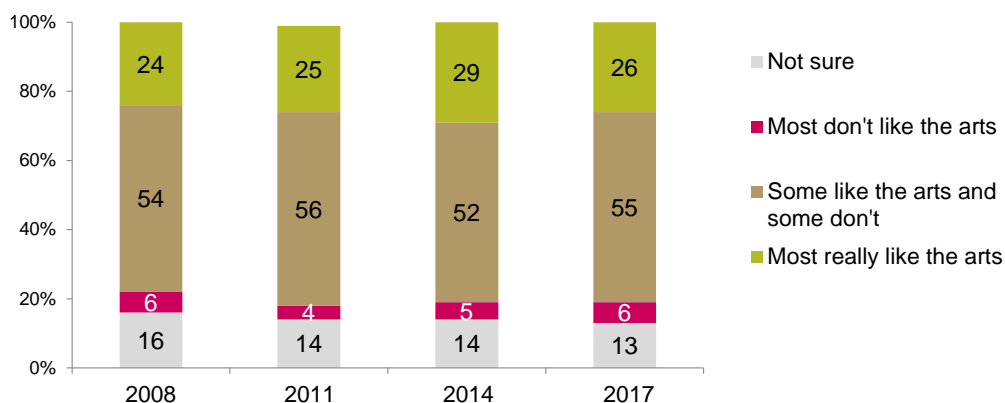
Girls are more likely to say they are very or extremely creative compared to boys, (71%, compared to 47%) and young people aged 10 to 12 years are more likely to rate themselves as very or extremely creative than young people aged 13 to 14 years (65%, compared to 50%).

Young people that identify as New Zealand European rate themselves as more creative than average (63%, vs. 59%).

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

Eight in ten (80%) young New Zealanders have at least some friends that like the arts. For a quarter (26%) of young people, most of their friends like the arts. This is consistent with findings from previous years.

Q What do your friends think about the arts?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Girls have more supportive networks for involvement in the arts than boys. For four in ten girls (38%), most of their friends really like the arts, this compares to 14% of boys.

10.5 How do young New Zealanders perceive the arts?

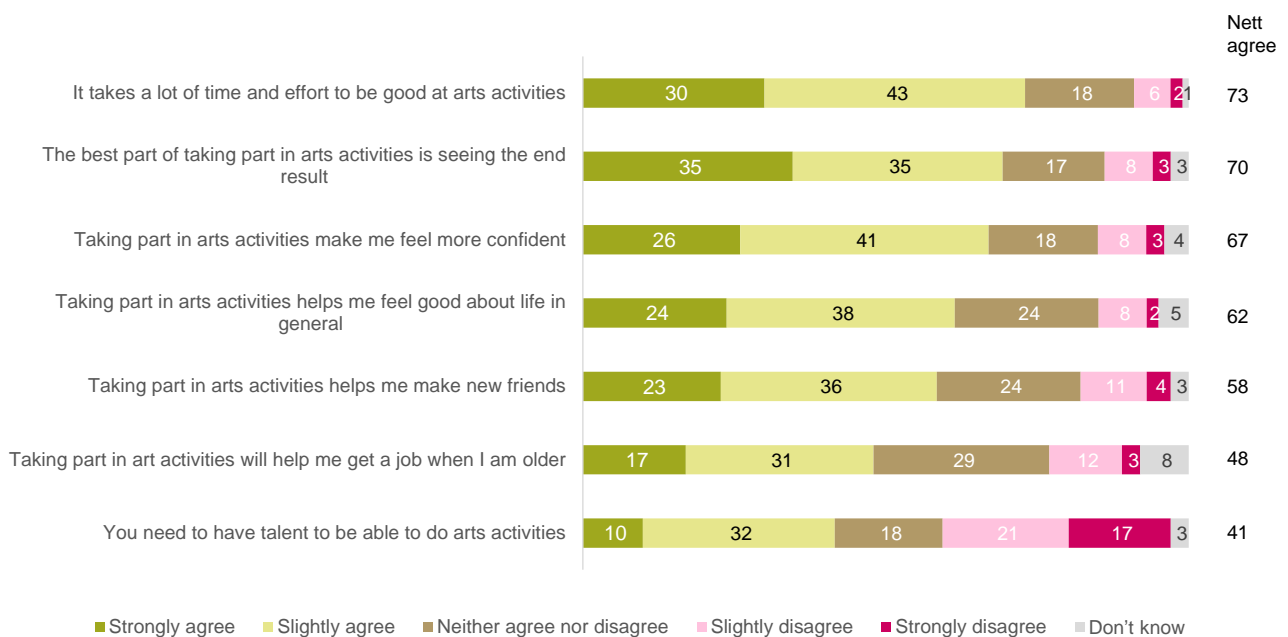
The majority of young New Zealanders feel the arts positively impacts their life. Most agree that taking part in the arts helps them feel more confident (67%), feel good about life (62%), and make new friends (58%).

In addition, many young people feel these benefits will continue into later life. Almost half think taking part in art activities will help them get a job later in life (48%).

Young people feel the arts require practice, but at the same time they value the pay off the arts provide. Indeed, 73% agree it takes a lot of time and effort to be good at arts activities, while 70% agree that the best part about participating in arts activities is seeing the end result.

There is also evidence that more needs to be done to make the arts inclusive, with 41% agreeing you need to have talent to participate in arts activities.

Q How much do you agree or disagree with the following statements about the arts?



Base: All 10-14's; 2017 (n=751).

There are some gender differences in agreement to the statements. Girls are more likely to think that:

- participating in arts activities increases their confidence (77%, compared to 58% of boys)
- participating in arts activities will help them make new friends (67%, compared to 50% of boys)
- participating in arts activities help them to feel better about life (69%, compared to 56% of boys).

Young people aged 10 to 12 years are more likely to agree that taking part in arts activities will help them to get a job when they are older compared to young people aged 13-14 years (52% vs. 41%).

11 Attendance and participation by art form

11.1 Visual arts

11.1.1 Visual arts participation

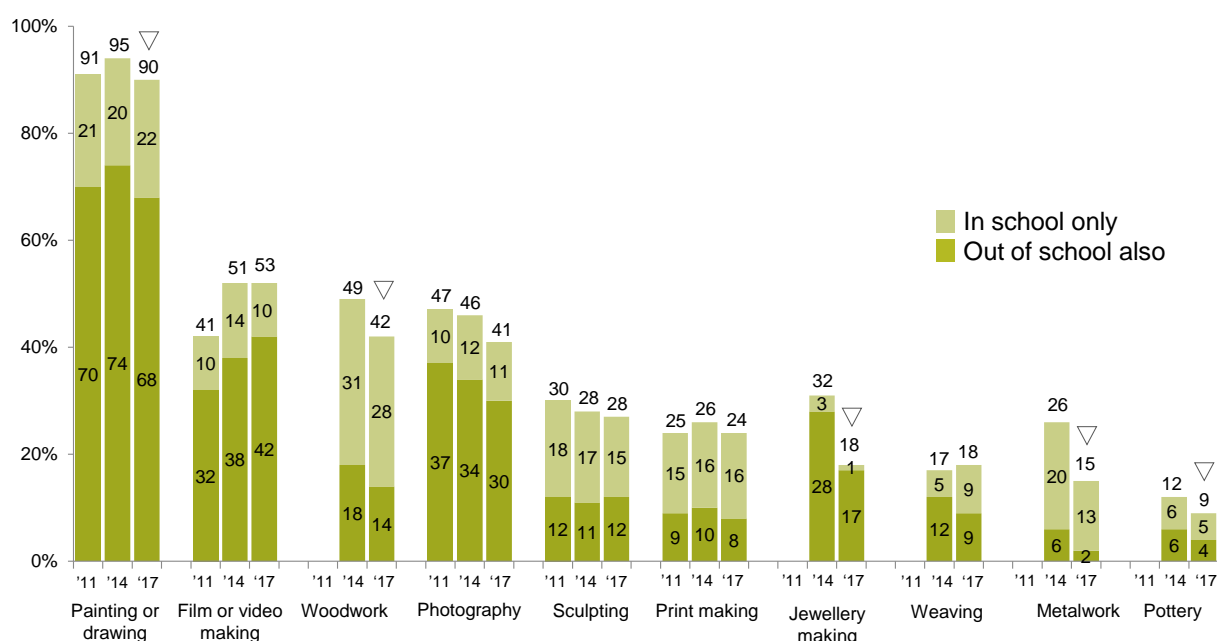
Overall, participation in the visual arts continues to be extremely high. Almost all (97%) young people have participated in this art form in the past 12 months. High participation levels are primarily driven by painting or drawing, the most popular visual art form by some distance.

While overall participation remains high, there have been significant decreases in the proportion of young New Zealanders participating in painting or drawing, woodworking, jewellery-making, metalwork and pottery. The declines in painting or drawing and jewellery-making are principally a result of fewer young people choosing to do these activities in their free time, while the declines in woodworking, metalwork and pottery are due to a combination of fewer children doing these activities at school and in their own time.

Most young people that have been involved in painting or drawing, film or video-making, photography and jewellery-making have taken part in these activities outside of school. Young people that have taken part in woodworking, sculpting, print-making, metalwork and pottery have mostly done so through school only, possibly because these activities require more adult supervision and specialised equipment.

Visual arts overall participation	2008	2011	2014	2017
Participation (painting or drawing, film or video-making, woodworking, photography, sculpting, print-making, jewellery-making, weaving, metalwork, pottery)	97%	97%	98%	97%

Q Which of these things have you done, at least once, in the last 12 months?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758). 2008 results are not shown in the above graph

11.1.2 Visual arts participation profiles

The profile of those involved with each of the visual arts differs from the general population. The following demographic groups are more likely to be over-represented in certain activities:

- Girls: painting or drawing, sculpture, print-making, photography, film or video-making, pottery, weaving, jewellery-making
- Boys: woodwork, metalwork
- Young people aged 10 to 12 years: painting or drawing, sculpture, weaving, jewellery-making
- Young people aged 13 to 14 years: woodwork, metalwork
- New Zealand European: painting or drawing, sculpture, jewellery-making, woodwork
- Māori: weaving.

	Total	Painting or drawing	Sculpture	Print-making	Photography	Film or video-making
Total (n=)	751	685	229	166	324	397
Boys	51%	48%	44%	41%	43%	42%
Girls	49%	52%	56%	59%	57%	58%
10 years	25%	27%	29%	19%	21%	26%
11 years	17%	18%	25%	21%	19%	18%
12 years	17%	17%	17%	18%	16%	17%
13 years	22%	21%	20%	29%	26%	23%
14 years	18%	17%	10%	14%	18%	16%
NZ European	76%	77%	83%	77%	80%	76%
Māori	20%	19%	22%	21%	22%	21%
Pacific peoples	12%	12%	4%	11%	6%	9%
Asian	11%	10%	11%	12%	13%	10%
Other	5%	5%	4%	5%	6%	7%

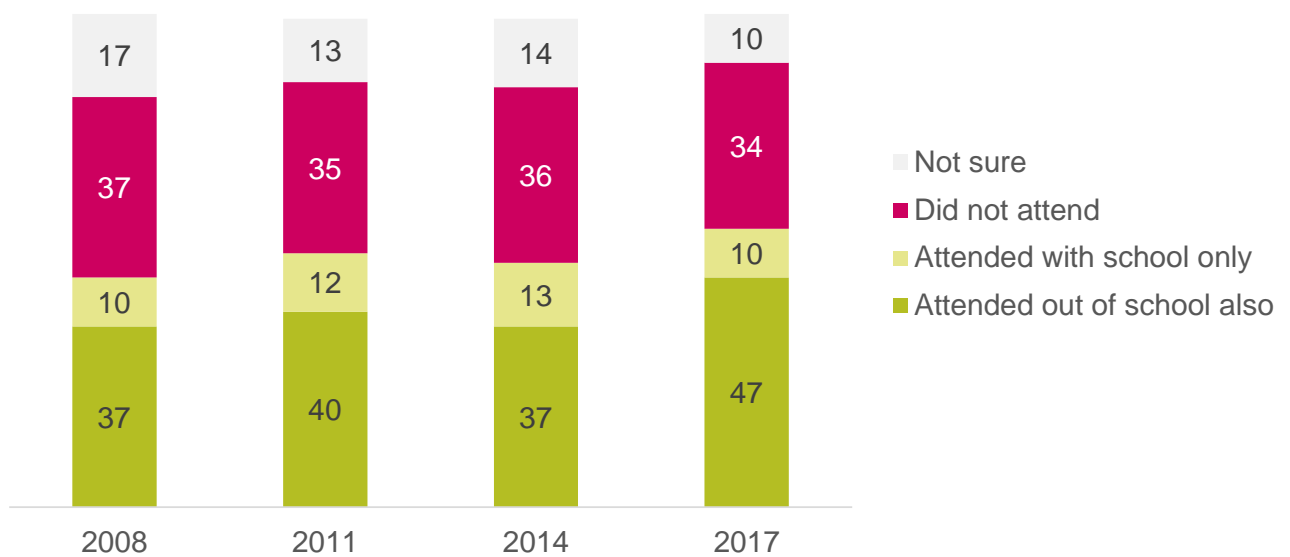
	Total	Pottery	Weaving	Jewellery-making	Woodwork	Metalwork
Total (n=)	751	69	130	143	338	132
Boys	51%	31%	39%	13%	58%	70%
Girls	49%	69%	61%	87%	42%	30%
10 years	25%	34%	34%	36%	13%	4%
11 years	17%	26%	26%	25%	15%	11%
12 years	17%	11%	16%	16%	25%	25%
13 years	22%	23%	14%	13%	28%	39%
14 years	18%	5%	10%	10%	20%	22%
NZ European	76%	84%	74%	85%	83%	81%
Māori	20%	9%	33%	20%	23%	26%
Pacific peoples	12%	5%	14%	5%	7%	7%
Asian	11%	15%	10%	13%	6%	7%
Other	5%	6%	6%	7%	5%	4%

11.1.3 Visual arts attendance

Visual arts has the second highest attendance rate of any art form, slightly more than half (56%) of young New Zealanders have gone to an art gallery, exhibition or looked at online galleries in the past 12 months. There has been a significant increase in the proportion of young people attending visual arts outside of school since 2014.

Visual arts overall attendance	2008	2011	2014	2017
Attendance (art galleries, exhibitions, online galleries)	47%	52%	50%	56%

Q Did you do these ...



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.2 Performing arts

11.2.1 Performing arts participation

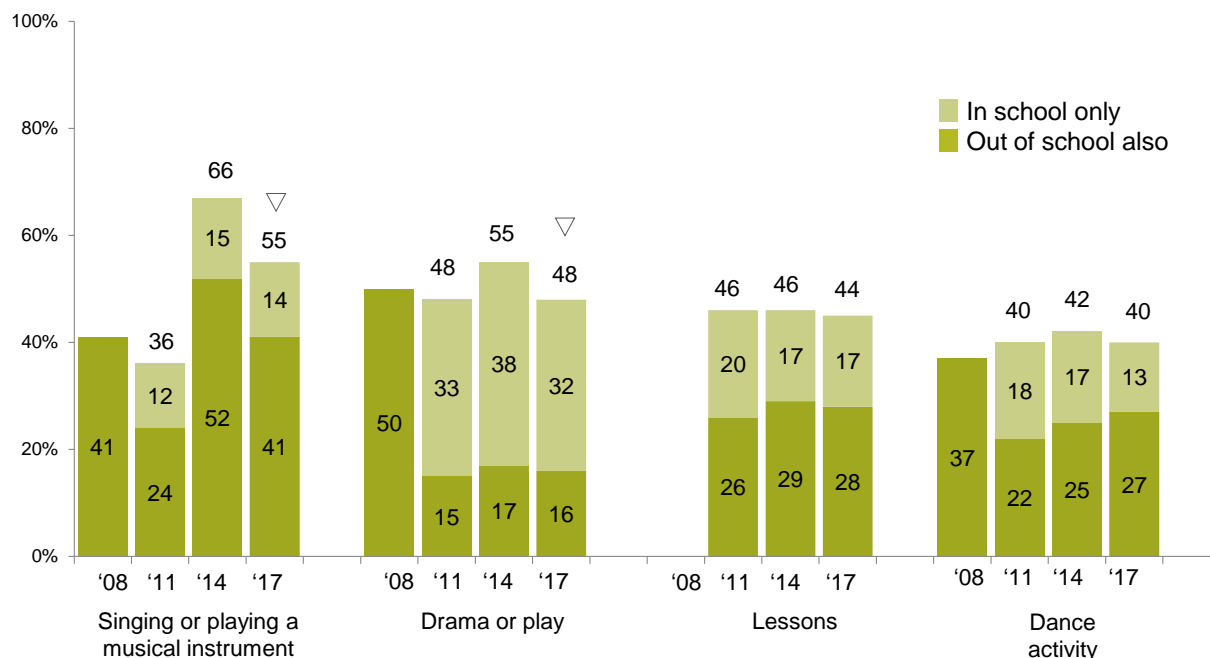
Just over eight in ten (82%) young people have participated in the performing arts in the past 12 months. While this represents a decline since 2014, participation is in line with that recorded in 2011 and remains very high overall. The decline in participation in the performing arts appears to be driven by fewer young people singing or playing an instrument, and taking part in a drama activity or play.

The decline in singing or playing a musical instrument is due to fewer young people doing this in their own time, while the decline in drama and plays appears to be a result of fewer young people doing this activity through school. Participation in lessons and dance activities is consistent with 2014.

Most young people that have been involved in singing or playing an instrument, lessons and dance activities have also been involved outside of school, while most who have taken part in drama activities or plays have done so through school only.

Performing arts overall participation	2008	2011	2014	2017
Participation (singing or playing a musical instrument, drama or play, lessons, dance activity)	76%	81%	88%	82%

Q Which of these things have you done, at least once, in the last 12 months?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.2.2 Performing arts participation profiles

The profile of those involved with each of the performing arts differs slightly from the general population by age and gender. The following demographic groups are more likely to be over-represented in certain activities:

- Girls: dance activity, singing or playing a musical instrument, lessons
- Young people aged 10 to 12 years: dance activity, singing or playing a musical instrument.

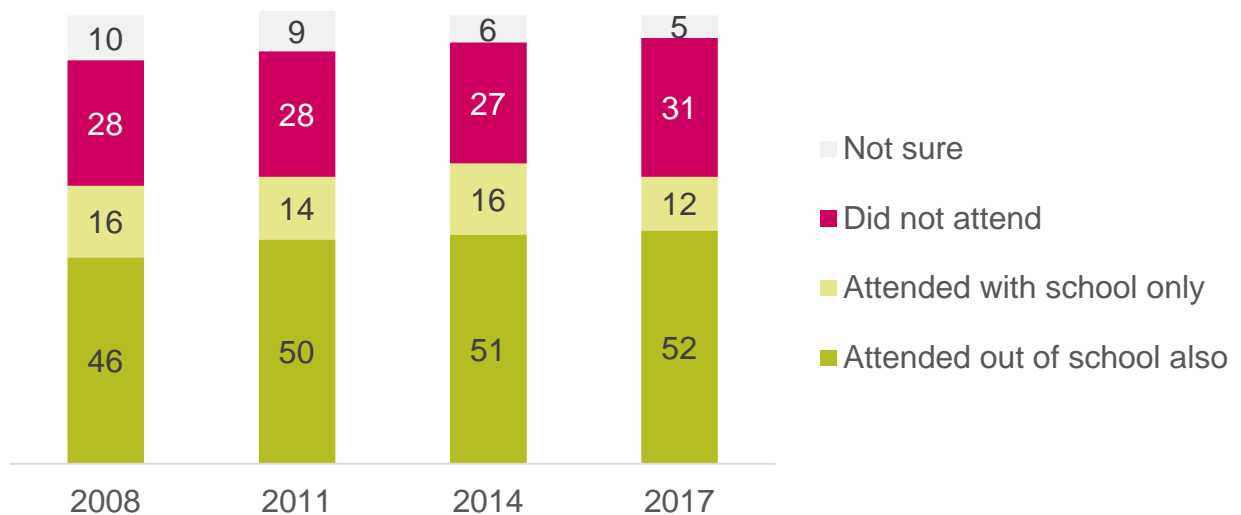
	Total	A dance activity	A drama activity or play	Singing or playing a musical instrument	Lessons (dance, drama, singing or music)
Total (n=)	751	284	374	422	322
Boys	51%	32%	47%	42%	35%
Girls	49%	68%	53%	58%	65%
10 years	25%	26%	28%	27%	23%
11 years	17%	22%	19%	20%	20%
12 years	17%	20%	16%	18%	19%
13 years	22%	18%	19%	18%	21%
14 years	18%	14%	18%	16%	18%
NZ European	76%	76%	78%	77%	73%
Māori	20%	23%	19%	23%	19%
Pacific Island	12%	13%	10%	12%	11%
Asian	11%	8%	12%	9%	10%
Other	5%	6%	7%	6%	6%

11.2.3 Performing arts attendance

Over six in ten young New Zealanders have attended a performing arts event in the past 12 months. This is the highest level of attendance of any art form and has not changed significantly since 2014. Most young people who have attended the performing arts have done so outside of school also.

Performing arts overall attendance	2008	2011	2014	2017
Attendance (ballet, dance performances, plays, concerts, musical performance, circuses)	60%	64%	67%	64%

Q Did you do these ...



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.3 Literary arts

Nine in ten (91%) young people have participated in the literary arts in the past 12 months. This is consistent with findings from previous years.

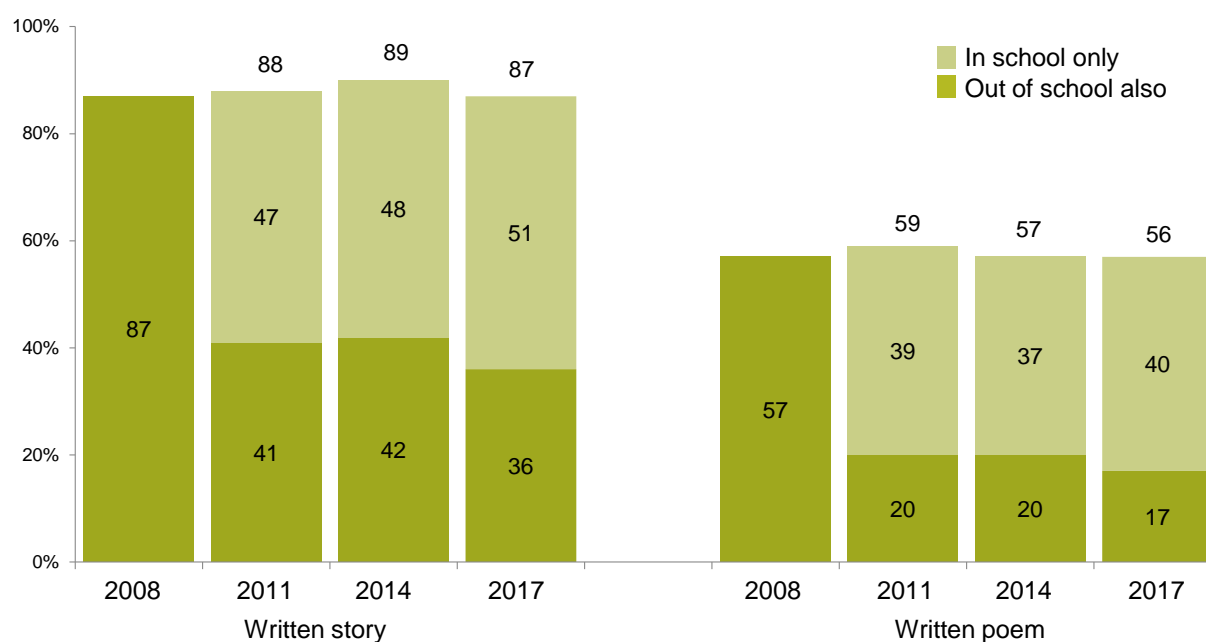
Levels of involvement with writing stories or poems have been consistent since 2008. Nearly nine in ten (87%) young people have written at least one story in the last 12 months, and a small majority have written at least one poem (56%).

Schools are important for driving involvement with the literary arts. More than half of 10-14 year olds involved in writing a story or poem only do so through school.

11.3.1 Literary arts participation

Literary arts overall participation	2008	2011	2014	2017
Participation (Written a story or poem)	92%	91%	92%	91%

Q Which of these things have you done, at least once, in the last 12 months?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.3.2 Literary arts participation profiles

The profile of those involved with each of the literary arts differs slightly from the general population. The following demographic groups are more likely to be over-represented in certain activities:

- Girls: poetry writing, story writing
- Young people aged 10 to 12 years: poetry writing
- New Zealand Europeans: poetry writing, story writing.

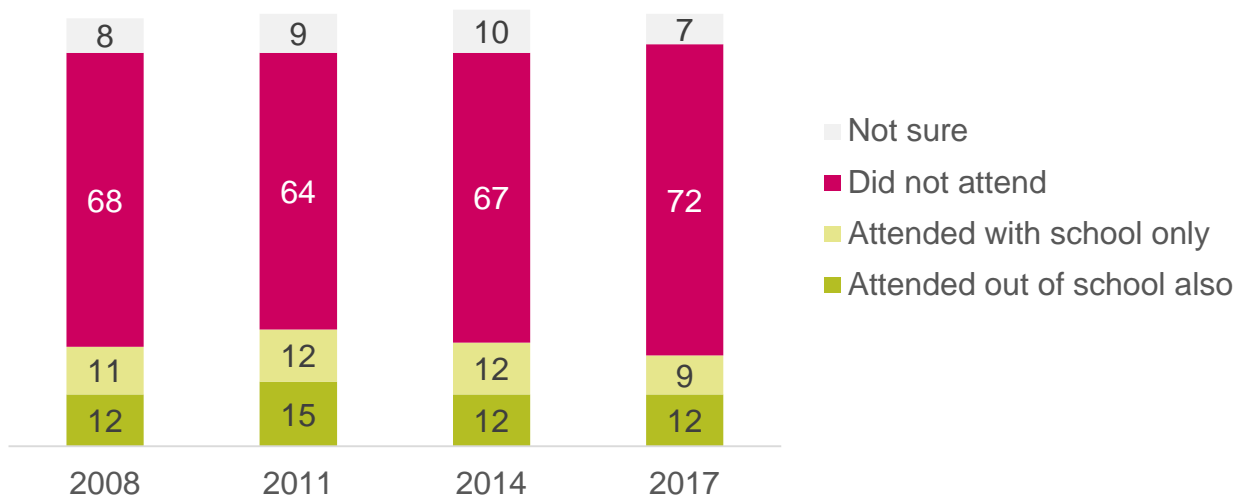
	Total	Story writing	Poetry writing
Total (n=)	751	660	419
Boys	51%	49%	41%
Girls	49%	51%	59%
10 years	25%	26%	29%
11 years	17%	18%	21%
12 years	17%	17%	16%
13 years	22%	22%	19%
14 years	18%	18%	14%
NZ European	76%	78%	80%
Māori	20%	21%	21%
Pacific Island	12%	11%	9%
Asian	11%	9%	9%
Other	5%	5%	6%

11.3.3 Literary arts attendance

While the literary arts has the second highest participation rate, it ranks lowest for attendance. Attendance at literary arts events has gradually declined since 2011. One fifth (21%) have attended at least one event in the last 12 months. Of those that have attended, the majority (57%) went with school only.

Literary arts overall attendance	2008	2011	2014	2017
Attendance (Poetry readings, book readings, or book festivals)	23%	27%	24%	21%

Q Did you do these ...



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.4 Māori arts

Two thirds (65%) of young New Zealanders have taken part in Māori arts in the last 12 months. This is consistent with findings from previous years.

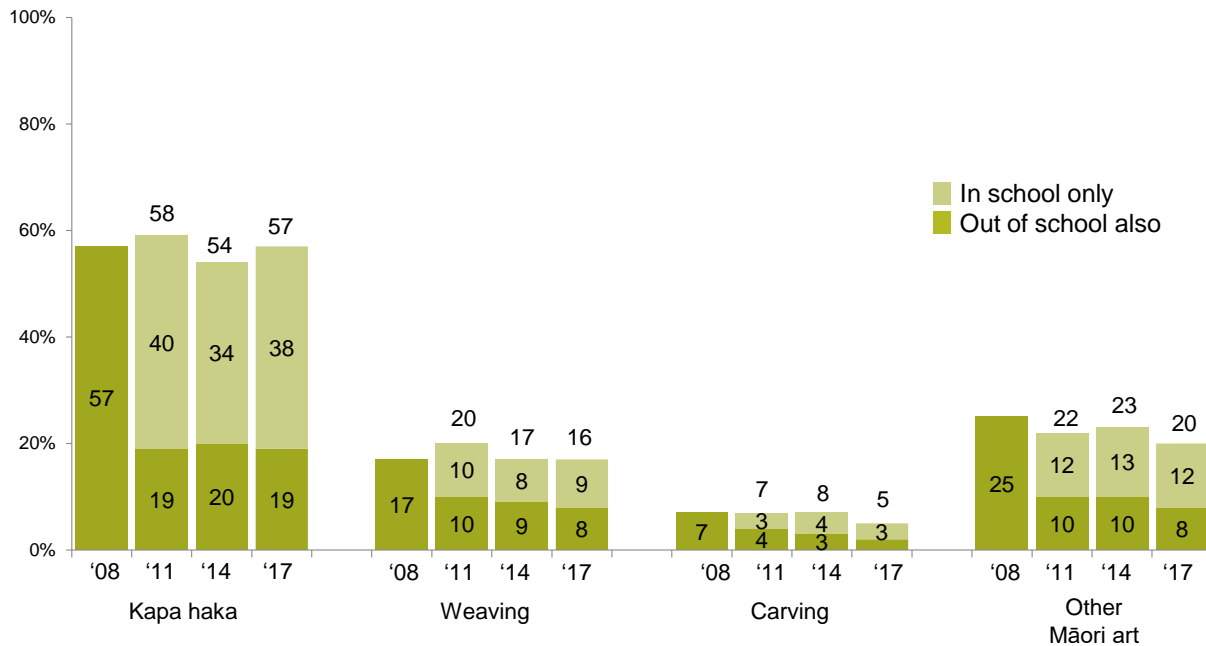
Kapa haka is the most popular Māori art activity, with nearly six in ten (57%) young people taking part. There has been no significant change in participation in any of the Māori arts activities since 2014.

School has an important role in driving participation. All four Māori arts activities are mostly done through school only.

11.4.1 Māori arts participation

Māori arts overall participation	2008	2011	2014	2017
Participation (kapa haka, weaving, carving, other Māori art)	67%	68%	66%	65%

Q Which of these things have you done, at least once, in the last 12 months?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.4.2 Māori participation profiles

The profile of those involved with each of the Māori arts differs slightly from the general population. The following demographic groups are more likely to be over-represented in certain activities:

- Young people aged 10 to 12 years: weaving, kapa haka, other Māori arts
- Māori: weaving, kapa haka, other Māori arts.

	Total	Māori weaving	Māori carving	Kapa haka	Other Māori art
Total (n=)	751	121	34	411	147
Boys	51%	45%	75%	47%	44%
Girls	49%	55%	25%	53%	56%
10 years	25%	37%	9%	28%	32%
11 years	17%	21%	21%	20%	24%
12 years	17%	12%	38%	20%	19%
13 years	22%	17%	19%	20%	14%
14 years	18%	13%	13%	11%	11%
NZ European	76%	75%	63%	76%	79%
Māori	20%	33%	49%	27%	29%
Pacific Island	12%	11%	13%	11%	11%
Asian	11%	9%	7%	8%	3%
Other	5%	7%	3%	6%	5%

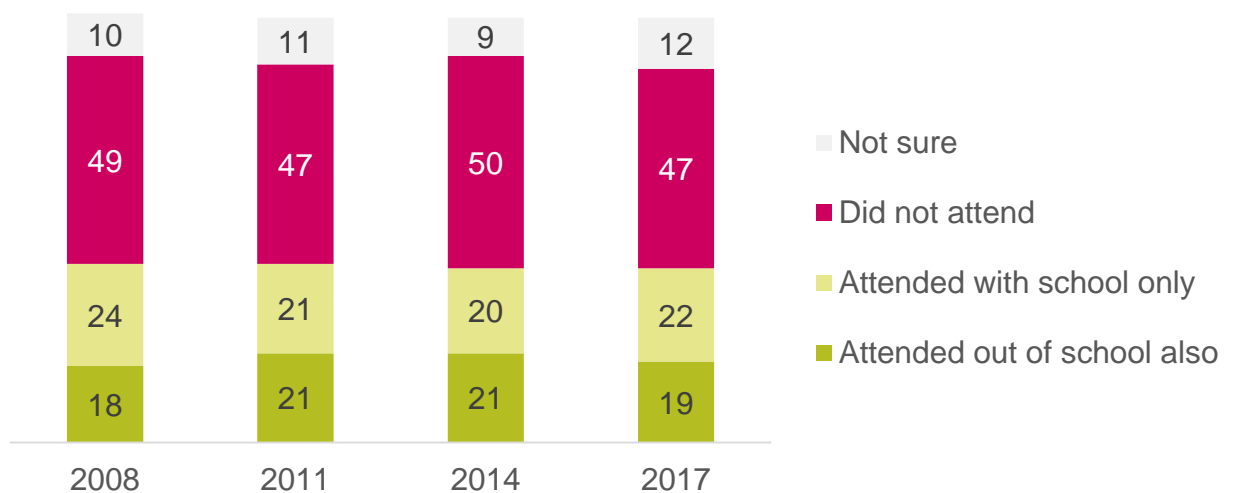
11.4.3 Māori arts attendance

Four in ten (41%) young New Zealanders have attended a Māori art event or location in the last 12 months. This is consistent with previous years.

School plays an important role in driving attendance, roughly half of all attendance is through school only.

Māori art overall attendance	2008	2011	2014	2017
Attendance (Māori cultural performances, festivals, exhibitions, or celebrations)	42%	42%	41%	41%

Q Did you do these ...



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

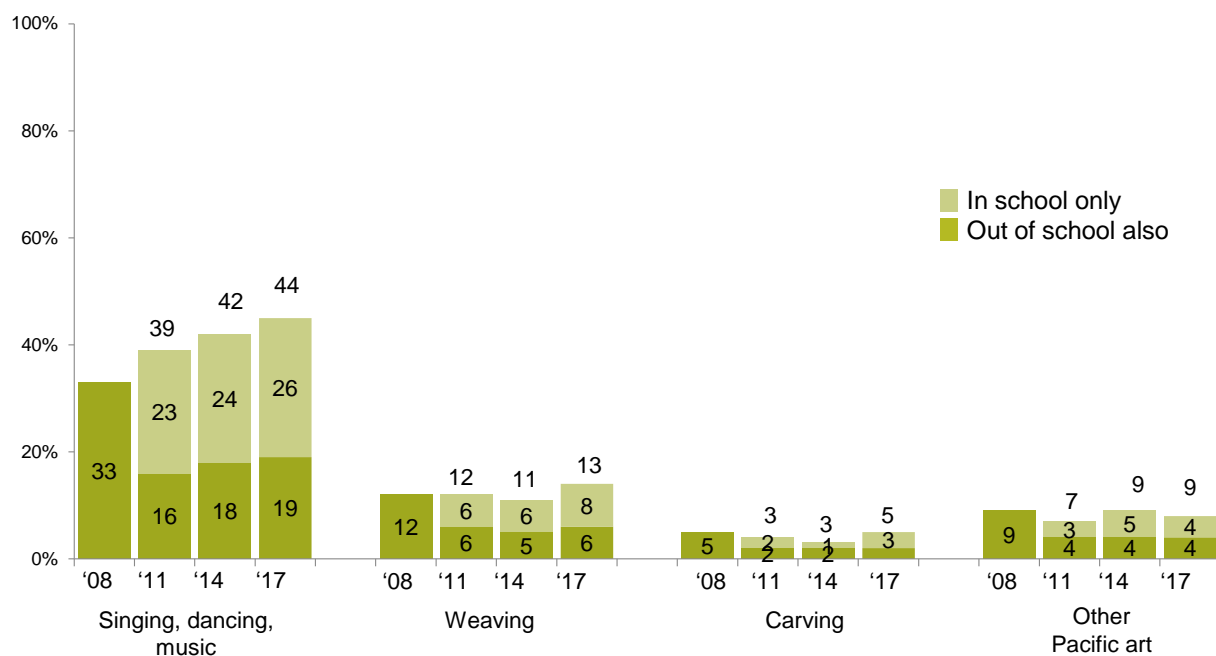
11.5 Pacific arts

11.5.1 Pacific arts participation

Half (52%) of young New Zealanders have participated in the Pacific arts in the last 12 months. Participation in the Pacific arts has grown gradually but significantly since 2008. This growth is driven by steady increases in young people's involvement with Pacific singing, dancing and music. Singing, dancing and music is the most popular Pacific art activity, with over four in ten (44%) young people taking part.

Pacific arts overall participation	2008	2011	2014	2017
Participation (Pacific singing, dancing, or music, weaving, carving, or other Māori art)	42%	46%	49%	52%

Q Which of these things have you done, at least once, in the last 12 months?



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.5.2 Pacific arts participation profiles

The profile of those involved with each of the Pacific arts differs slightly from the general population. The following demographic groups are more likely to be over-represented in certain activities:

- Girls: Cultural activities
- Young people aged 10 to 12 years: Cultural activities
- Pacific peoples: Cultural activities.

	Total	Pacific weaving	Pacific carving	Cultural activities	Other Pacific art
Total (n=)	751	94	30	320	59
Boys	51%	41%	56%	42%	59%
Girls	49%	59%	44%	58%	41%
10 years	25%	34%	17%	26%	20%
11 years	17%	15%	2%	23%	42%
12 years	17%	21%	43%	19%	13%
13 years	22%	21%	23%	20%	19%
14 years	18%	10%	15%	12%	6%
NZ European	76%	74%	65%	73%	82%
Māori	20%	22%	28%	22%	25%
Pacific Island	12%	17%	13%	17%	17%
Asian	11%	6%	9%	10%	4%
Other	5%	7%	4%	6%	5%

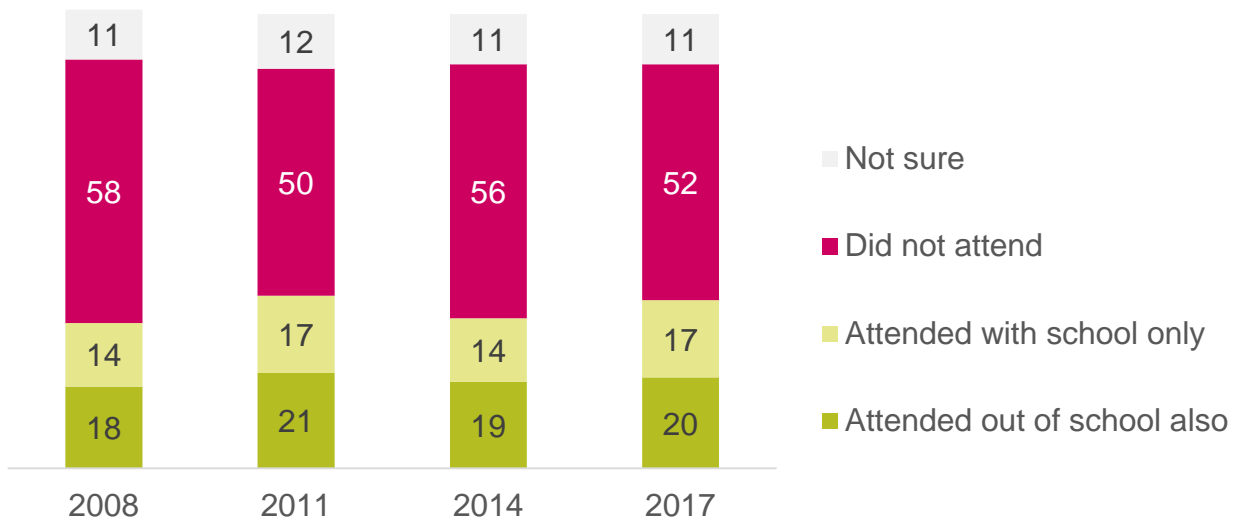
11.5.3 Pacific arts attendance

Nearly four in ten (37%) young New Zealanders have attended at least one Pacific arts event in the last 12 months. Attendance is slightly higher than in 2014, although not significantly so.

School is important for driving attendance, with nearly half of all attendance through school only.

Pacific arts overall attendance	2008	2011	2014	2017
Attendance (Pacific cultural performances, festivals, exhibitions, or celebrations)	32%	38%	33%	37%

Q Did you do these ...



△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

11.6 Digital arts

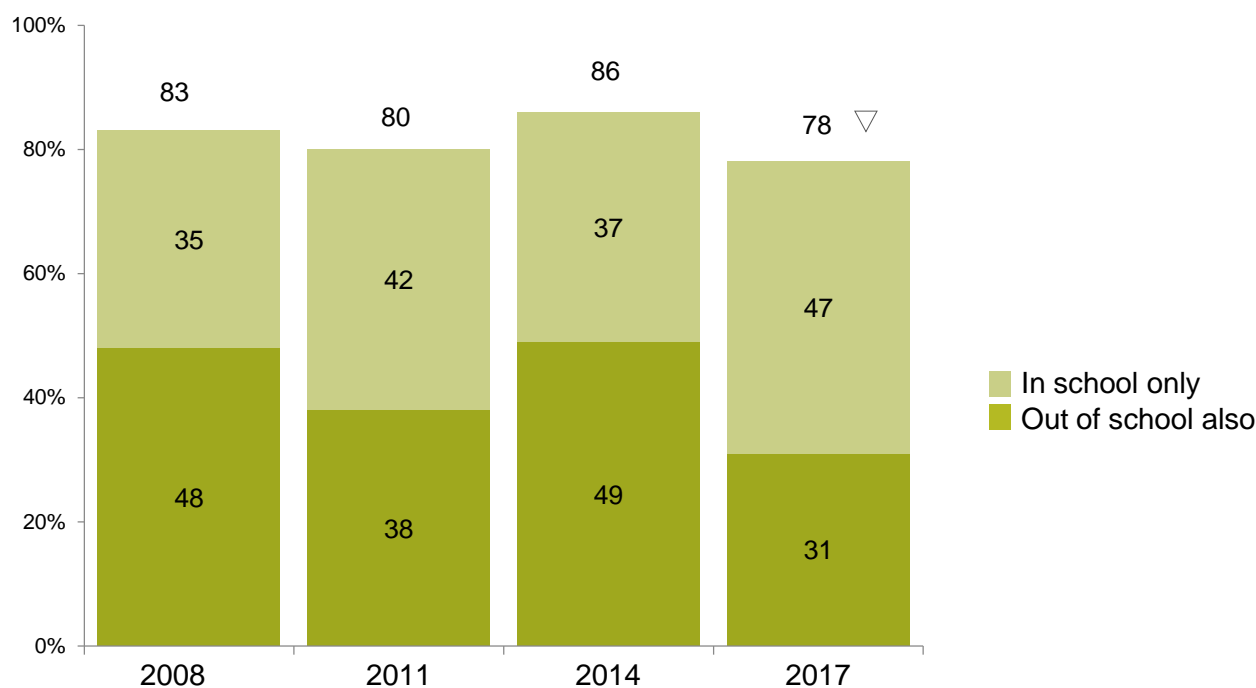
11.6.1 Digital arts participation

Nearly eight in ten (78%) young New Zealanders have participated in the digital arts in the last 12 months, representing a significant decrease since 2014. This appears to be driven by slight declines in young people creating all types of digital art, with the exception of editing or producing films.

In 2017, the majority of young people participated in digital arts through school only, the opposite was observed in 2014.

Digital arts overall participation	2008	2011	2014	2017
Participation (making a new graphical design, editing photographs, making or editing a film, making new music, or writing a story or poem)	83%	80%	86%	78%

Q Which of these things have you done, at least once, in the last 12 months?

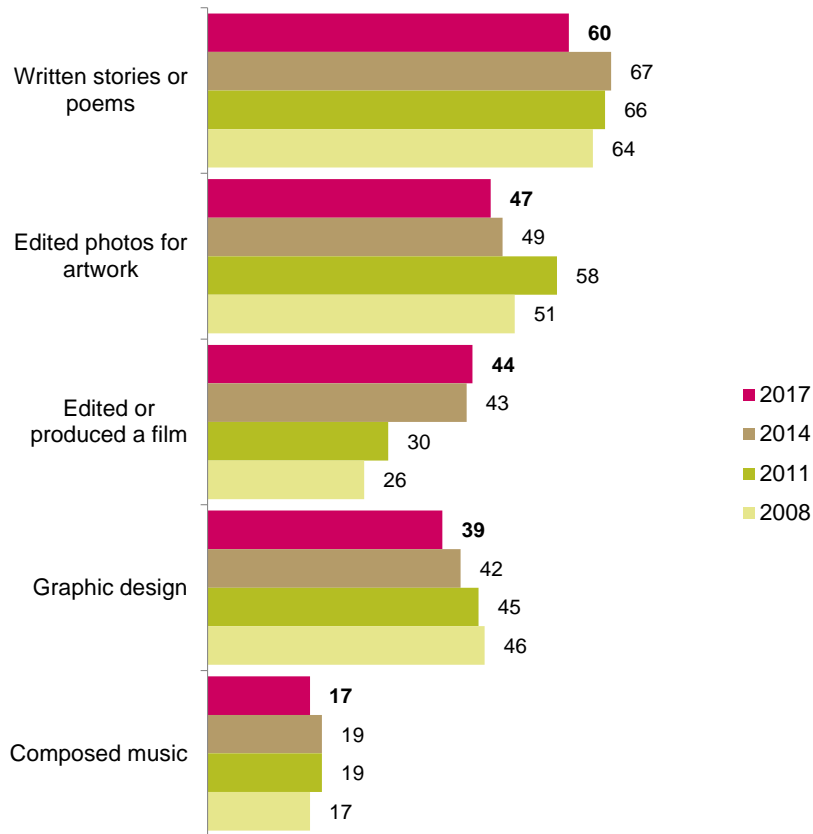


△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Written stories or poems and edited photos for artwork remain the most popular types of digital art for young people to create.

Q Which of the following kinds of art have you created using digital technology such as a computer, tablet or smartphone?



△▽ = significantly higher / lower than 2014

Base: All 10-14's who have created digital art; 2017 (n=599), 2014 (n=661), 2011 (n=604), 2008 (n=852).

There are few differences in the type of young person more likely to create certain types of digital art. Girls are more likely than boys to edit photos for art work (54% compared to 40%), and young people aged 13 to 14 years are more likely to do graphic design than young people aged 10-12 years (46% compared to 34%).

11.6.2 Digital arts participation profiles

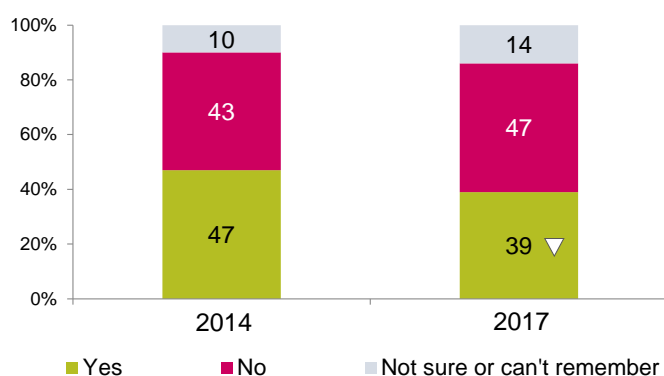
The profile of those involved with the digital arts does not differ from that of the general population.

	Total	Digital art overall
Total (n=)	751	599
Boys	51%	49%
Girls	49%	51%
10 years	25%	24%
11 years	17%	17%
12 years	17%	18%
13 years	22%	22%
14 years	18%	19%
NZ European	76%	77%
Māori	20%	20%
Pacific Island	12%	10%
Asian	11%	9%
Other	5%	6%

11.6.3 Online interaction with NZ made arts

Four in ten (39%) young New Zealanders have interacted with New Zealand made arts online in 2017, this represents a significant decrease from 2014 when almost half (47%) had done so.

Q Do you download, watch or listen to New Zealand made arts such as New Zealand music and films online?



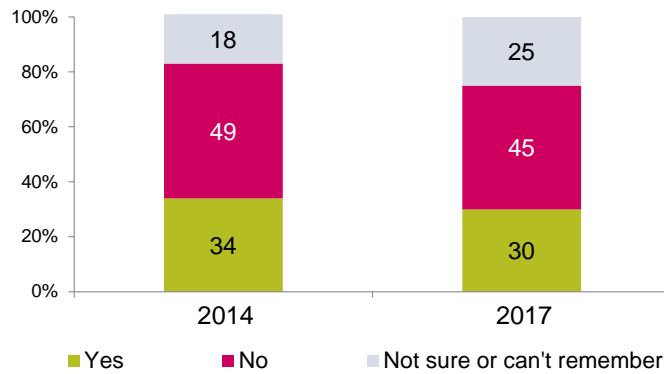
△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=751), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Of those young New Zealanders that interacted with New Zealand-made arts online in the last 12 months, three in ten (30%) prefer New Zealand made art to international art. However, a larger proportion (45%) do not have a preference for New Zealand made art.

Young people with Māori Whakapapa are more likely than average to have a preference for New Zealand-made art (50%).

Q Do you prefer to download, watch or listen to New Zealand made arts such as New Zealand music and films online more than arts made in a different country?



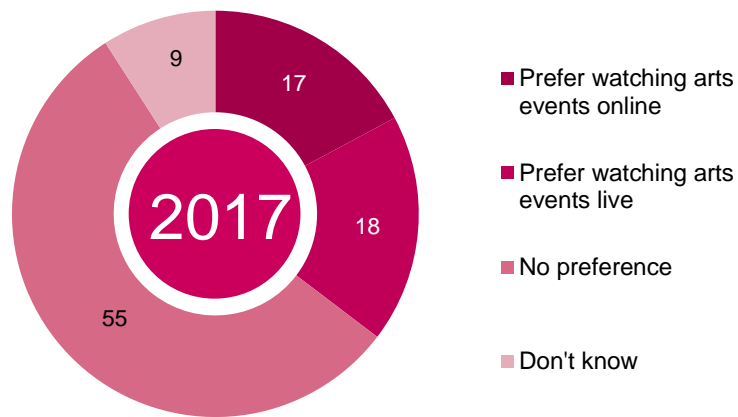
△▽ = significantly higher / lower than 2014

Base: All 10-14's; 2017 (n=347), 2014 (n=291).

There is no clear preference for watching arts events online or live, with over half (55%) of young people saying that they enjoy watching online and live to the same extent, and equal proportions with a clear preference for online viewing (17%) and going to live events (18%).

Girls and young people that have attended the arts outside of school are less likely than average to prefer watching the arts online.

Q Do you prefer to watch or listen to arts events online or watch them live?



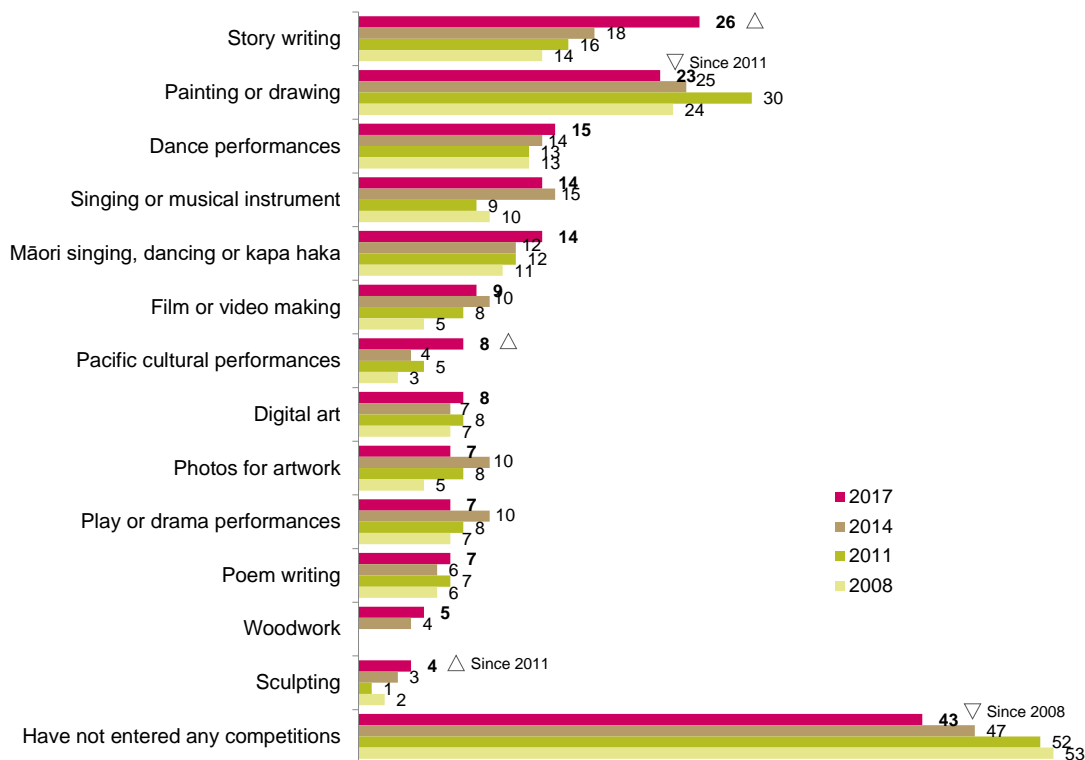
Base: All 10-14's; 2017 (n=347).

11.7 Competitions

Six in ten (57%) young New Zealanders have entered at least one arts based competition in the last 12 months. The proportion of young people participating in arts based competitions has grown gradually but significantly since 2008. This growth is driven by an increase in the proportion of 10-14 year olds entering story writing competitions (26%), pacific cultural performances (8%) and sculpting competitions (4%).

Young people are also deepening their involvement, entering more types of art competitions on average than in 2011 (average of 1.64 competitions in 2017, compared to an average of 1.3 competitions in 2011). Potentially more varied arts based competitions are being offered to this age group than previously.

Q Please tell us which of these you have done for a competition.



\triangle ∇ = significantly higher / lower than 2014

Base: 2017 (n=429), 2014 (n=753), 2011 (n=758), 2008 (n=1015).

Girls (65%) and young people aged 10 to 12 years (63%) are more likely than average (57%) to have entered an arts competition in the last 12 months.

Creative NZ – Young people and the arts 2017

Introduction and questions to parents

We are conducting a survey of young people for Creative New Zealand – the government agency that encourages, promotes and supports the arts in New Zealand for the benefit of all New Zealanders.

The survey is about young people's attitudes and involvement in the arts.

If you are the parent or guardian of a 10-14 year old – and they complete the survey - you will receive 10 Fly Buys points. Also, the 10-14 year old who completes the survey will be entered into a prize draw for \$500 cash, or one of ten \$50 Paper Plus vouchers.

Before he or she completes the survey, we just have a few questions to check that we are surveying a good range of young people.

- S1 How many young people aged 10 to 14 live in your home?
Please select one only.

None	1
One	2
Two	3
Three	4
Four or more	5

CLOSE
GO TO S3

CLOSE: Thank you for answering that question, however we would like to survey young people aged 10 to 14 years only. We're sure that there will be another opportunity for you or your family to take part in a survey soon.

ASK IF MORE 2 OR MORE YOUNG PEOPLE (CODES 3-5 @ S1)

- S2 We would like to survey the young person aged 10 to 14 in your home with the next birthday.
What age is this young person?
Please select one only.

Ten	1
Eleven	2
Twelve	3
Thirteen	4
Fourteen	5

GO TO S4
GO TO S4
GO TO S4
GO TO S4
GO TO S4

ASK IF ONE YOUNG PERSON (CODES 2 @ S1)

- S3 What age is this young person?
Please select one only.

Ten	1
Eleven	2
Twelve	3
Thirteen	4
Fourteen	5

ASK ALL

S4 Which ethnic group does this young person identify with? They can be in more than one group.
Please select any that apply.

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Filipino	9
Korean	10
Japanese	11
Sri Lankan	12
Cambodian	13
Vietnamese	14
Another ethnic group, please tell us _____	15

S5 Which gender does this young person identify with ...?
Please select one only.

Boy	1
Girl	2
Gender diverse	3

S7 In which of the following places do you live?
Please select one only.

Whangarei	1
Northland (outside of Whangarei)	2
Auckland city	3
Auckland region (outside of Auckland city)	4
Hamilton	5
Waikato (outside of Hamilton)	6
Rotorua	7
Tauranga	8
Bay of Plenty (outside of Rotorua or Tauranga)	9
Gisborne city	10
Gisborne region (outside of Gisborne city)	11
Napier/Hastings	12
Hawkes Bay (outside of Napier / Hastings)	13
New Plymouth	14
Taranaki (outside of New Plymouth)	15
Palmerston North	16
Wanganui	17
Manawatu-Whanganui (outside of Palmerston North or Whanganui)	18
Wellington city	19
Wellington region (outside of Wellington city)	20
Tasman region	21
Nelson city	22
Nelson region (outside of Nelson city)	23
Marlborough region	24
Christchurch	25
Canterbury (outside of Christchurch)	26
Dunedin	27
Otago (outside of Dunedin)	28
Invercargill	29
Southland (outside of Invercargill)	30
West Coast	31

S8 And which of the following best describes your total annual household income from all sources, including returns from investments, before tax?

\$20,000 or less	1
More than \$20,000 up to \$30,000	2
More than \$30,000 up to \$40,000	3
More than \$40,000 up to \$50,000	4
More than \$50,000 up to \$60,000	5
More than \$60,000 up to \$80,000	6
More than \$80,000 up to \$100,000	7
More than \$100,000 up to \$120,000	8
More than \$120,000 up to \$150,000	9
More than \$150,000	10
Refused	11
Don't know	12

Introduction for parents [INCLUDE HEADING]

This survey is all about young people's attitudes and involvement in the creative arts. Only **[IF CODE 2 AT S1, SAY: "the young person aged 10-14" / IF CODE 3, 4 OR 5 AT S1, SAY: "the (INSERT AGE FROM S2) year old you told us about with a birthday coming up"]** can complete the survey. It will take about 12 minutes to complete, depending on their answers.

There are no sensitive questions in the survey and the questions are straightforward. You can watch them complete the survey if you wish or you can leave them to it! Whatever you decide, we would prefer that they complete the survey themselves.

What to do if they can't answer some questions.

If you suspect that your 10-14 year old may not be able to understand all the questions or might have difficulty writing answers on the computer, then there is an option for them to complete the survey by talking over the phone to one of our researchers. If you choose this option, we would prefer that you personally call free phone 0508 787 787 to arrange a phone interview. If no one is present when you call, please leave a message with your phone number and times that you and your son or daughter are available, and we will attempt to re-contact you.

S9 Can your son or daughter fill out the survey now or at a later time?
Please select any that apply.

Ready now	1
At a later time	2

IF CODE 1 AT S9, GO TO 'INTRODUCTION TO YOUNG PEOPLE'.

IF CODE 2 AT S9, SAY (ON A NEW PAGE): No problem, whenever your son or daughter is ready to fill out the survey they can click the survey link to enter the survey, and click the 'next arrow' below to continue.

Introduction to young people

Hi there,

We're doing a study with young New Zealanders for an organisation called Creative New Zealand. We would like to find out about some of the things you enjoy doing.

Our questions won't take you long to answer, and when you finish you'll get a chance to win \$500, or one of ten \$50 Paper Plus vouchers.

You'll find out if you've won something by 30 November 2017 because we'll be contacting the winners to let them know.

We'd really like it if you could answer our questions – it's important that we get thoughts and ideas from young New Zealanders like yourself.

To start the survey, just click the arrow below...

Introductory questions

Q1a Below is a list of things people can do in their spare time. Which things do you like doing when you are not at school?

*Please click each thing **you** like doing. **RANDOMISE LIST***

I like to...

Play computer or video games	1
Ride a bike	2
Read books for fun	3
Draw or paint	4
Write stories or poems	5
Play team sports (sports you do with a group)	6
Do crafts (like weaving, sewing, carving, making sculptures)	7
Play a musical instrument	8
Dance, sing, act/perform	9
Skateboard or rollerblade	10
Watch TV, videos or DVDs	11

Q1b This survey is all about 'the arts'. When you think of 'the arts' what sort of things do you think of?

Please type the things you think about in the box below.

We now have some questions about what you have done in the last 12 months.

Firstly we would like to ask you about the Visual Arts and Craft.
[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q2a Which of these things have you done, at least once, in the last 12 months?
Please click all the activities you have done.

Did you...

Paint or draw something	1
Make a sculpture	2
Make a print (print making)	3
Take photos for an artwork	4
Do some pottery	5
Do some weaving	6
Make some jewellery	7
Woodwork	8
Metalwork	9
Make a film or video	10
I have not done any these things	11

GO TO Q2c

ASK Q2b FOR EACH ACTIVITY CODED AT Q2a

Q2b Did you **[ACTIVITY AT Q2a]** ...
Please choose as many as you need to.

At school or for school homework	1
At home in your own time	2
On a marae	3
At a community venue or place	5
Somewhere else	4

Q2c Thinking back over the last 12 months, have you been to any art galleries or exhibitions or looked at any online galleries?
Please choose just one.

Yes	1
No	2
Not sure or can't remember	3

GO TO Q3a
GO TO Q3a

Q2d Did you do these...
Please choose just one.

With your school	1
With friends, family/whanau in your own time	2
Both with school and with friends and family/whanau	3

Now we would like to ask you about the Performing Arts.
[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q3a Which of these things have you done, at least once, in the last 12 months?
Please click all the activities you have done.

A dance activity (ballet, hip-hop, tap, etc)	1
A drama activity or a play	2
Singing or playing a musical instrument	3
Lessons (dance, drama, singing or music)	4
I have not done any these things	5

GO TO Q3c

ASK Q3b FOR EACH ACTIVITY CODED AT Q3aQ3b Did you do [ACTIVITY AT Q3a] ...
Please choose as many as you need to.

At school or for school homework	1
At home in your own time	2
On a marae	3
At a community venue or place	5
Somewhere else	4

Q3c Thinking back over the last 12 months, have you gone to any ballet or dance performances, plays, concerts, musical performances or circuses?
Please choose just one.

Yes	1
No	2
Not sure or can't remember	3

GO TO Q4a
GO TO Q4a

Q3d Did you do these...
Please choose just one.

With your school	1
With friends or family/whanau in your own time	2
Both with school and with friends and family/whanau	3

Now we would like to ask you about Literature.

[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q4a Which of these things have you done, at least once, in the last 12 months?
Please tick all the activities you have done.

Write a story	1
Write a poem	2
I have not done any these things	3

GO TO Q4c

ASK Q4b FOR EACH ACTIVITY CODED AT Q4a

Q4b Did you [ACTIVITY AT Q4a] ...
Please choose as many as you need to.

At school or for school homework	1
At home in your own time	2
On a marae	3
At a community venue or place	5
Somewhere else	4

Q4c Thinking back over the last 12 months, have you gone to any poetry readings, book readings, or book festivals?
Please choose just one.

Yes	1
No	2
Not sure or can't remember	3

GO TO Q5a
GO TO Q5a

Q4d Did you do this...
Please choose just one.

With your school	1
With friends or family/whanau in your own time	2
Both with school and with friends and family/whanau	3

Now we would like to ask you about the Pacific Arts.

[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q5a Which of these things have you done, at least once, in the last 12 months?
Please tick all the activities you have done.

Did you do...

Pacific weaving	1
Pacific carving	2
Cultural activities (for example singing, dancing or music)	3
Other pacific arts	4
I have not done any these things	5

GO TO Q5c

ASK Q5b FOR EACH ACTIVITY CODED AT Q5a

Q5b Did you do [ACTIVITY AT Q5a] ...
Please choose as many as you need to.

At school or for school homework	1
At home in your own time	2
On a marae	3
At a community venue or place	5
Somewhere else	4

Q5c Thinking back over the last 12 months, have you gone to any Pacific cultural performances, festivals, exhibitions or celebrations?
Please choose just one.

Yes	1
No	2
Not sure or can't remember	3

GO TO Q6a
GO TO Q6a

Q5d Did you do this...
Please choose just one.

With your school	1
With friends or family/whanau in your own time	2
Both with school and with friends and family/whanau	3

Now we would like to ask you about the Māori arts

[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q6a Which of these things have you done, at least once, in the last 12 months?
Please tick all the activities you have done.

Did you do...

Māori weaving	1
Māori carving	2
Cultural activities (for example, singing, dancing or kapa haka)	3
Other Māori art	4
I have not done any these things	5

GO TO Q6c

ASK Q6b FOR EACH ACTIVITY CODED AT Q6a

Q6b Did you do [ACTIVITY AT Q6a] ...
Please choose as many as you need to.

At school or for school homework	1
At home in your own time	2
On a marae	3
At a community venue or place	5
Somewhere else	4

Q6c Thinking back over the last 12 months, have you gone to any Māori cultural performances, festivals, exhibitions or celebrations?
Please choose just one.

Yes	1
No	2
Not sure or can't remember	3

GO TO Q7a
GO TO Q7a

Q6d Did you do this...
Please choose just one.

With your school	1
With friends or family/whanau in your own time	2
Both with school and with friends and family/whanau	3

Now we would like to ask you about art that uses digital technology or art that is online

[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q7a In the last 12 months, have you ever used digital technology such as a computer, tablet, or smart phone to **make your own** art? This includes things like making a new graphical design, editing photographs, making or editing a film, making new music, or writing a story or poem.
Please choose just one.

Yes	1
No	2
Not sure / don't know	3

GO TO Q7d
GO TO Q7d

Q7b Where do you normally do this?
Please choose just one.

At home	1
At school	2
On a marae	3
At a community venue or place	5
Somewhere else (please tell us)	4

Q7c Which of the following kinds of art have you created using digital technology such as a computer, tablet, or smartphone?
Please tick all the types of art you have created.

Written stories or poems	1
Edited or produced a film	2
Composed music	3
Graphic design	4
Edited digital photographs for an artwork	5
Another type of art (please tell us)	6

Q7d Do you download, watch or listen to New Zealand made arts such as New Zealand music and films online?

Yes	1
No	2
Not sure or can't remember	3

GO TO Q9
GO TO Q9

Q7e Do you prefer to download, watch or listen to New Zealand made arts such as New Zealand music and films online more than arts made in a different country?

Yes	1
No	2
Not sure or can't remember	3

ASK IF WATCHED NZ ARTS ONLINE (CODE 1 @ Q7d)

Q7f Do you prefer to watch or listen to arts events online or to watch them live?

Online	1
Live events	2
I enjoy both equally	3
Don't know	4

Competition [DO NOT SHOW HEADING]

NEW PAGE

ASK Q9 IF [CODES 1-10 AT Q2a] OR [CODES 1-3 AT Q3a] OR [CODES 1-2 AT Q4a] OR [CODES 1-4 AT Q5a] OR [CODES 1-4 AT Q6a] OR [CODE 1 AT Q7a]

Q9 Listed below are all the things you've said you have done in the last 12 months. Please tell us which of these you have done for a competition.

Please tick all the activities you have done for a competition.

IF CODE 1 AT Q2a Painting or drawing	1
IF CODE 2 AT Q2a Sculpting	2
IF CODE 3 AT Q2a Print making	3
IF CODE 4 AT Q2a Photos for artwork	4
IF CODE 5 AT Q2a Do some pottery	5
IF CODE 6 AT Q2a Do some weaving	6
IF CODE 7 AT Q2a Make some jewellery	7
IF CODE 8 AT Q2a Woodwork	8
IF CODE 9 AT Q2a Metalwork	9
IF CODE 10 AT Q2a Film or video making	10
IF CODE 1 AT Q3a Dance activity (ballet, hip-hop, tap, etc)	11
IF CODE 2 AT Q3a Play or drama activity	12
IF CODE 3 AT Q3a Singing or musical instrument performances	13
IF CODE 1 AT Q4a Story writing	14
IF CODE 2 AT Q4a Poetry writing	15
IF CODE 1 AT Q5a Pacific weaving	16
IF CODE 2 AT Q5a Pacific carving	17
IF CODE 3 AT Q5a Pacific cultural activities such as singing, dancing or music)	18
IF CODE 4 AT Q5a Other pacific arts	19
IF CODE 1 AT Q6a Māori weaving	20
IF CODE 2 AT Q6a Māori carving	21
IF CODE 3 AT Q6a Māori cultural activities such as singing, dancing or kapa haka	22
IF CODE 4 AT Q6a Other Māori arts	23
IF CODE 1 AT Q7a Digital art (art using a computer, tablet, or smartphone)	24
SINGLE CODE I have not entered into any arts competitions	25

How the arts make you feel

[SHOW HEADING AND ASSOCIATED PICTURE ON OWN (SEPARATE) PAGE]

NEW PAGE

Q10a The last set of questions are about how arts make you feel.

When you do creative things, how do they make you feel?

Please use the following 'smileyometer'

USE ASSOCIATED TEXT BELOW

Awful	1
Not very good	2
Good	3
Really good	4
Brilliant	5

ASK Q10b IF <21 OR >80 AT Q10a, OTHERWISE GO TO Q10c

Q10b Why have you chosen to give that answer?

Please type the things you think about in the box below

Q10c Would you say you do creative arts ...

Please choose just one.

More than you would like	1	GOTO Q10d
About as much as you like	2	GOTO Q10f
Less than you would like	3	GOTO Q10e

Q10d Why do you do these things more than you would like to?

Please choose as many answers as you like.

I have to do them at school	1	GOTO Q10f
My parents make me do them when I don't want to	2	GOTO Q10f
Another reason (please tell us)	3	GOTO Q10f
I'm not sure / don't know	4	GOTO Q10f

Q10e What stops you from doing these more often?
Please choose as many answers as you like.

I don't think I'm very good at creative things	1
I don't know where to go to do creative things	2
I don't know how to get involved in creative things	3
We can't afford to do the creative things I would like to do	4
I don't have enough time to do the creative things I would like to do	5
There are not enough creative things to do where I live	6
None of my friends are interested	9
I feel too shy to take part	10
Another reason (please tell us)	7
I'm not sure / don't know	8

Q10ei What would encourage you to take part in more arts activities?
Please choose as many answers as you like.

If my friends went	1
If there were more arts activities near where I live	2
If there were better arts activities near where I live	3
If the arts were cheaper	4
If the arts were free	5
If I had more time	7
If the arts were more interesting	8
If I was encouraged to go by my family	10
Another reason (please tell us)	11
I'm not sure / don't know	12
Nothing, I go as much as I like	13

Q10f What do your friends think about the arts?
Please choose just one.

Most of my friends really like the arts	1
Some of my friends like the arts and some don't	2
Most of my friends don't like the arts	3
I'm not sure / don't know	4

Q10h Which one of these do you really wish you could be more involved with?
Please choose just one.

PHOTO MONTAGE WITH FOLLOWING TEXT

Visual arts (painting, sculpting, print making, photography, or film)	1
Performing arts (dance, drama, singing, or playing an instrument)	2
Written arts (writing stories, poems, or essays)	3
Pacific arts (Pacific weaving, carving, and performances)	4
Māori arts (Māori weaving, carving, and performances)	5
Digital art (art using a computer, tablet or smartphone)	6
None of these	7

Q10i How creative are you?
Please move the slider below.

SLIDING SCALE FROM 'Not creative at all' TO 'Extremely creative'

Not creative at all	1
	2
	3
	4
Extremely creative	5

Q10j How much do you agree or disagree with the following statements about the arts?

There are no right or wrong answers.

DYNAMIC GRID

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
Taking part in art activities will help me get a job when I am older	1	2	3	4	5	6
You need to have talent to be able to do arts activities	1	2	3	4	5	6
Taking part in arts activities make me feel more confident	1	2	3	4	5	6
It takes a lot of time and effort to be good at arts activities	1	2	3	4	5	6
The best part of taking part in arts activities is seeing the end result	1	2	3	4	5	6
Taking part in arts activities helps me make new friends	1	2	3	4	5	6
Taking part in arts activities helps me feel good about life in general	1	2	3	4	5	6

NEW PAGE

That's the end of the survey.

Remember, the prize of \$500 cash, or one of ten \$50 Paper Plus vouchers will be drawn on 30 November 2017. We'll contact you if you're one of the lucky winners.

Thanks again. It's great that you've taken the time to share your views with us.