

NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN THE
WAIKATO REGION

INTRODUCTION

Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys have been repeated every three years with the most recent research completed in 2014.

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

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

This report presents findings on public attitudes, attendance and participation in the arts in the Waikato region. The findings are compared to all New Zealanders (aged 15+).

‘Attendance’ is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

‘Participation’ is defined as :

- The active involvement in the making or presentation of art forms.

The arts is split into six different art forms, and attendance and participation is measured for each:

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

Approach



513

ONLINE INTERVIEWS

With adults aged 15+ living in the Waikato region



FIELDWORK DATES

27 October to 29 November 2017



NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,101 interviews)

METHOD

Historically *New Zealanders and the Arts* has been conducted using a telephone survey.

In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable to purchase additional sample in specific regions or local authorities so different bodies can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

In order to achieve a representative sample of residents in the Waikato region, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Waikato population. Weighting was also applied to the national results to correct for the over-sampling of residents in Waikato.

TREND DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 513 respondents the margin of error is up to +/- 4.3 percentage points.

We have used statistical tests to determine whether the survey findings between the Waikato region and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle (Δ).

SUMMARY

Summary of key findings

OVERALL: Participation in the arts among Waikato residents is in line with all New Zealanders. However, their attendance is lower; this may be due to a lack of arts based facilities and venues in the region. Waikato residents generally express more positive than negative attitudes about the arts, most attitudes are in line with all New Zealanders but some are slightly less positive.

ENGAGEMENT IN THE ARTS

The majority of Waikato residents are engaged with the arts (78%). This is consistent with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (67%) or have **participated** in the arts in the last 12 months (47%).

Overall attendance is lower for the Waikato region (67%) compared to all of New Zealand (73%). This appears to be driven by lower levels of attendance for the performing arts (46% vs. 51%), visual arts (35% vs. 45%) and craft and object art (35% vs. 39%). Despite lower than average attendance, these three art forms are the most popular to attend in the Waikato.

Lower than average attendance for these particular art forms may be due to a lack of arts facilities and venues in the Waikato. The Waikato has been without a performing arts venue since Founders Theatre closed in March 2016 and the Waikato currently has no council owned art galleries.

Participation is highest for the visual arts (25%) and craft and object art (23%). Participation is lowest for Pacific arts (7%).

ADVOCACY OF THE ARTS

Waikato residents hold broadly positive attitudes about the arts.

They feel the arts benefit the individual in various ways. They are a source of national pride (71% agree), a chance to learn about different cultures (62%) and a life-enhancing experience (37%).

Residents also believe the arts benefit the nation. They contribute positively to the economy (55%), help define who we are as New Zealanders (53%), and improve New Zealand society (52%).

Recognition of these benefits, help explain why 52% agree the arts should receive public funding vs. 16% who disagree.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Two thirds (63%) of residents agree some arts events interest them but they still don't go much. We asked these people what might encourage them to go more often.

Price, choice and social isolation are key barriers for Waikato residents who are interested in the arts but do not attend very often. Half (50%) of respondents indicate that reducing ticket prices would increase their likelihood of attending; half (49%) indicate that a broader range of arts events would increase their likelihood of attending; and 44% indicate that having someone to go with would make a big difference to their attendance.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women and Māori express greater engagement with the arts than average in the Waikato region, and hold more positive attitudes about the arts.

ARTS EVENTS AND ACTIVITIES IN THE WAIKATO

Nearly four in ten (38%) Waikato residents feel the arts and culture are very or extremely important to the region's identity. A further 43% think the arts are fairly important to the region's identity.

However, there is a gap between perceived quality of the arts in the Waikato versus the whole of New Zealand. Fifty-nine percent of residents agree the arts in New Zealand are of high quality, whereas only 39% agree the arts in the Waikato are of high quality. This discrepancy indicates there is more to do to promote a flourishing arts scene in the Waikato region.

The top two arts-based things Waikato residents view as being important to making the region a great place to live are it's libraries (65%) and free and affordable family events (64%).

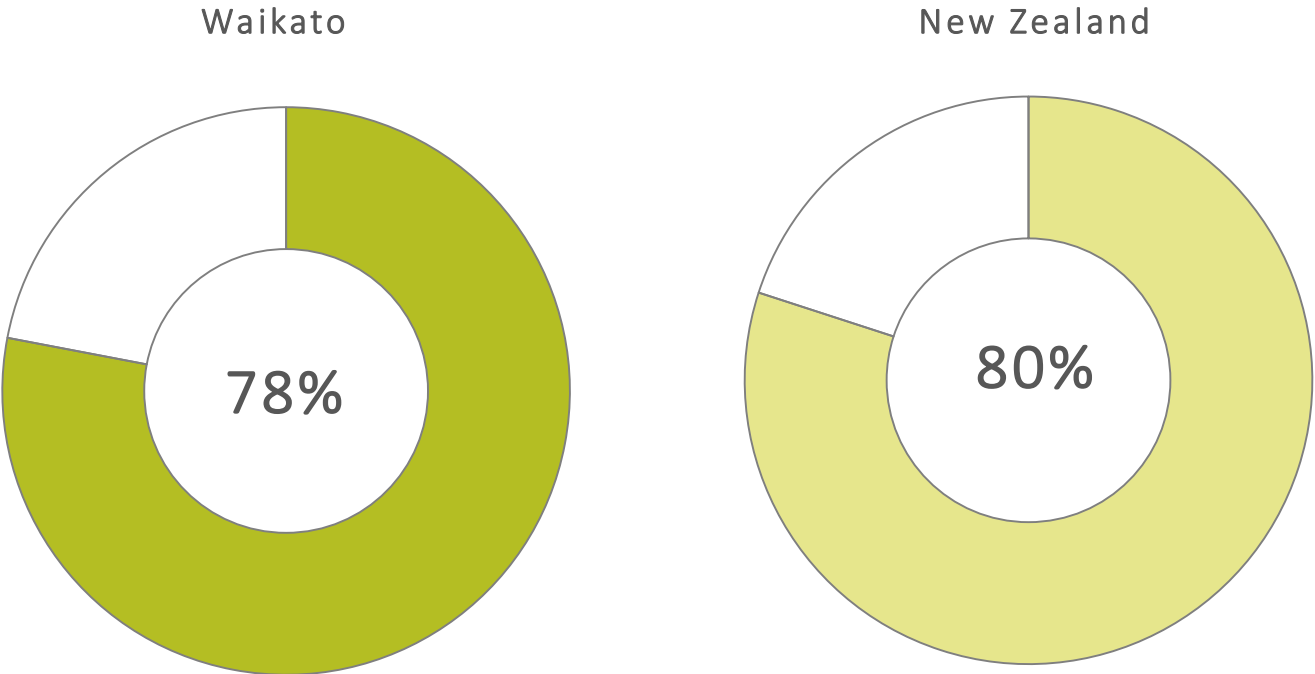


OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

Overall engagement

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

In total, 78% of residents in the Waikato engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

Sub-group differences in the Waikato region:

Māori (89%) and women (84%) are more likely than average (78%) to have engaged in the arts in the last 12 months. Men (72%) are less likely to have engaged.

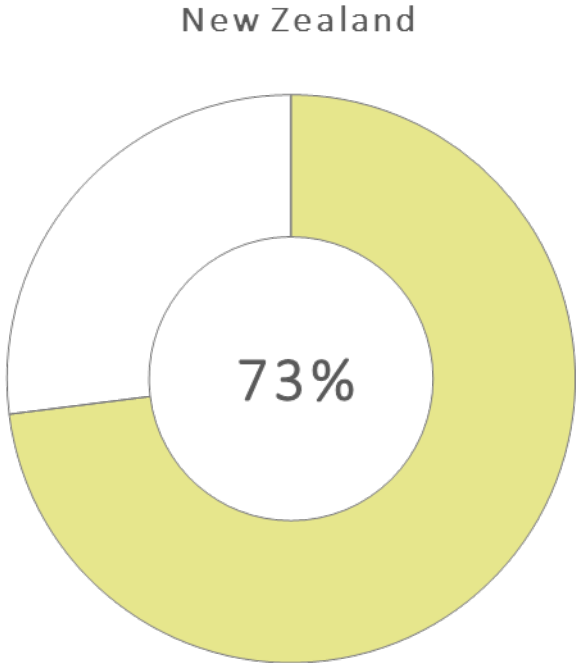
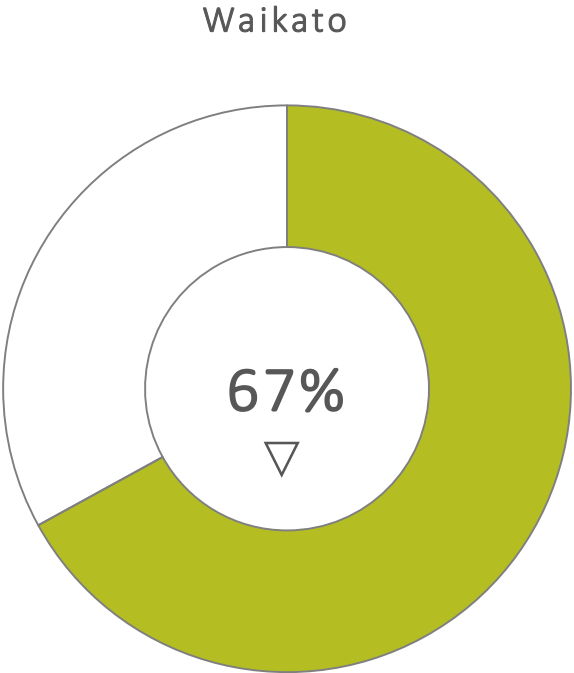
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Waikato (513); New Zealand (6,101)

Overall attendance

Q Overall attendance is based on all those who have attended the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**

A total of 67% of Waikato residents have attended at least one arts event or location in the last 12 months. This is less than the national average (73%).

Sub-group differences in the Waikato region:
Women (75%) and high income households earning more than \$120,000 per annum (79%) are more likely than average (67%) to have attended the arts in the last 12 months. Men are less likely to have attended (60%).



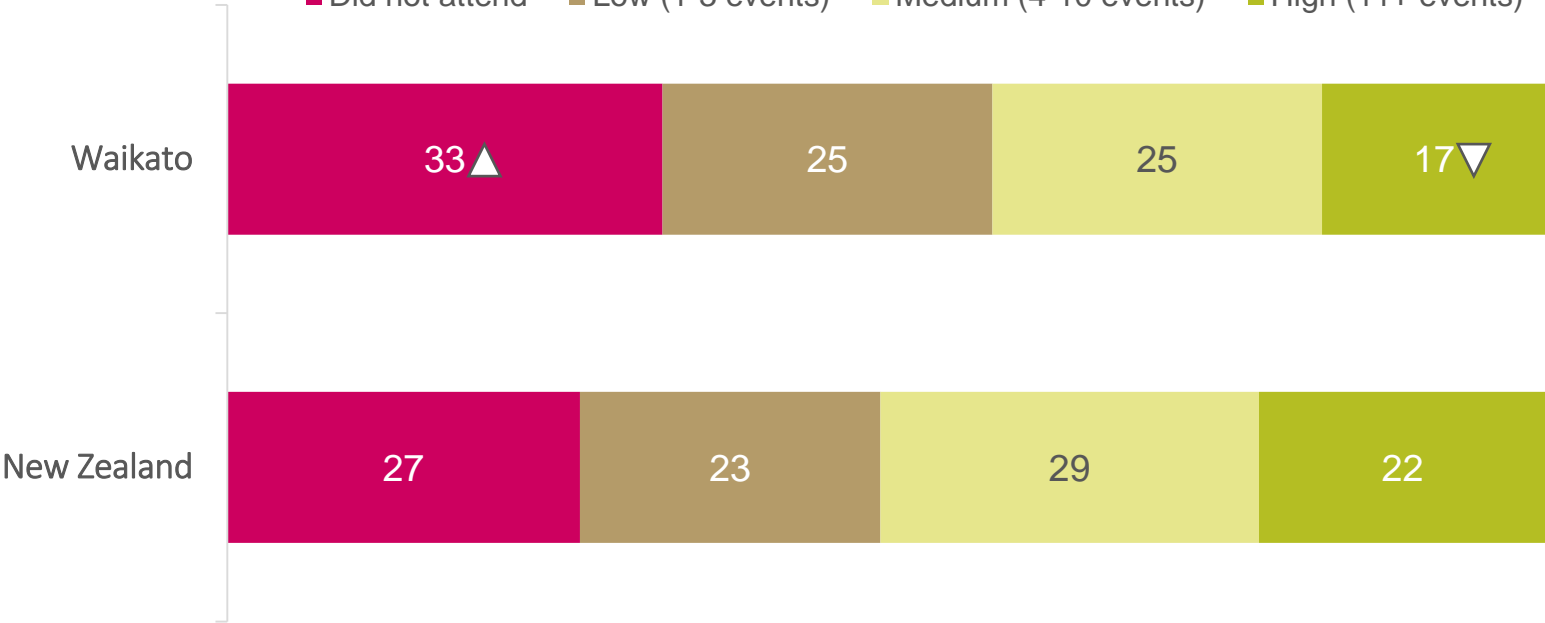
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Waikato (513); New Zealand (6,101)

Frequency of attendance

Q Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Waikato (513); New Zealand (6,101)

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

Seventeen percent of Waikato residents attend the arts regularly (more than ten times a year). This is less than the national average (22%).

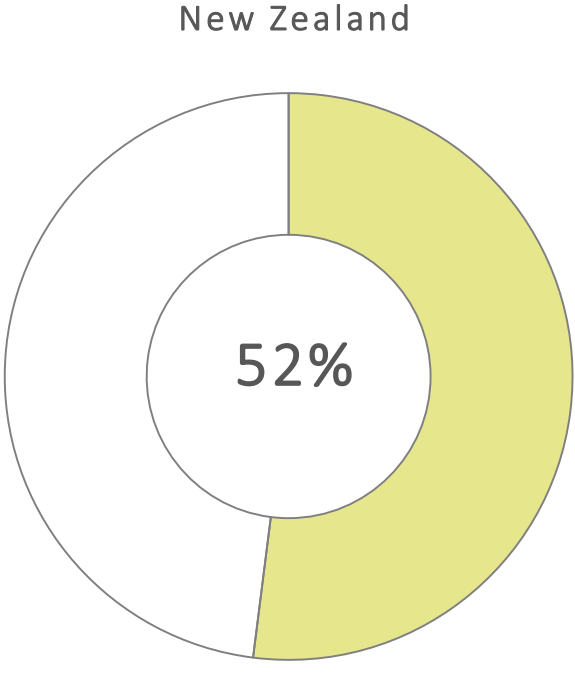
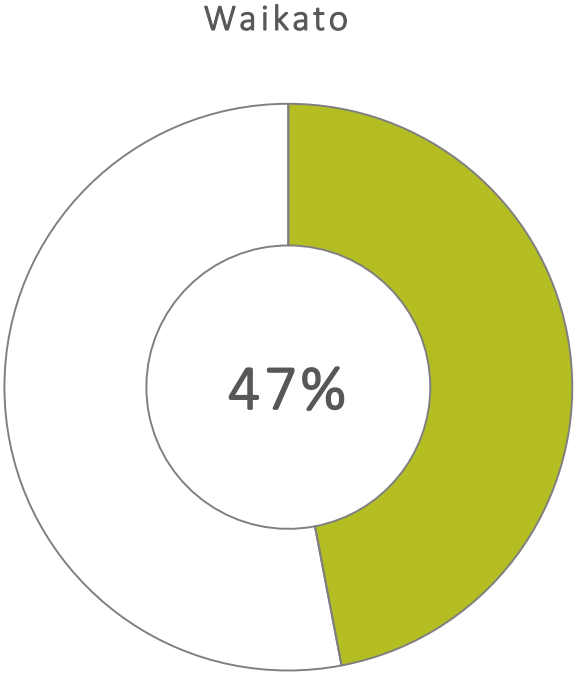
Sub-group differences in the Waikato region:

Māori (28%) are more likely than average (17%) to be represented in the 'high' group for frequency of attendance.

Women (34%) and high income households earning more than \$120,000 per annum (36%) are more likely than average (25%) to be represented in the 'medium' group for frequency of attendance.

Overall participation

Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



Nearly half (47%) of Waikato residents have participated in at least one arts based activity in the last 12 months. This is consistent with all New Zealanders (52%).

Sub-group differences in the Waikato region:

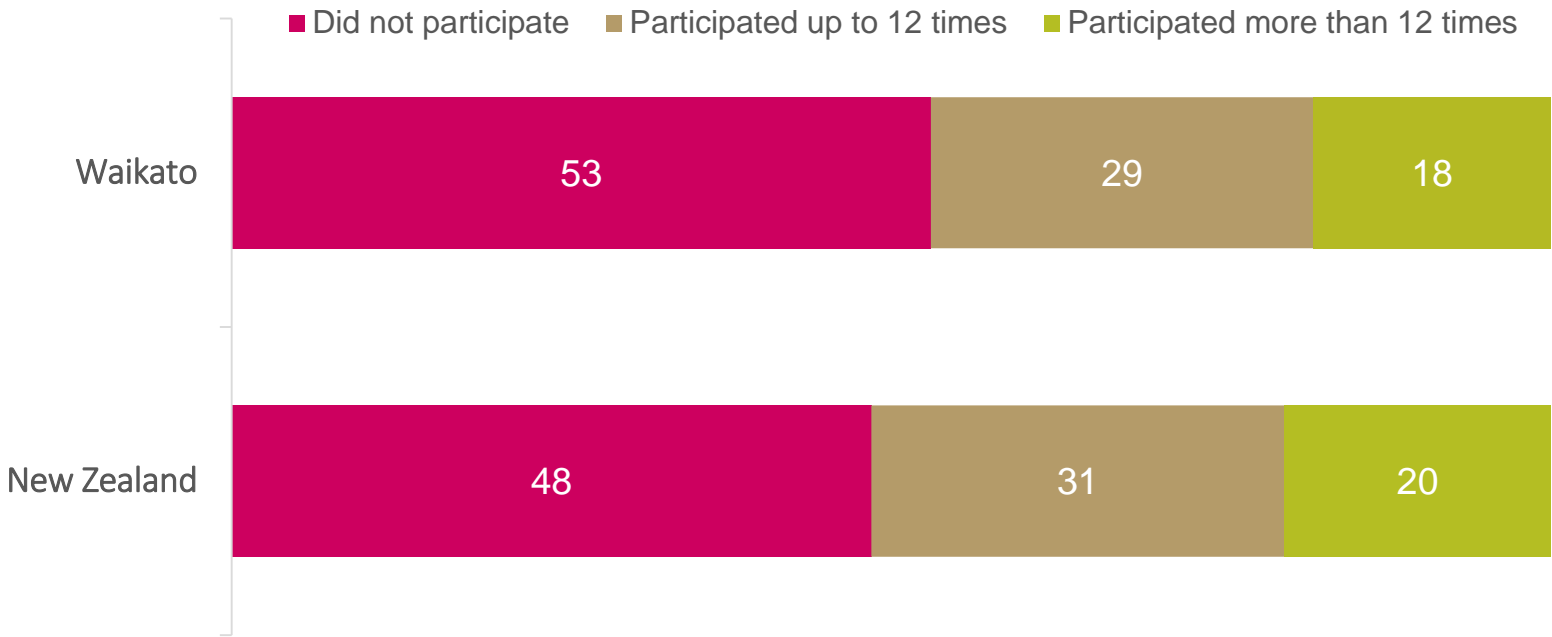
Māori (66%) and young people aged 15 to 29 years (62%) are more likely than average (47%) to have participated in the arts. Middle aged people aged 50 to 59 years (36%) are less likely to have participated.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Waikato (513); New Zealand (6,101)

Frequency of participation

Q Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%



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

One in five Waikato residents (18%) participate in the arts on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

Sub-group differences in the Waikato region:
 Māori (30%) are more likely than average (18%) to be represented in the 'high' group for frequency of participation.

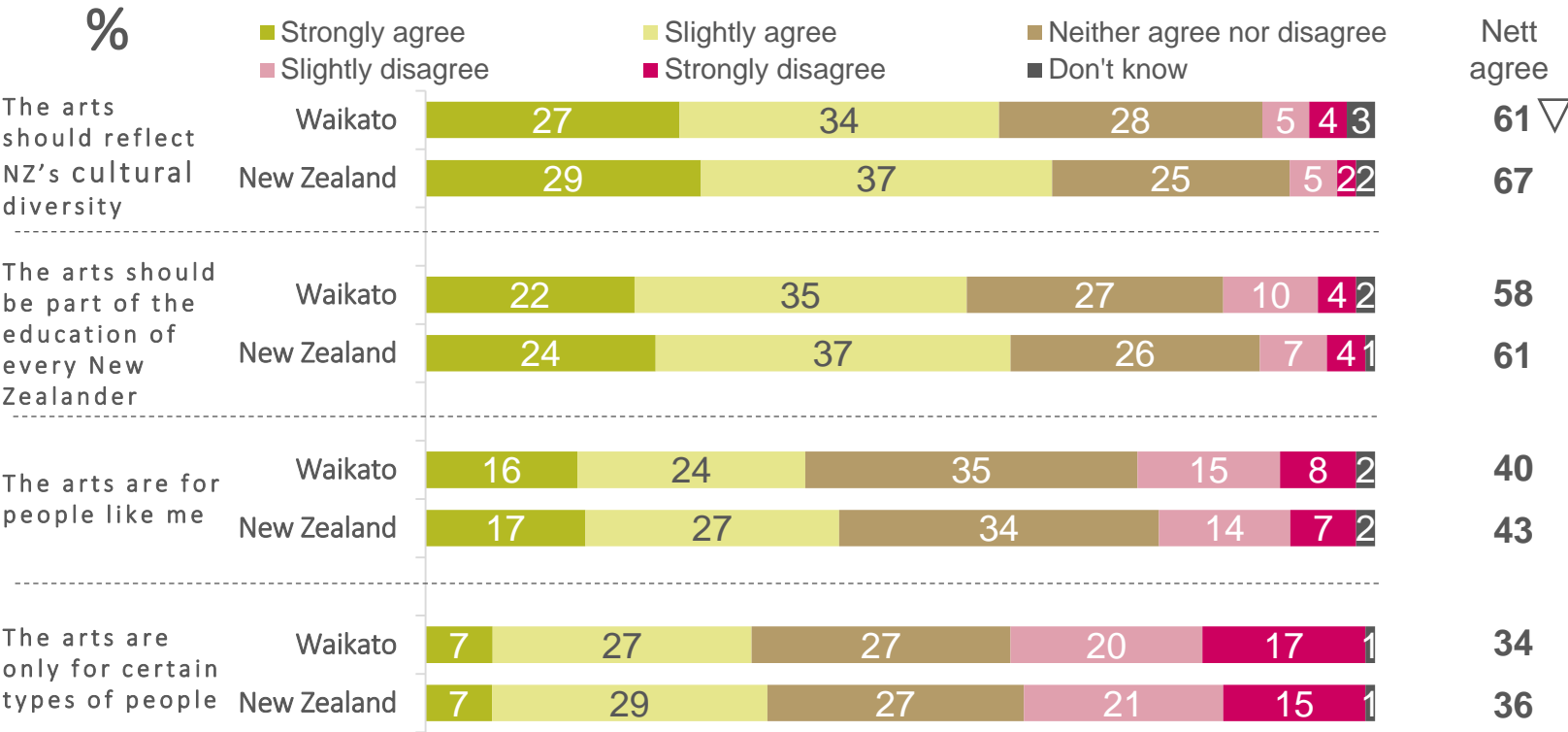
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Waikato residents for the arts to reflect New Zealand's cultural diversity (61%) and to be part of the education of every New Zealander (58%). However, support for the former is less than the national average (67%).

There is a feeling the arts could be more inclusive. Four in ten (40%) agree the 'arts are for people like me', while 34% agree the arts are only for certain types of people. These views are consistent with the views of all New Zealanders.

Sub-group differences in the Waikato region:

There are several gender differences in agreement with the statements. Women are more likely than average to agree with the following statements:

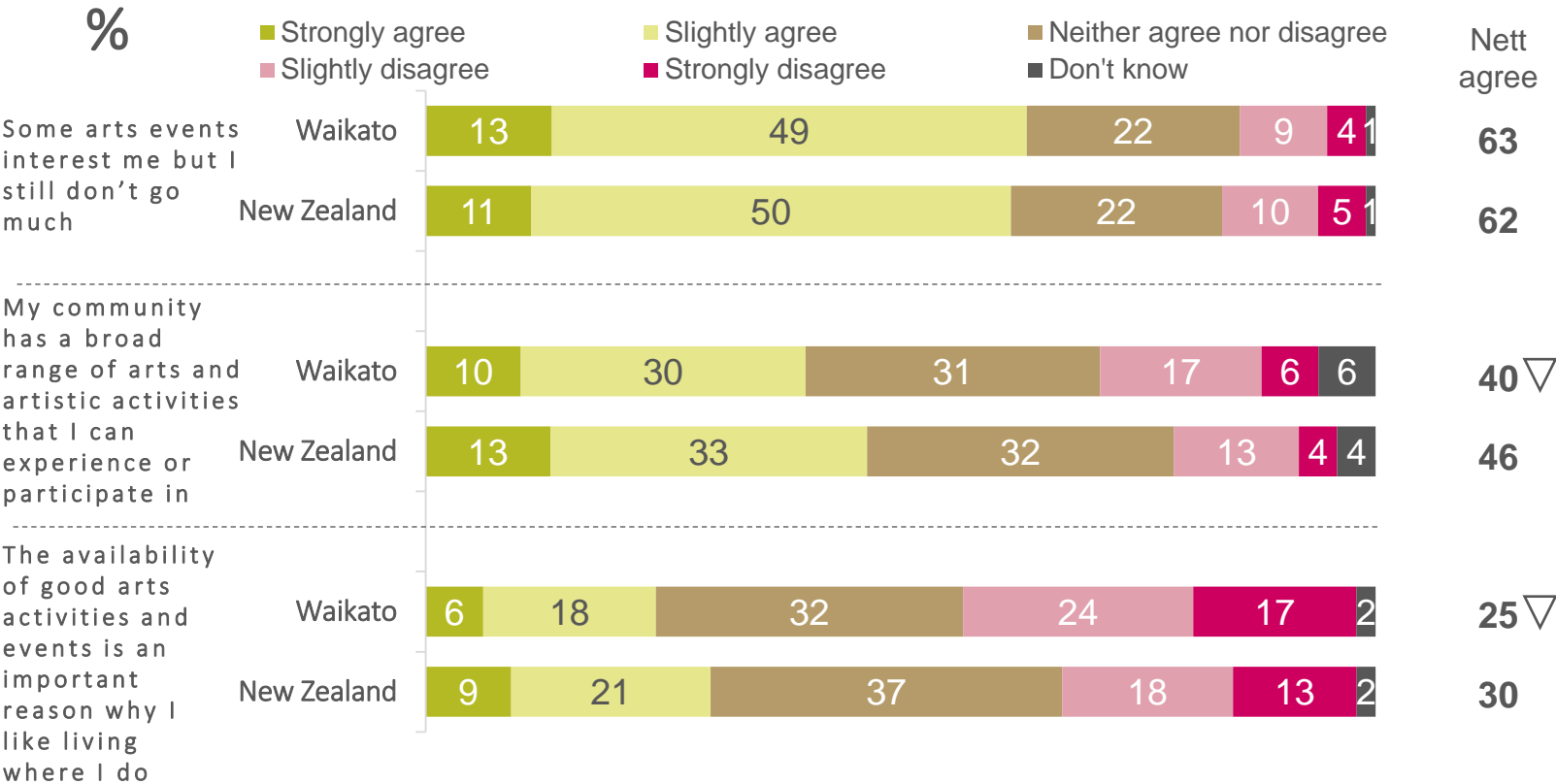
- The arts should reflect New Zealand's cultural diversity (67%, compared to 61%)
- The arts should be part of the education of every New Zealander (66%, compared to 58%)
- The arts are for people like me (45%, compared to 40%).

Men are more likely than average to agree that the arts are only for certain types of people (41%, compared to 34%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



There is potential to significantly improve attendance at arts events in the Waikato. Two thirds (63%) of residents agree some arts events interest them but they still don't go much. This is in line with the national average (62%).

Four in ten (40%) Waikato residents agree they have access to a range of arts and artistic activities, this is less than the national average (46%). A sizeable minority (23%) disagree with this statement, while a high proportion remain on the fence (31%); potentially indicating a lack of knowledge of what is available.

A quarter of residents (25%) agree that the arts and arts activities available in the Waikato is an important reason why they like living there. This is lower than for all New Zealanders (30%). Forty-one percent actively disagree with this statement. It could be that there are a narrower range of attractive arts activities and events on offer in the Waikato compared to other regions (as indicated by lower levels of agreement to the statement: 'my community has a broad range of arts and artistic activities that I can experience or participate in'). Alternatively, it may be that other reasons are of greater importance to Waikato residents in determining this.

Sub-group differences in the Waikato region:

The following groups are more likely than average (40%) to agree that their community has a broad range of arts and artistic activities to participate in:

- Low income households earning less than \$30,000 per annum (57%)
- Older people aged 60 to 69 years (55%)

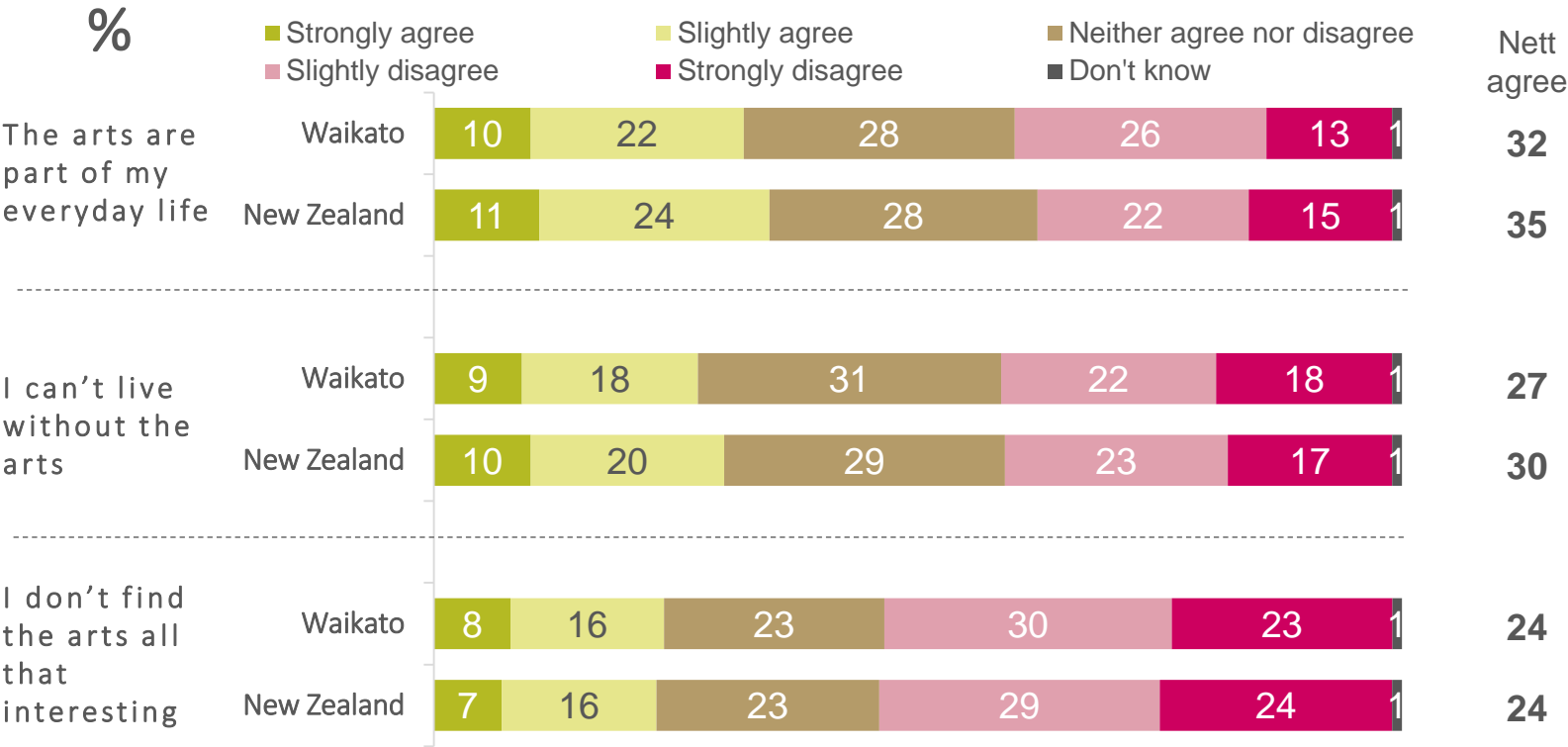
Conversely, young people aged 15 to 29 years are less likely to agree that their community has a broad range of artistic activities to participate in (30%).

Asian New Zealanders (43%) are more likely than average (25%) to agree that the availability of good arts activities and events is an important reason why they like to live in the Waikato. Men are less likely to agree with this statement (20%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: What the arts mean to me

Q To what extent do you agree or disagree?



The arts have meaning for a sizeable minority of Waikato residents. Roughly three in ten residents agree the arts are part of their everyday life (32%) and they can't live without the arts (27%).

The difference in attitudes for these statements between residents in the Waikato and New Zealand are not statistically significant.

More residents are interested in the arts than not. While, 24% of Waikato residents agree they don't find the arts all that interesting, over half (53%) disagree. This is consistent with the views of all New Zealanders.

Sub-group differences in the Waikato region:

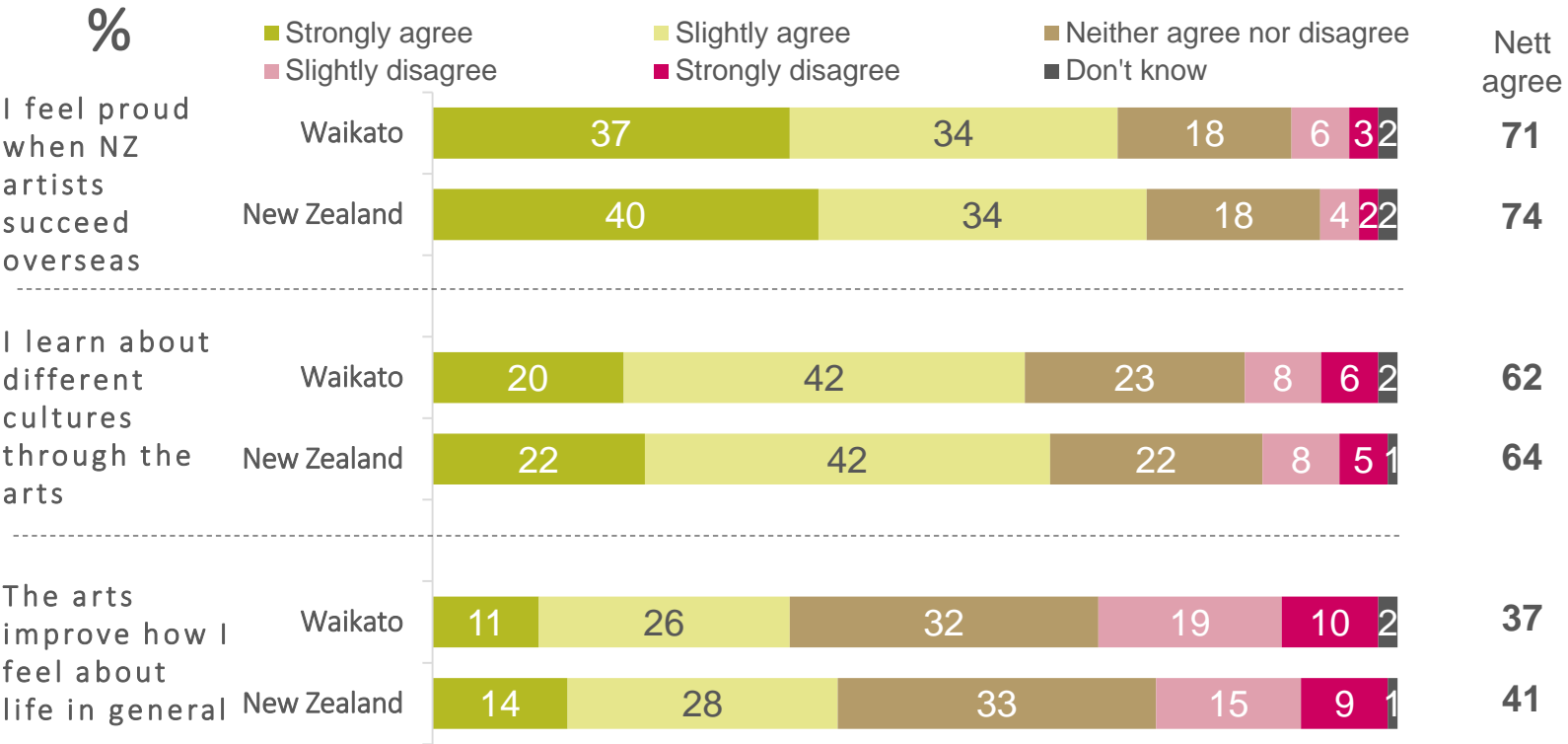
Women (38%) are more likely than average (32%) to agree that the arts are part of their everyday life. While men (26%) and people aged 30-39 years (20%) are less likely than average to agree with this statement.

People aged 70 years and over (35%) and men (34%) are more likely than average (24%) to agree that they don't find the arts that interesting. Conversely, women are more likely than average (53%) to disagree with this statement (61%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The arts provide personal benefits to most residents in the Waikato. Seven in ten (71%) agree they feel proud when New Zealand artists succeed overseas, and two thirds (62%) learn about different cultures through the arts.

Nearly four in ten (37%) Waikato residents agree the arts improve how they feel about life in general. A sizable minority (29%) disagree with this statement, while a high proportion (32%) remain on the fence.

The findings on personal benefits from the arts are consistent with all New Zealanders.

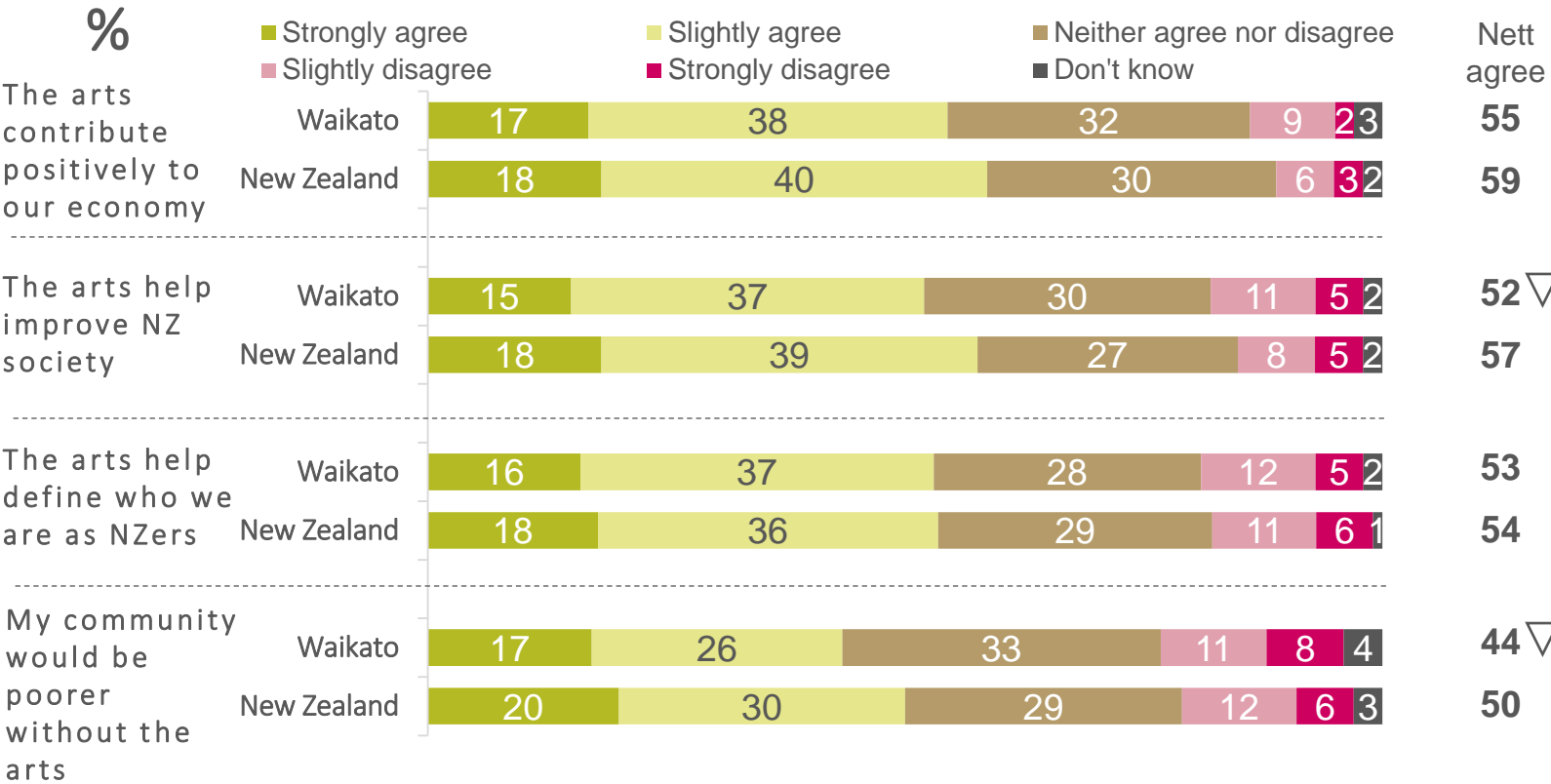
Sub-group differences in the Waikato region:

- People who identify as Māori (83%) are more likely than average (71%) to feel proud when New Zealand artists succeed overseas.
- Woman (67%) are more likely than average (62%) to agree that they learn about different cultures through the arts. Conversely, men are less likely to agree with this (56%).
- Men (32%) are less likely than average (37%) to agree that the arts improve their outlook on life.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



The majority of Waikato residents recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (55%), help define who we are as New Zealanders (53%), and improve New Zealand society (52%). Agreement with the latter is lower than the National average (57%), other views are consistent with all New Zealanders.

In addition, slightly less than half (44%) of Waikato residents agree that their community would be poorer without the arts. This is less than the national average (50%). However the proportion that actively disagree with this statement is similar to the average (19% vs. 18%).

Sub-group differences in the Waikato region:

In general, women appear more convinced of the benefits of the arts to New Zealand. They are more likely than average to agree that the arts:

- Positively contribute to the economy (61% vs. 55%).
- Define who we are as New Zealanders (60% vs. 53%)
- Help improve New Zealand society (58% vs. 52%).

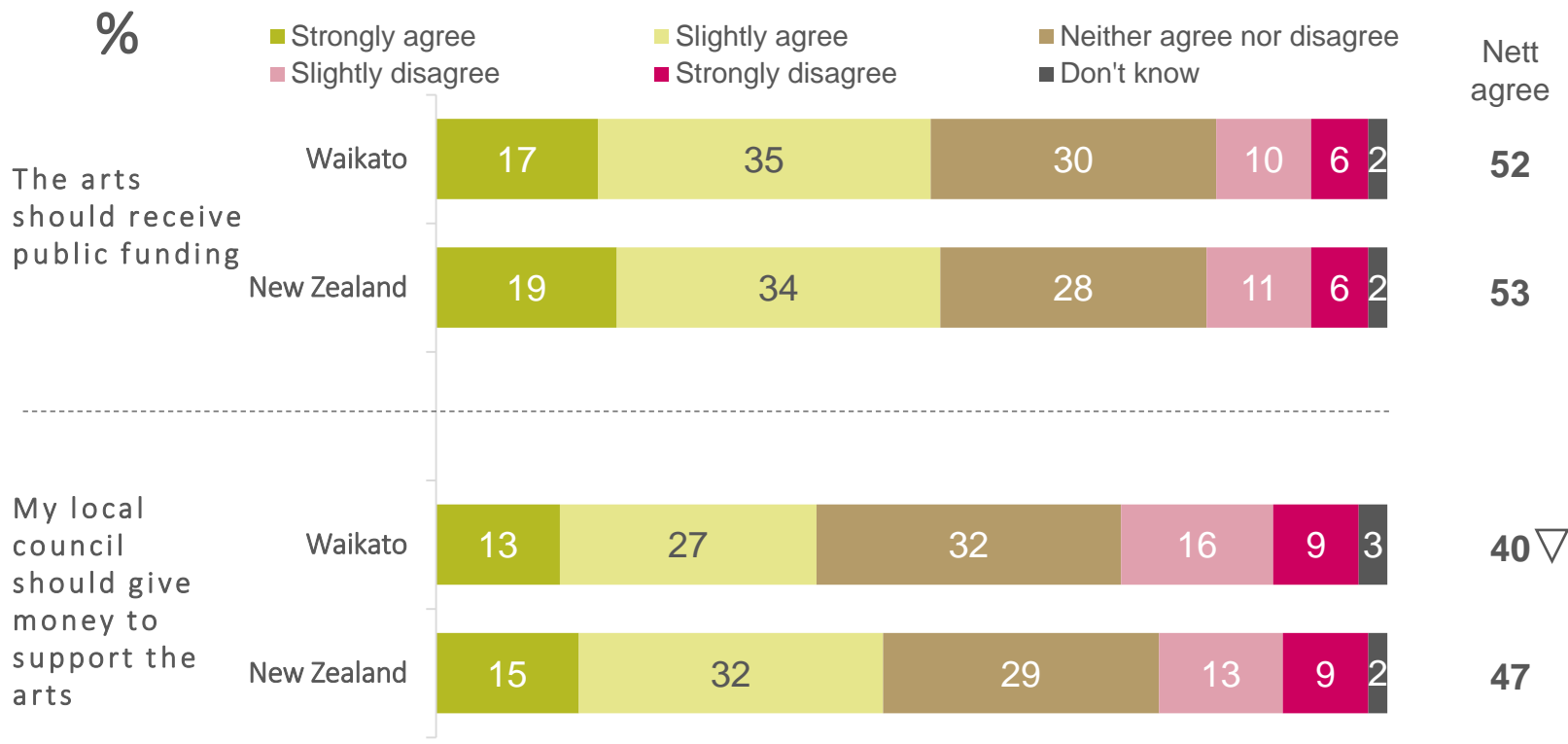
Men are less likely to agree with the above statements.

Older people aged 60 to 69 (61%) and 70 plus years (57%) are more likely than average (44%) to feel that their community would be poorer without the arts. Māori (33%) and young people aged 15 to 29 years (30%) are less likely to agree with this statement.

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



There is support for public funding of the arts. Over half of Waikato residents (52%) agree the arts should receive public funding. In contrast, just 16% disagree, while the remainder are on the fence or do not express an opinion. This is consistent with all New Zealanders.

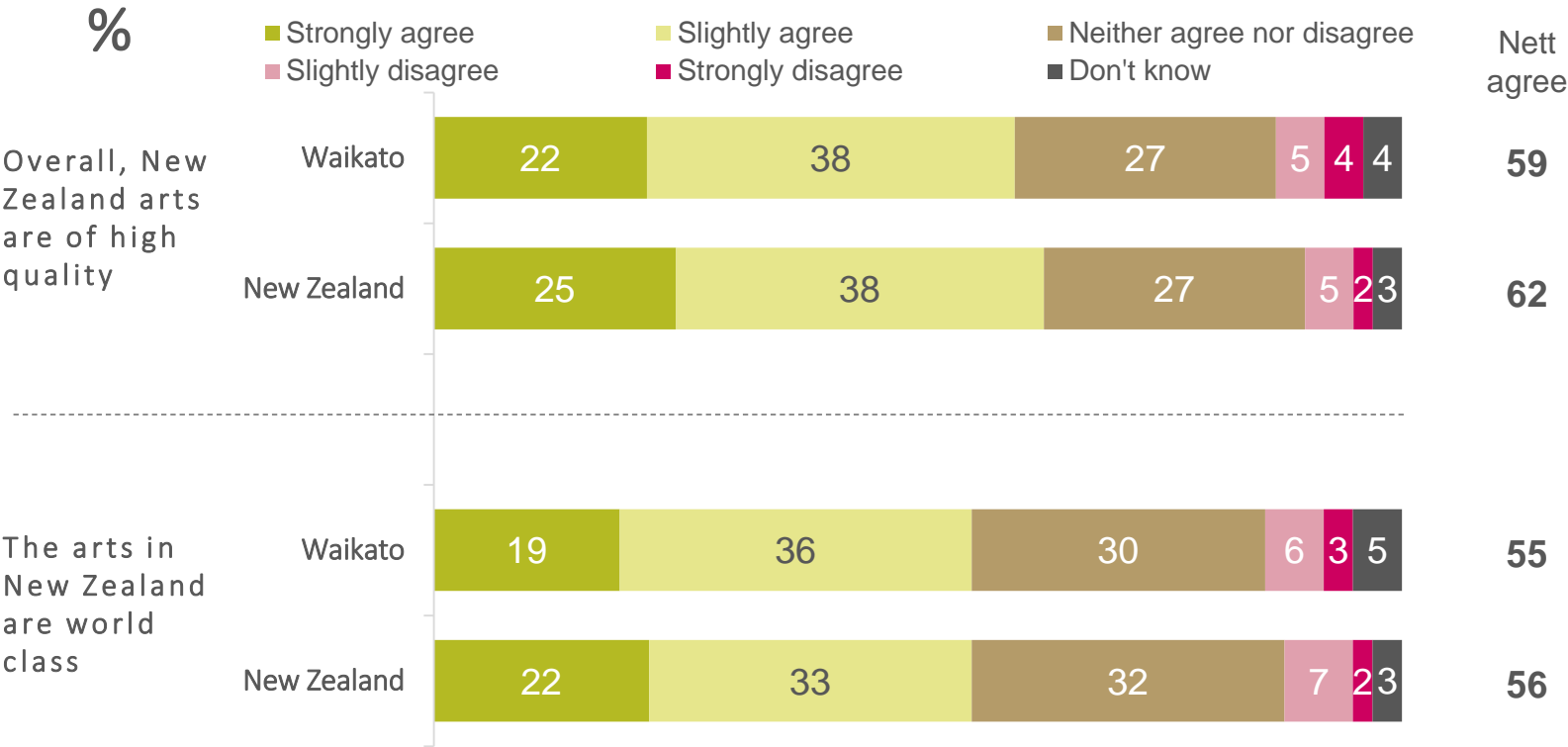
Four in ten (40%) Waikato residents feel the local council should give money to support the arts. This is less than all the national average (47%), however the proportion that actively disagree with this statement is similar (25% vs. 22%).

Sub-group differences in the Waikato region:
 Older people aged 60 to 69 years (53%) and women (46%) are more likely than average (40%) to support spending on the arts by local council. Men are less likely to support this (33%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



The majority of Waikato residents are positive about the quality of New Zealand arts. Six in ten agree New Zealand arts are of high quality (59%) while over half feel they are world class (55%).

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

Sub-group differences in the Waikato region:

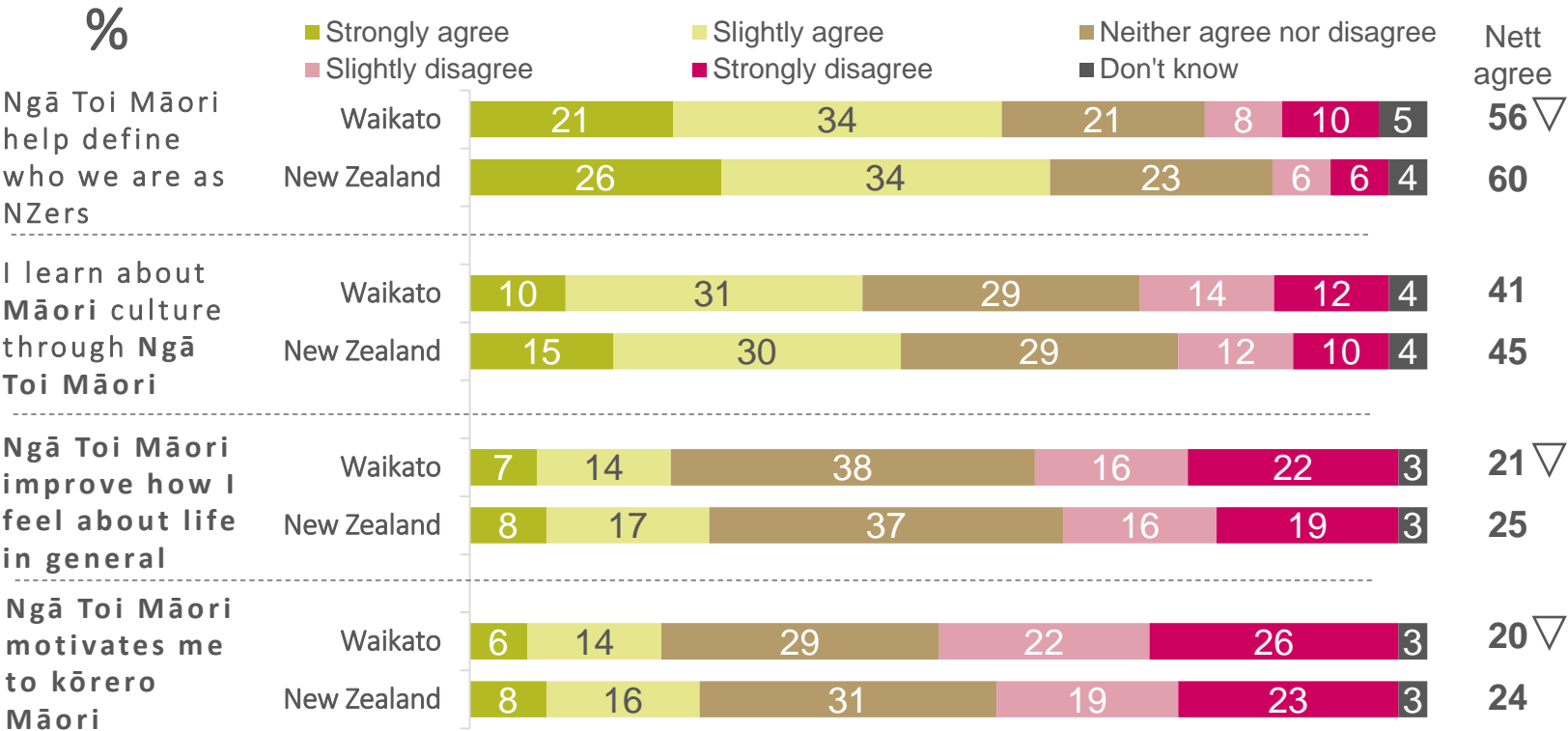
Older people aged 60 to 69 years (73%) and women (66%) are more likely than average (59%) to agree that New Zealand arts are of high quality. Men (52%) and Asian New Zealanders (44%) are less likely to agree with this.

Māori (67%) are more likely than average (55%) to agree that the arts in New Zealand are world class, whereas Asian New Zealanders are less likely to agree with this (42%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



Waikato residents benefit from Ngā Toi Māori in a number of ways. However, several of these benefits are not perceived as strongly in the Waikato as they are in the rest of New Zealand.

Fifty-six percent agree Ngā Toi Māori helps define who we are as New Zealanders, and four in ten (41%) agree they learn about Māori culture through Ngā Toi Māori. The former is less than the national average (60%).

One in five residents also agree Ngā Toi Māori improve how they feel about life in general (21%) and that Ngā Toi Māori motivates them to speak Māori (20%). Agreement with both of these statements is lower than for all New Zealanders.

Sub-group differences in the Waikato region:

The following groups are more likely than average (56%) to agree that Ngā Toi Māori help define who we are as New Zealanders:

- Māori (79%)
- High income households earning more than \$120,000 per year (68%)
- Women (64%)

Women are more likely than average to agree that they learn about Māori culture through Ngā Toi Māori (48% vs. 41%).

Māori are more likely than average to agree Ngā Toi Māori improve how they feel about life in general (52% vs. 21%).

The following groups are more likely than average (20%) to agree Ngā Toi Māori motivates them to speak Māori:

- Māori (46%)
- Women (24%)

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

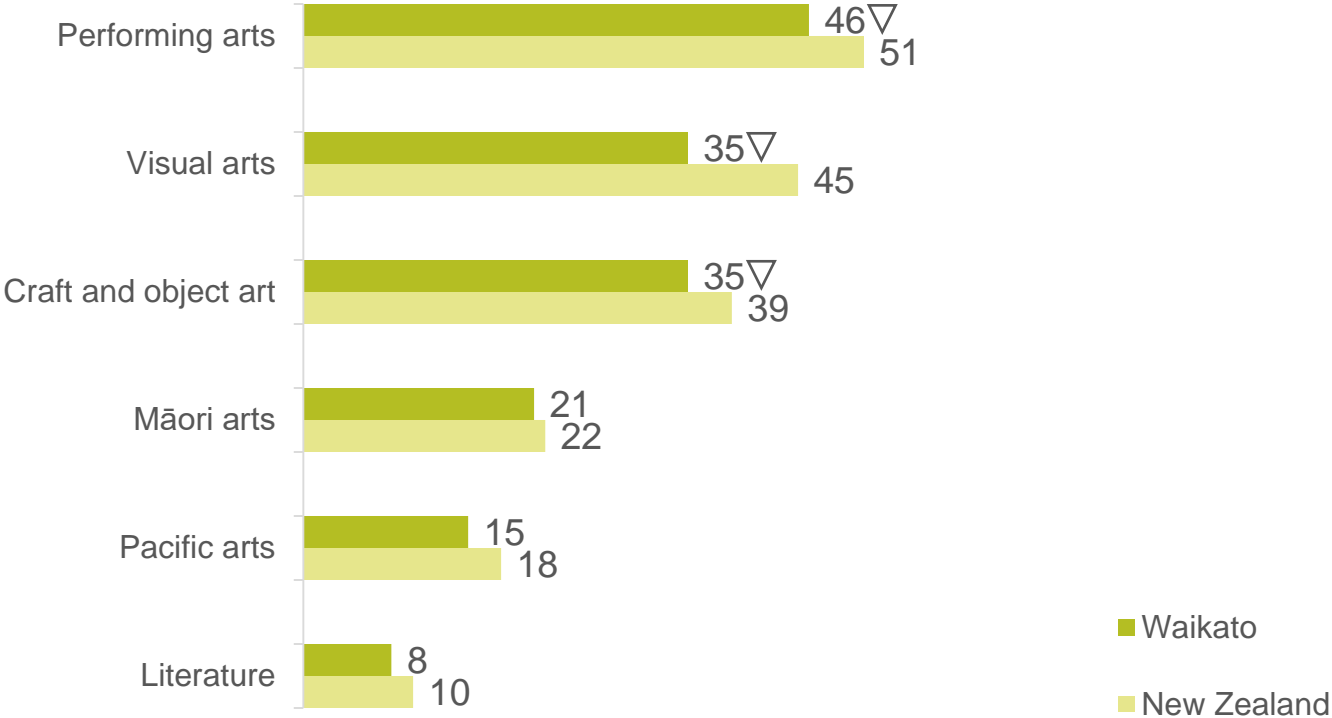


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

The most popular art form to attend is the performing arts. Almost half (46%) of all residents have been to a performing arts event in the last 12 months. The next most popular art forms are visual arts (35%) and craft and object art (35%). All three of these art forms have lower rates of attendance than the national average.

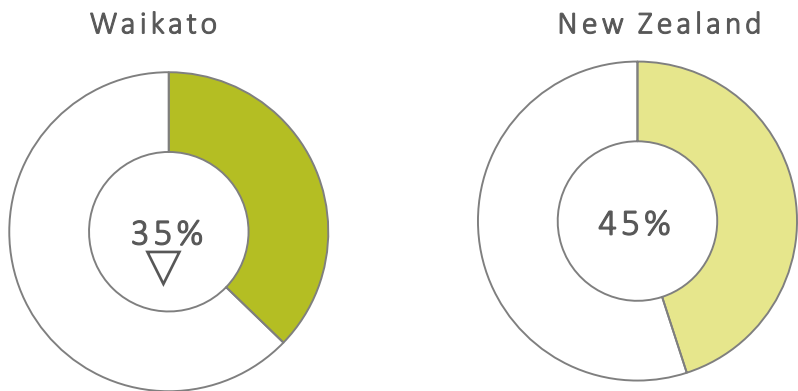
The least popular art form to attend is literary arts. Only 8% have attended a literary arts event or festival in the last 12 months. This is in line with all New Zealanders.

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)

Visual arts attendance

Q Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



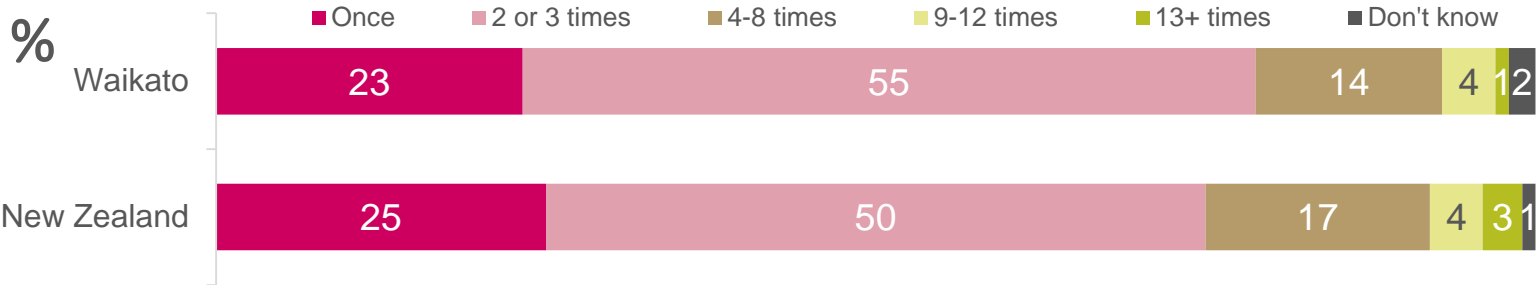
Base: All respondents: Waikato (513); New Zealand (6,101)

Thirty-five percent of Waikato residents have attended a visual arts event in the last 12 months. This rate of attendance is lower than for all New Zealanders (45%).

The majority (78%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (75%).

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

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

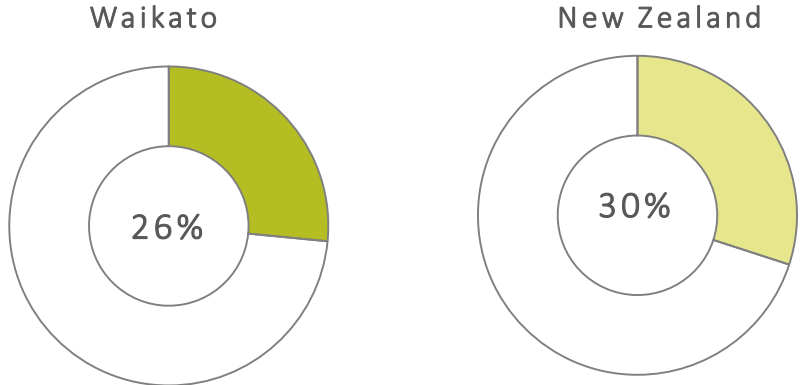


Base: All who have attended the visual arts - Waikato (189); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

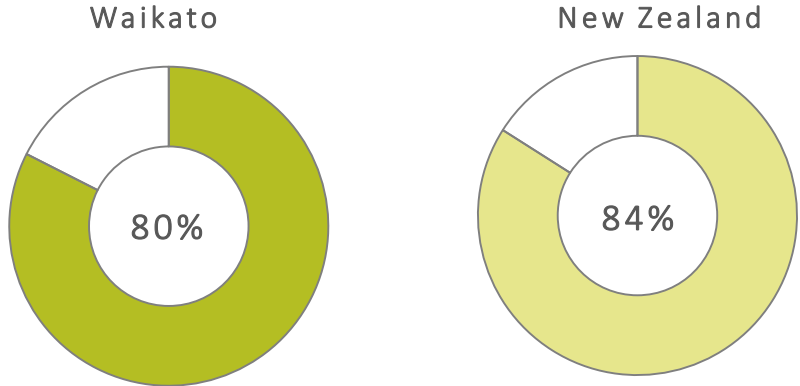
Visual arts attendance: impact of film festivals

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



Base: All who have attended the visual arts - Waikato (189); New Zealand (2,786)

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



Base : All who have attended film festivals - Waikato (52); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

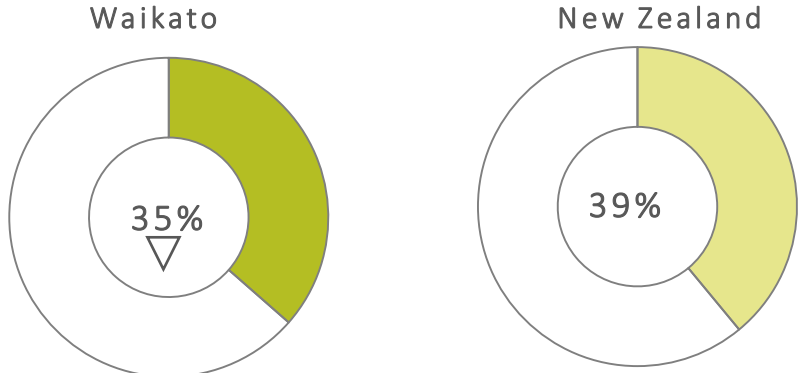
Of those who have attended the visual arts, a quarter (26%) have attended at least one film festival in the last 12 months. This is in line with levels of attendance for all New Zealanders (30%).

Eight in ten (80%) of those who attended film festivals in the last 12 months also attended other visual art forms. The result is consistent with all New Zealanders (84%).

Sub-group differences in the Waikato region:
New Zealand Europeans (21%) are less likely than average (26%) to attend film festivals.

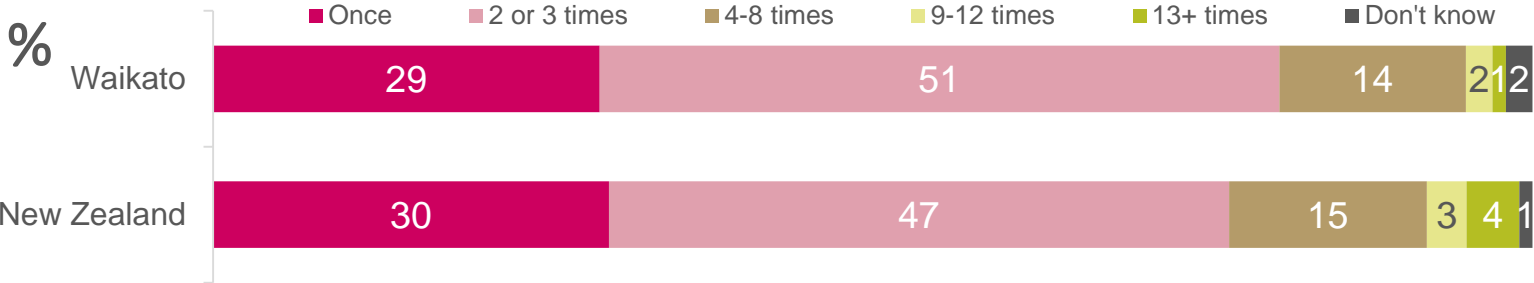
Craft and object art attendance

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



Base: All respondents: Waikato (513); New Zealand (6,101)

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



Base: All who have attended craft and object art - Waikato (179); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

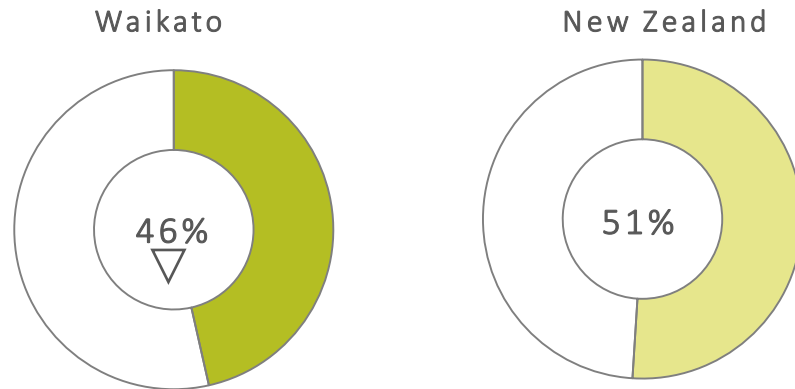
Thirty-five percent of Waikato residents have attended a craft and object art event in the last 12 months. This rate of attendance is lower than for all New Zealanders (39%).

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

Sub-group differences in the Waikato region:
 Women (42%) are more likely than average (35%) to have attended a craft and object event in the last 12 months.

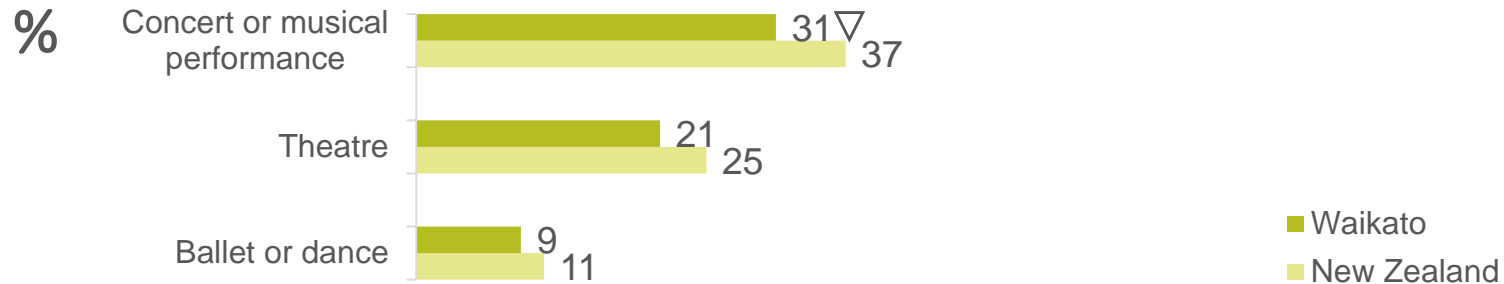
Performance arts attendance

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



Base: All respondents: Waikato (513); New Zealand (6,101)

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



Base: All respondents: Waikato (513); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Just under half (46%) of Waikato residents have attended a performing arts event in the last 12 months. This rate of attendance is lower than for all New Zealanders (51%). This appears to be driven by lower than average attendance of concert or musical performances in the Waikato (31% vs. 37%).

Thirty-one percent of Waikato residents have attended a concert or musical performance, while 21% have attended the theatre and 9% have attended the ballet or some other form of dance.

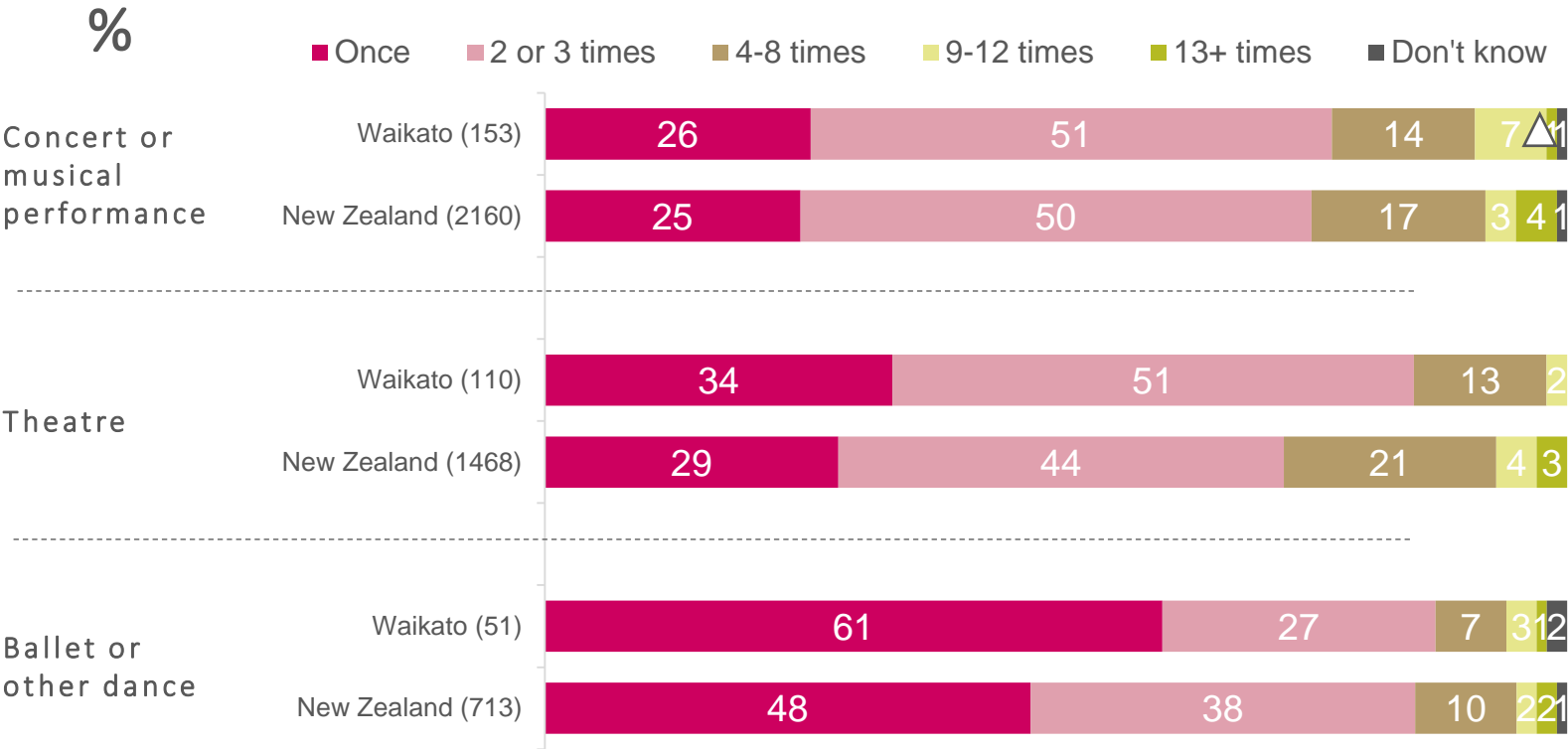
Sub-group differences in the Waikato region:

Women are more likely than average to have attended the following:

- Concert or musical performances (36% vs. 31%)
- Theatre (25% vs. 21%)
- Ballet or dance (14% vs. 9%)

Performance arts attendance

Q On average, how often have you attended [concerts or other musical performances / theatre / ballet or other dance events] in the last 12 months?



Base: All respondents who have attended each art form, numbers shown in brackets

△▽ = significantly higher / lower than New Zealand

The majority (77%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (75%).

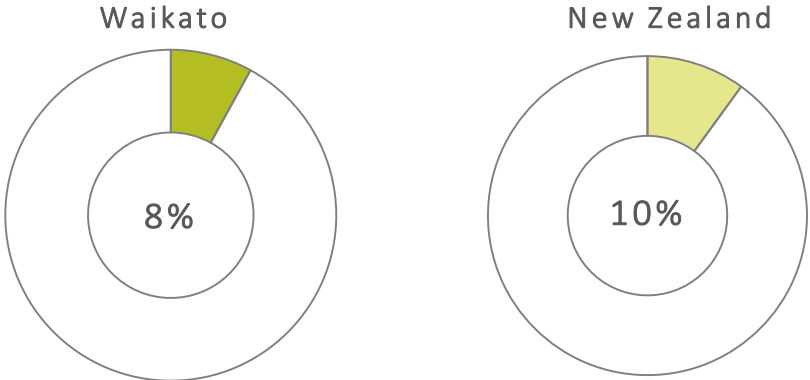
Similarly, the vast majority (85%) of those who have attended theatre performances have done so between one and three times. The proportion who have attended one to three times is higher for Waikato residents than nationally (73%).

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

The base sizes are too small to test for statistical significance across sub-groups.

Literary arts attendance

Q Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



Base: All respondents: Waikato (513); New Zealand (6,101)

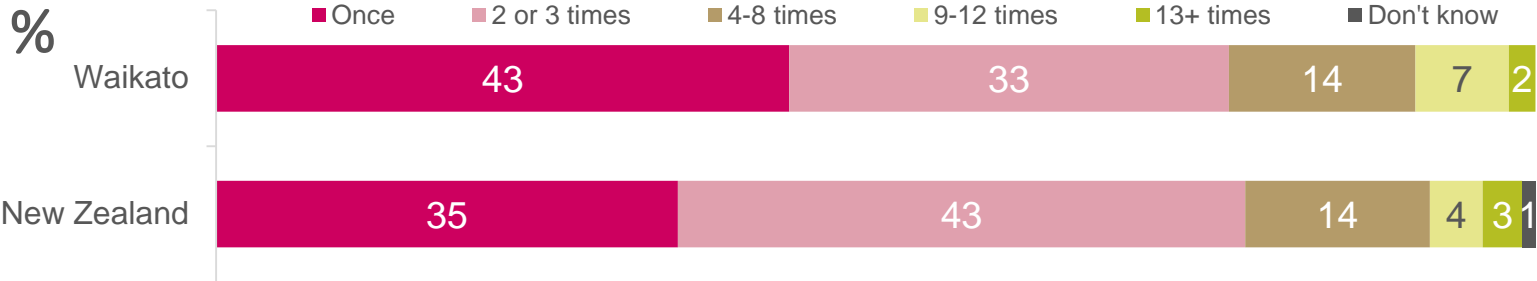
Eight percent of Waikato residents have attended a literary arts festival or event in the last 12 months. This is consistent with the national level of attendance (10%).

The majority (76%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (78%). Due to the low sample size, the results for frequency of attendance need to be treated with caution.

Sub-group differences in the Waikato region:

Asian New Zealanders (22%) are more likely than average (8%) to have attended a literary event in the last 12 months.

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

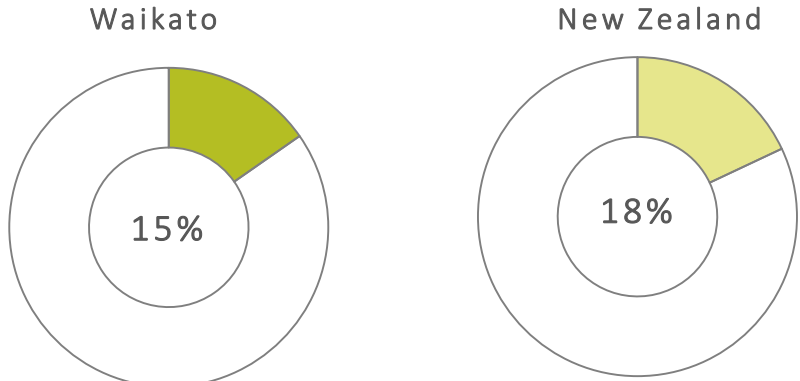


Base: All who have attended the literary arts - Waikato (46); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

Pacific arts attendance

Q Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Waikato (513); New Zealand (6,101)

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

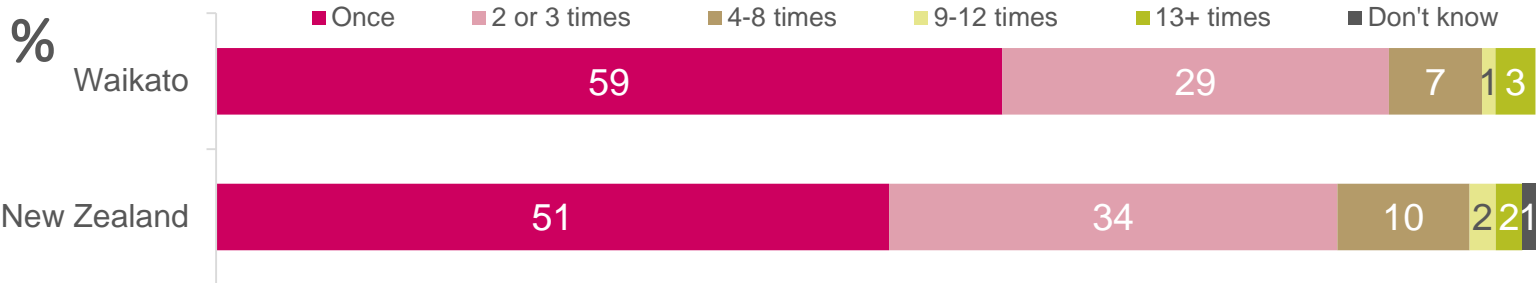
The majority (88%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

Sub-group differences in the Waikato region:

Māori (41%) and lower income households earning \$31-\$50,000 per annum (25%) are more likely than average (15%) to have attended a Pacific arts event in the last 12 months.

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

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

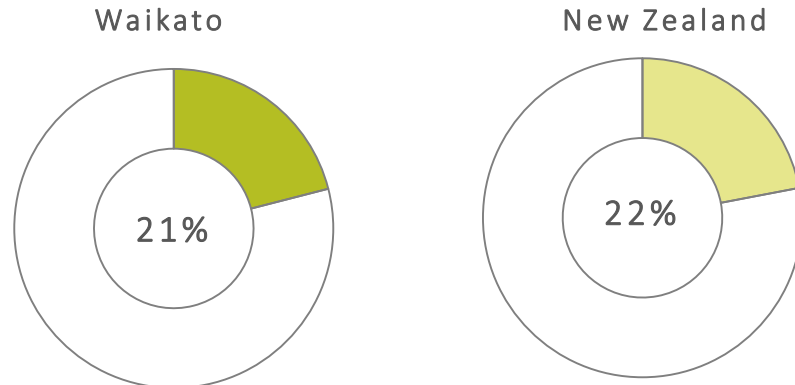


Base: All who have attended the Pacific arts - Waikato (81); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Māori arts attendance

Q Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by **Māori people or groups** in the last 12 months?



Base: All respondents: Waikato (513); New Zealand (6,101)

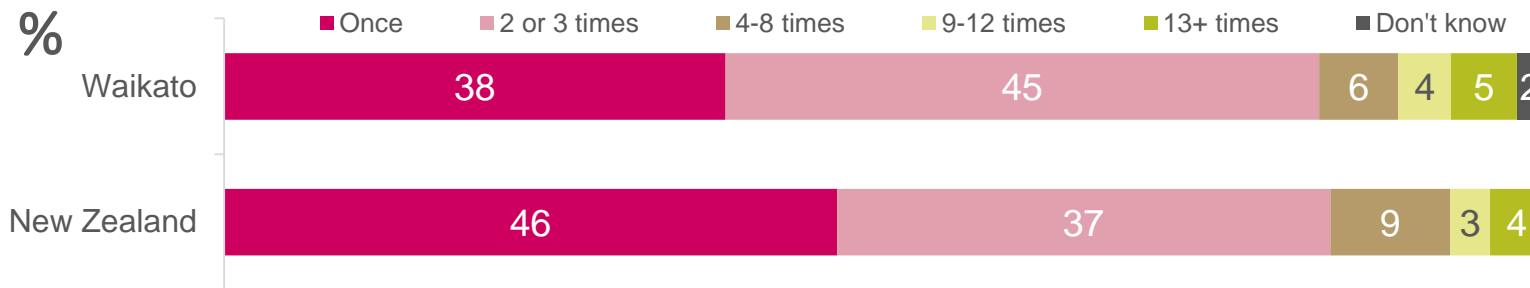
One in five Waikato residents (21%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

The majority (83%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (84%).

Sub-group differences in the Waikato region:

Māori are more likely than average to have attended a Māori arts event in the last 12 months (48% vs. 21%).

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

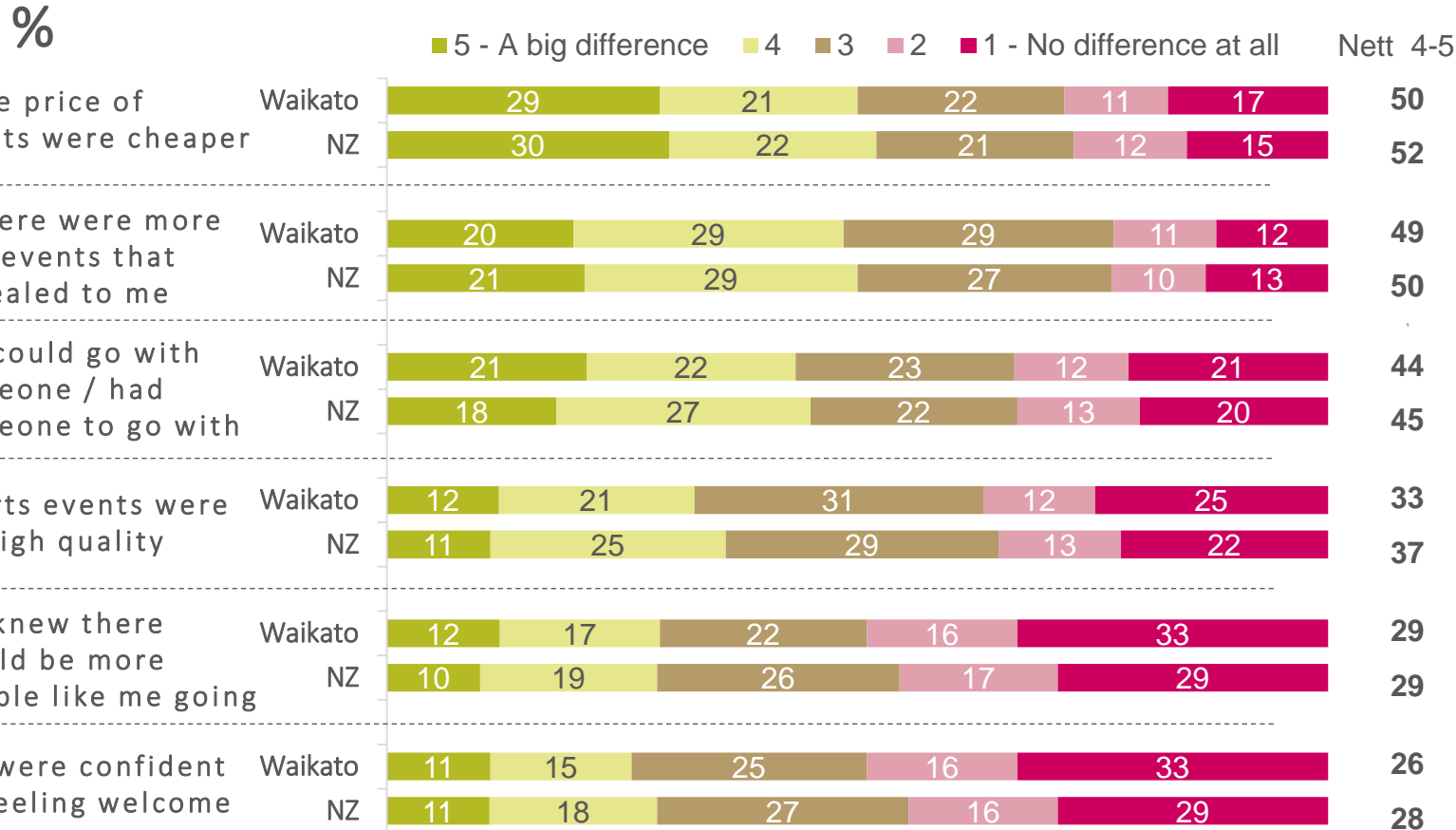


Base: All who have attended Māori arts - Waikato (109); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Encouraging greater attendance in the arts

Q You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?



Two thirds of Waikato residents (63%) agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price, choice and social isolation are key barriers for Waikato residents who are interested in the arts but do not attend often. Half (50%) of respondents indicate that reducing ticket prices would increase their likelihood of attending; half (49%) indicate that a broader range of arts events would increase their likelihood of attending; and 44% indicate that having someone to go with would make a big difference to their attendance.

Quality is a lesser concern; one in three (33%) indicated that higher quality arts events would make a big difference.

Finally, there is evidence that a minority feel the arts is exclusive. Three in ten (29%) indicate that knowing there were more people like them going would make a big difference, while a quarter (26%) would like to feel more assured of being welcome at arts events.

All of these findings are in line with the national average.

Sub-group differences in the Waikato region:

People aged 30 to 39 years (63%) and women (50%) are more likely than average (44%) to indicate having someone to go with would make the difference.

Asian New Zealanders (68%) are more likely than average (50%) to indicate cheaper ticket prices would make them go more. They are also more likely than average to indicate more events that appealed to them (67%), and higher quality arts events (59%) would make a big difference to their attendance.

High income households earning more than \$120,000 are also more likely than average to say higher quality arts events would improve their attendance (49% vs. 33%)

Younger people aged 15 to 29 years are more likely than average to indicate that being confident of feeling welcome (48% vs. 26%) and knowing people like themselves were going (47 vs. 29%) would make a big difference.

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Waikato (324); New Zealand (3,822)

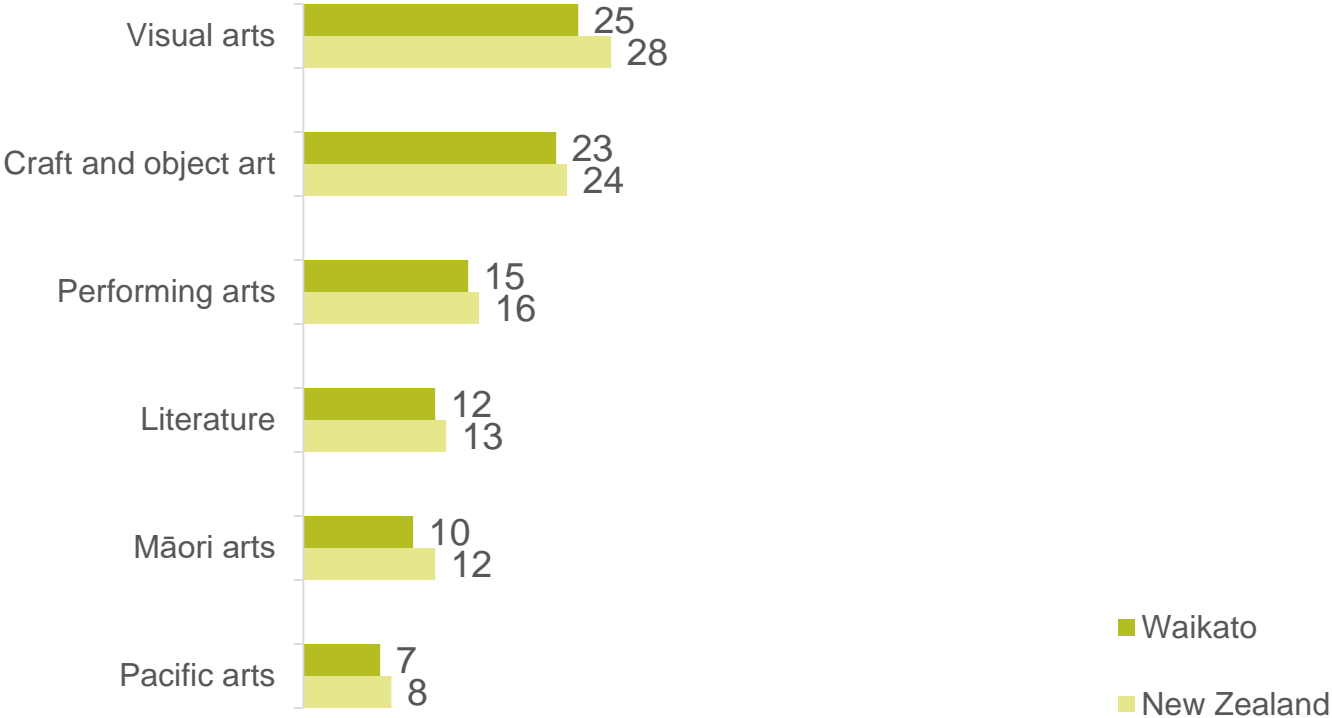


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

The most popular art form for participation is the visual arts. A quarter (25%) of Waikato residents have participated in the visual arts in the last 12 months. This is closely followed by craft and object art (23%).

The least popular art form is Pacific arts. Only 7% have participated in Pacific arts in the last 12 months.

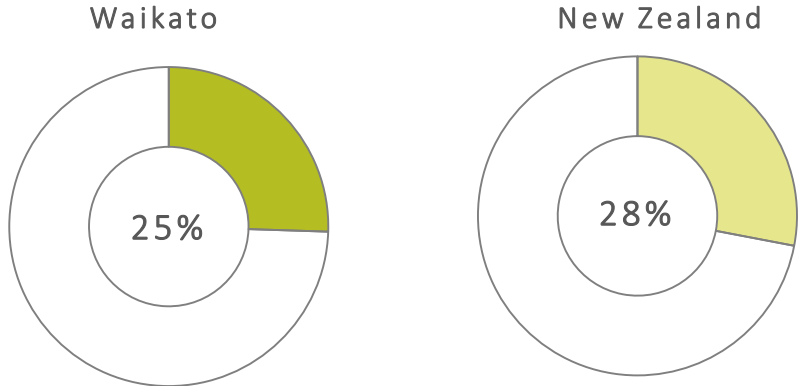
There are no significant differences between participation levels for Waikato residents and all New Zealanders.

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

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Waikato (513); New Zealand (6,101)

Visual arts participation

Q Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



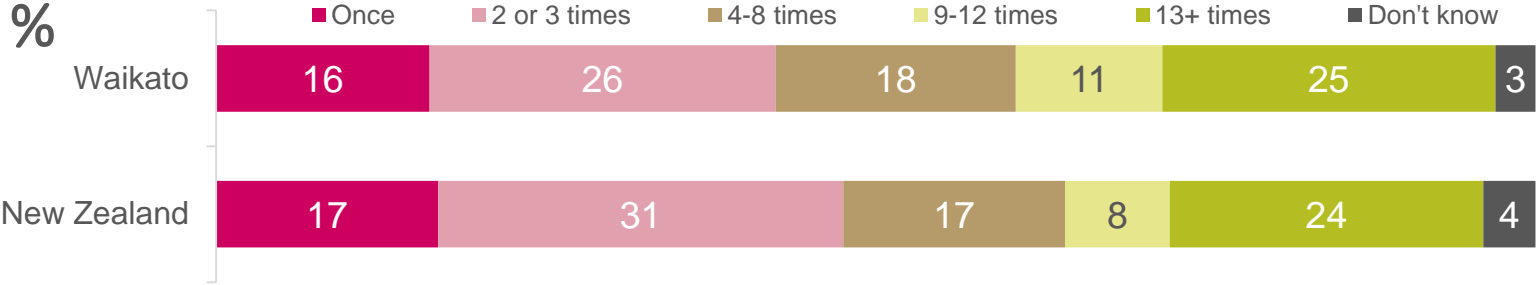
Base: All respondents: Waikato (513); New Zealand (6,101)

A quarter (25%) of Waikato residents have participated in the visual arts in the last 12 months. This is consistent with all New Zealanders (28%).

Of those who participate, 36% do so on a regular basis (at least nine times in the last 12 months). This is similar to all New Zealanders (32%).

Sub-group differences in the Waikato region:
 Young people aged 15 to 29 years (39%) are more likely than average (25%) to have participated in the visual arts in the last 12 months.

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

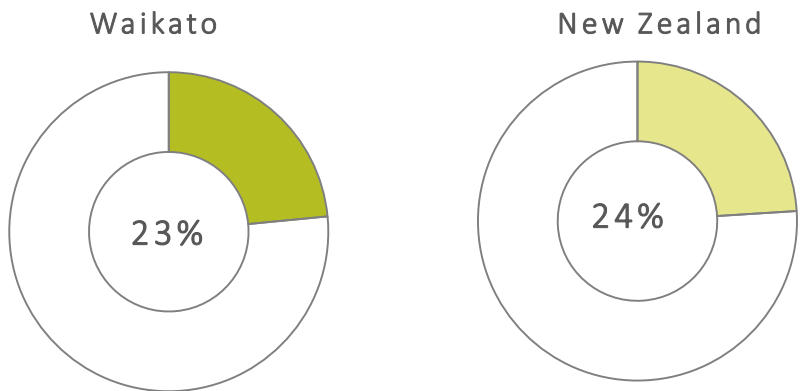


Base: All those who have participated in the visual arts - Waikato (123); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

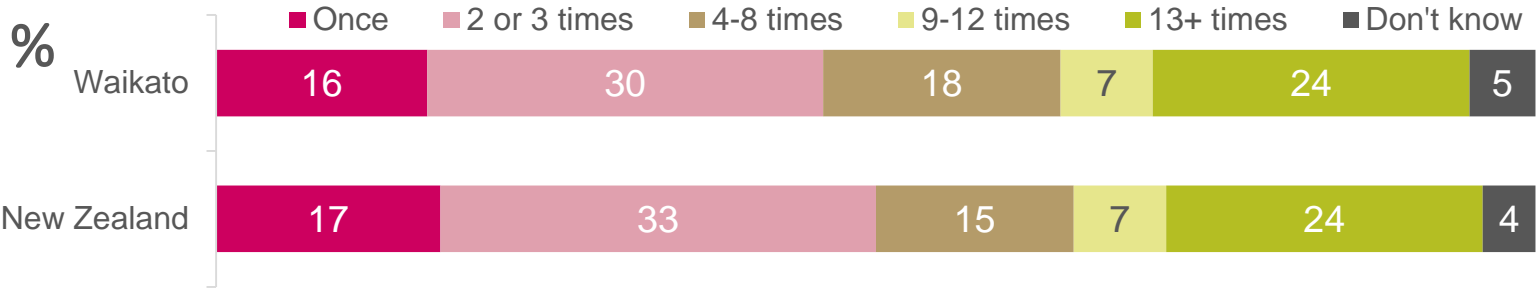
Craft and object art participation

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Waikato (513); New Zealand (6,101)

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



Base: All those who have participated in craft and object art - Waikato (119); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

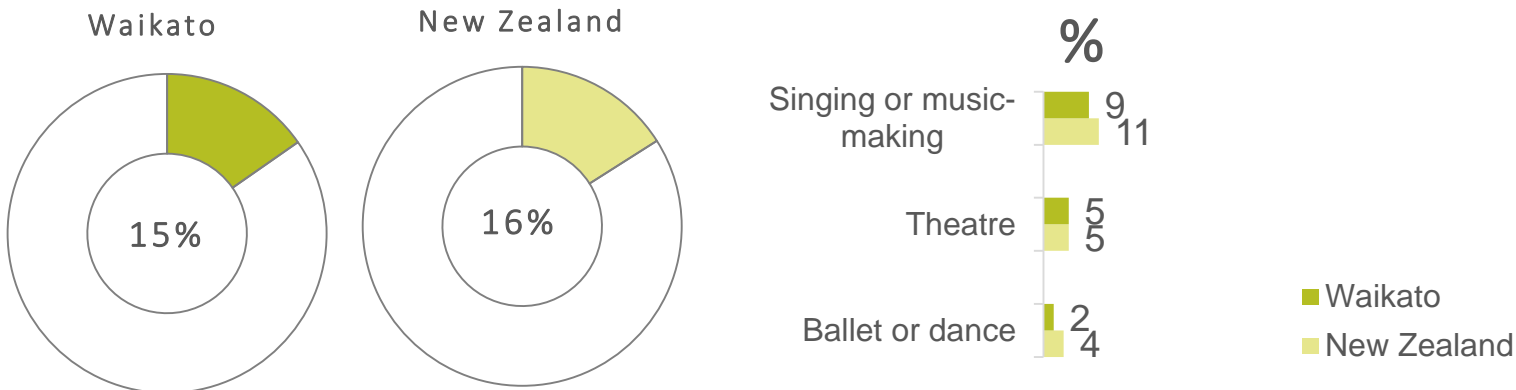
Twenty-three percent of Waikato residents have participated in craft and object art in the last 12 months. This is consistent with all New Zealanders (24%).

Of those who participate, 31% do so on a regular basis (at least nine times in the last 12 months). This is equivalent to all New Zealanders (31%).

Sub-group differences in the Waikato region:
 Low income households earning less than \$30,000 per annum (40%) and women (28%) are more likely than average (23%) to have been actively involved in craft and object art in the last 12 months.

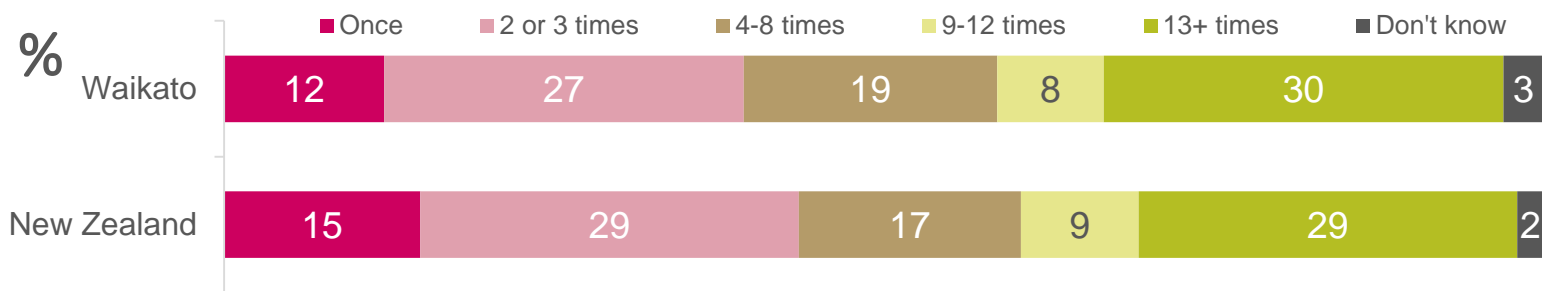
Performance arts participation

Q Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making? Which of these were you actively involved in?



Base: All respondents: Waikato (513); New Zealand (6,101)

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



Base: All those who have participated in the performance arts - Waikato (76); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Fifteen percent of Waikato residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 9% of Waikato residents have been involved in singing or making music, while 5% have participated in the theatre and 2% have done some form of dance.

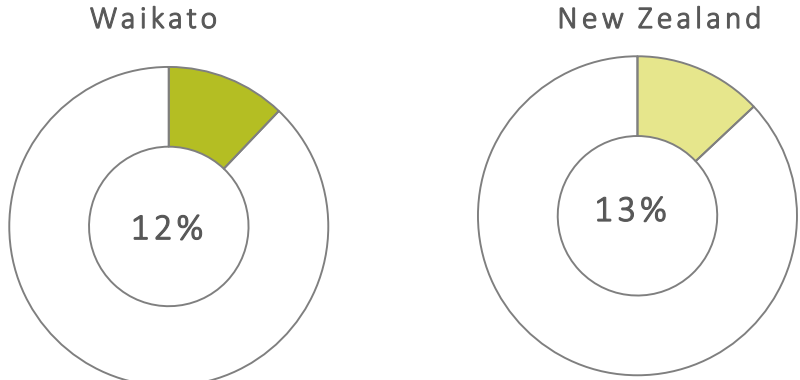
Of those who participate in the performing arts, 38% do so on a regular basis (at least nine times in the last 12 months). This is equivalent to the proportion of all New Zealanders (38%).

Sub-group differences in the Waikato region:

Māori (28%) and young people aged 15 to 29 (25%) are more likely than average (15%) to have participated in the performing arts. These same groups of people are more likely to participate in singing or other music making (19% and 17% respectively) than average (9%).

Literary arts participation

Q Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non fiction?



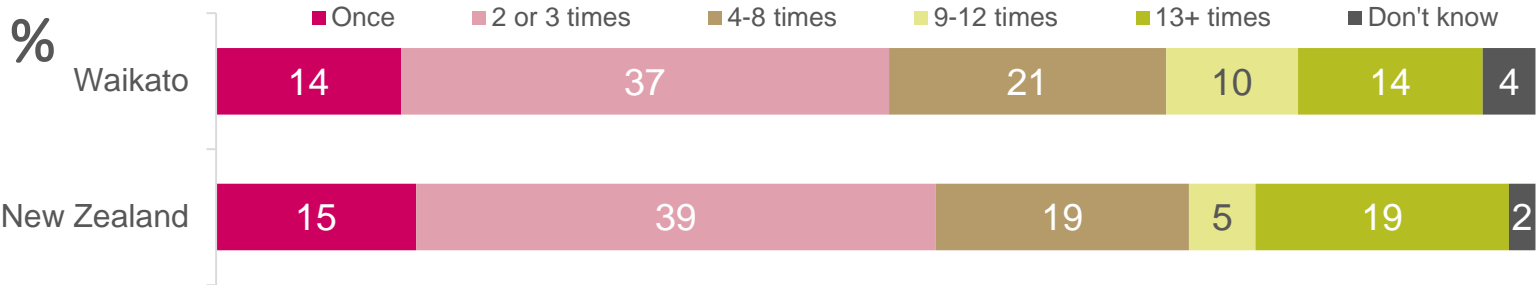
Base: All respondents: Waikato (513); New Zealand (6,101)

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

Of those who participate in the literary arts, 24% do so on a regular basis (at least nine times in the last 12 months). This is equivalent to the proportion of all New Zealanders (24%).

Sub-group differences in the Waikato region:
 Asian New Zealanders (21%) and younger people aged 15 to 29 years (20%) more likely than average (12%) to have participated in the literary arts.

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

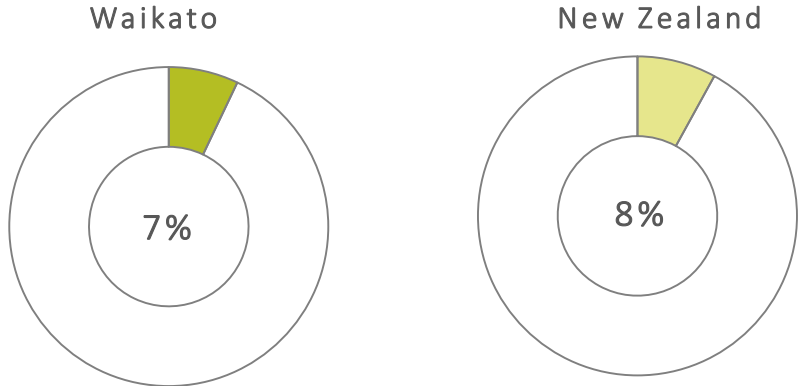


Base: All those who have participated in the literary arts - Waikato (61); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

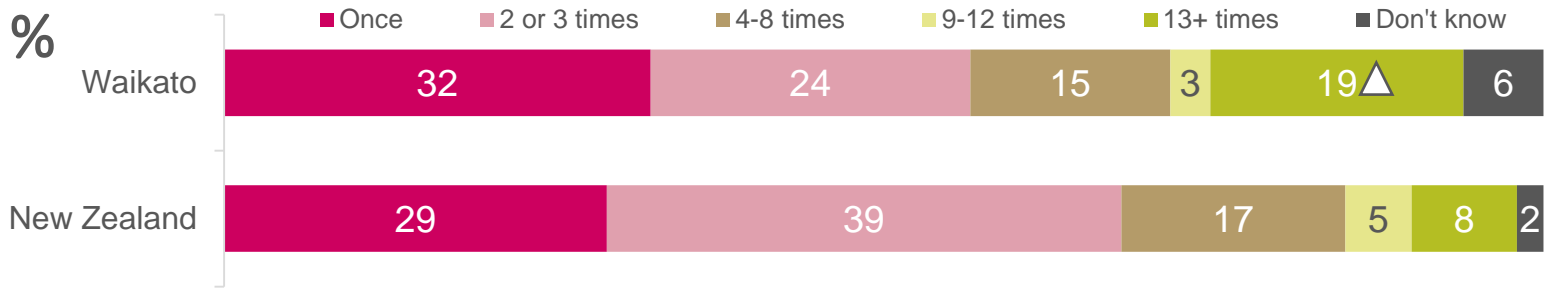
Pacific arts participation

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



Base: All respondents: Waikato (513); New Zealand (6,101)

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



Base: All those who have participated in the Pacific arts - Waikato (41); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

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

Of those who participate in the Pacific arts, 23% do so on a regular basis (at least nine times in the last 12 months), and 19% do so on a very regular basis (at least 13 times in the last 12 months). This is higher than the national average (8%). These results should be treated with caution due to the small base size (41 respondents).

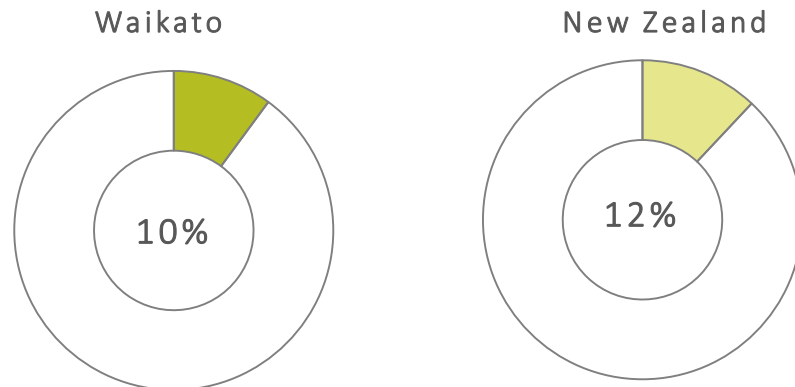
Sub-group differences in the Waikato region:

Māori (27%) are more likely than average (7%) to have participated in Pacific arts. While New Zealand Europeans are less likely to have done so (4%).

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

Māori arts participation

Q Still thinking about Māori arts, in the last 12 months have you been actively involved in any **Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?**



One in ten (10%) Waikato residents have participated in Māori arts in the last 12 months. This is consistent with all New Zealanders (12%).

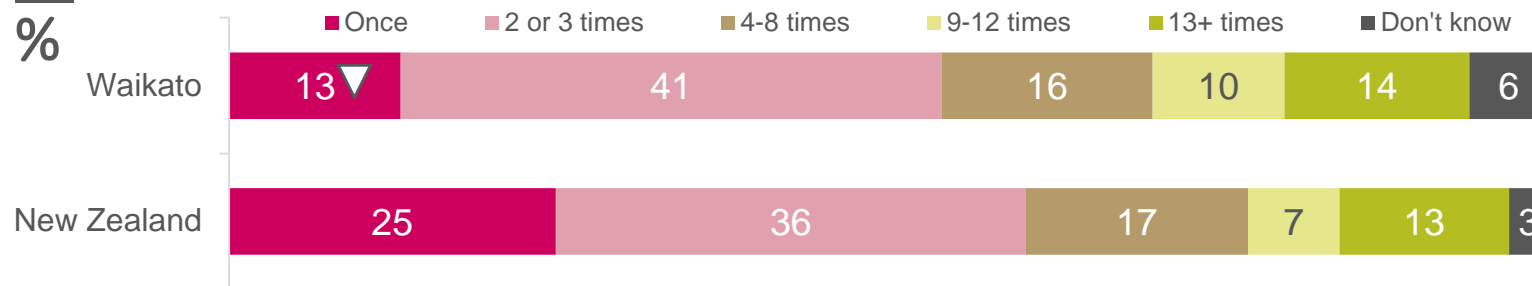
Of those who participate in the Māori arts, 24% do so on a regular basis (at least nine times in the last 12 months). This is similar to the proportion of all New Zealanders (20%).

Sub-group differences in the Waikato region:

Māori (41%) and women (14%) are more likely than average (10%) to have participated in the Māori arts in the last 12 months.

Base: All respondents: Waikato (513); New Zealand (6,101)

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

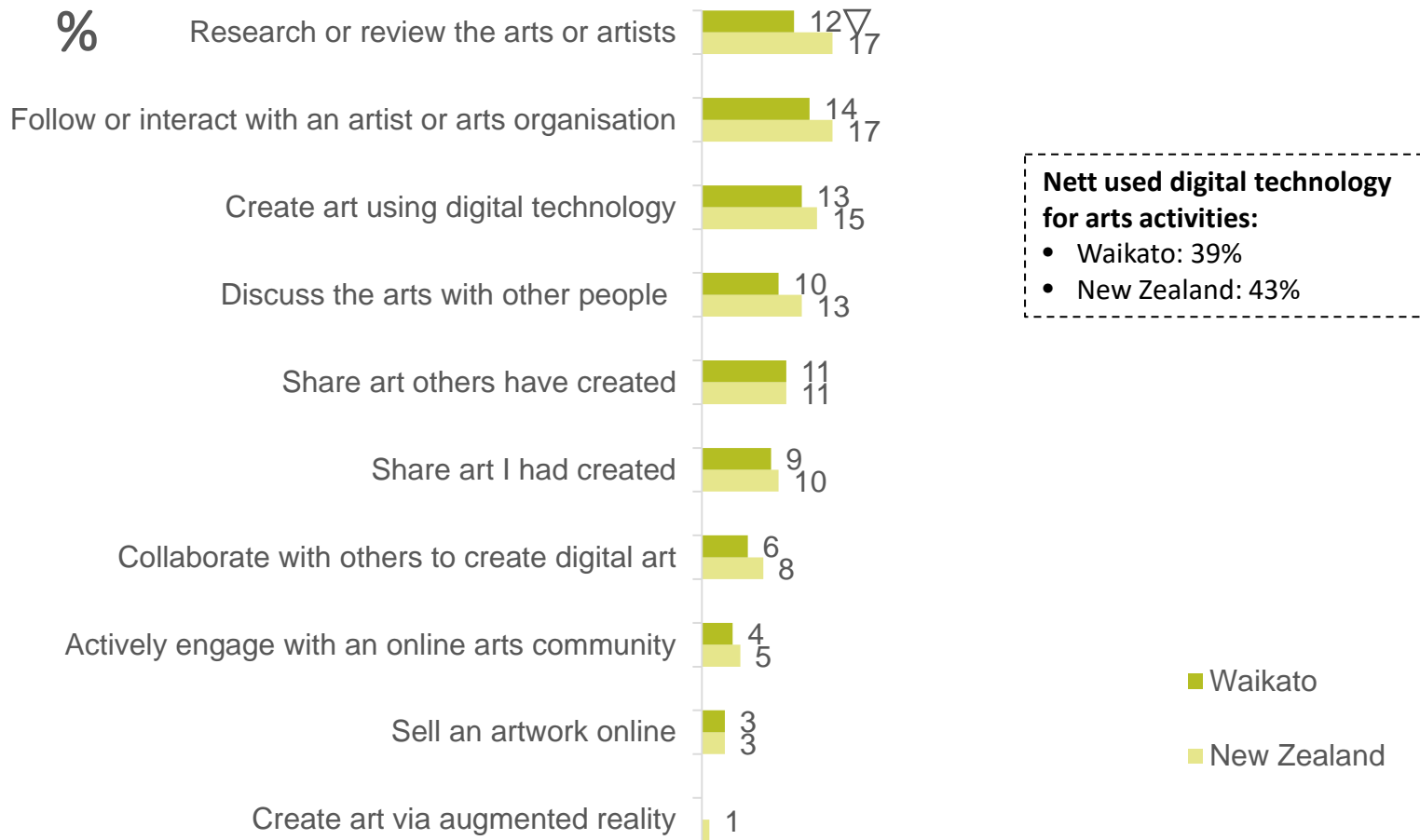


Base: All those who have participated in the visual arts - Waikato (54); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Use of digital technology for arts activities

Q In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



Nett used digital technology for arts activities:

- Waikato: 39%
- New Zealand: 43%

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

The most popular activities are following or interacting with an artist or arts organisation (14%), creating art using digital technology (13%), and researching or reviewing the arts or artists (12%).

Sub-group differences in the Waikato region:

Overall, young people aged 15 to 24 years (57%) and women (44%) are more likely than average (39%) to have participated in any type of digital art in the past 12 months.

When looking at specific digital arts activities:

Young people aged 15 to 24 years are more likely than average to create art using digital technology (29% vs. 13%) and share their own art work (17% vs. 9%).

Women are more likely than average to follow or interact with an artist or arts organisation online (20% vs. 14%).

Asian New Zealanders are more likely than average to actively engage with an online arts community (11% vs. 4%).

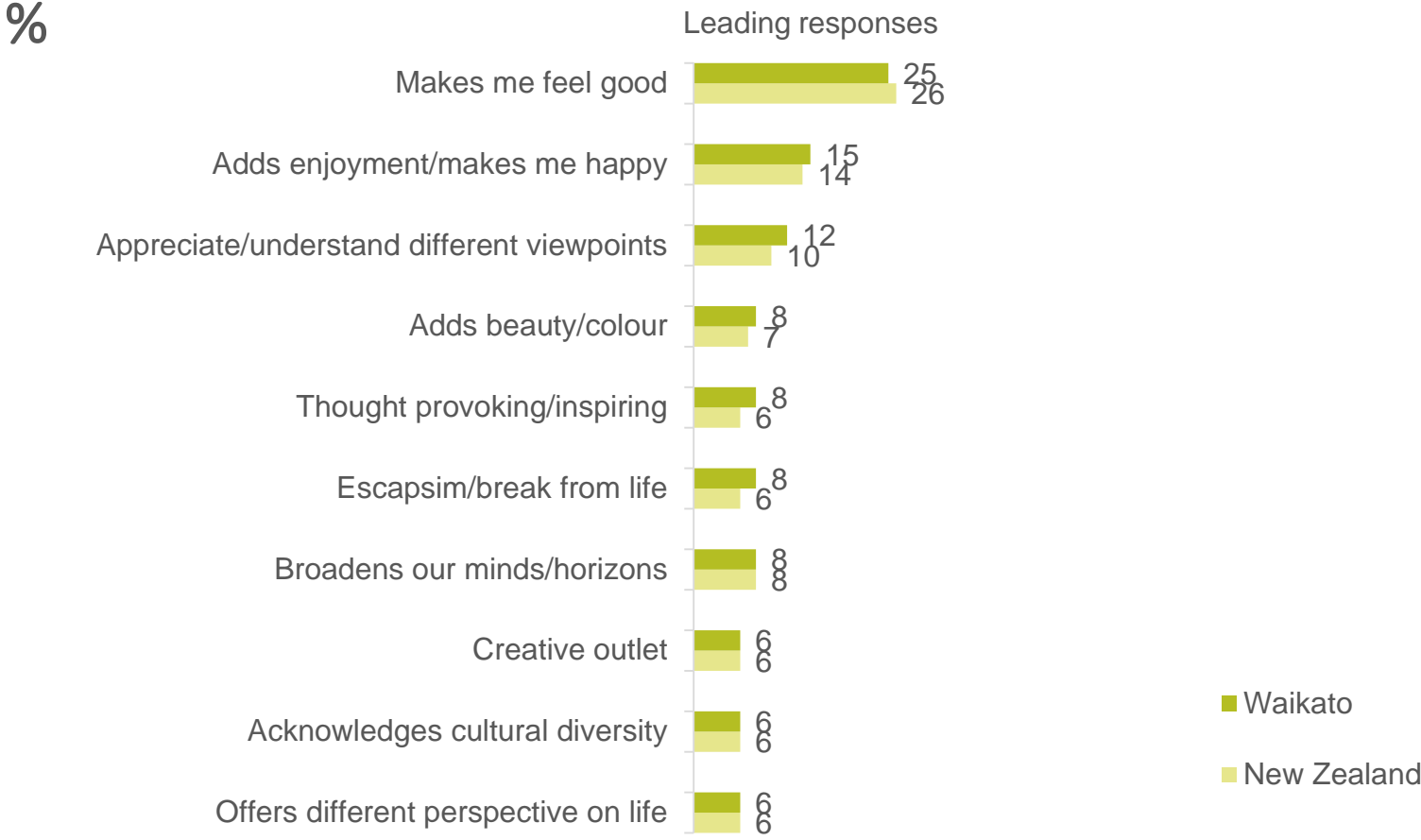
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Waikato (513); New Zealand (6,101)



ADVOCACY OF THE ARTS

Reasons why the arts improve how New Zealanders feel about life

Q You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked the follow-up question for one of them.

The chart opposite shows the leading responses. The top two reasons why Waikato residents feel the arts improves their outlook on life is that the arts make them feel good (25%) and make them happy (15%).

There are no statistically significant differences in the proportion mentioning each response between those living in the Waikato region and all New Zealanders.

Makes me empathetic, more open to different views.

Going to theatre or shows makes me feel happy and amazed at how talented some people are. Art work done well is a thing of beauty.

Arts bring inspiration, wonder, joy, thoughtfulness etc. into the shared experience of humanity.

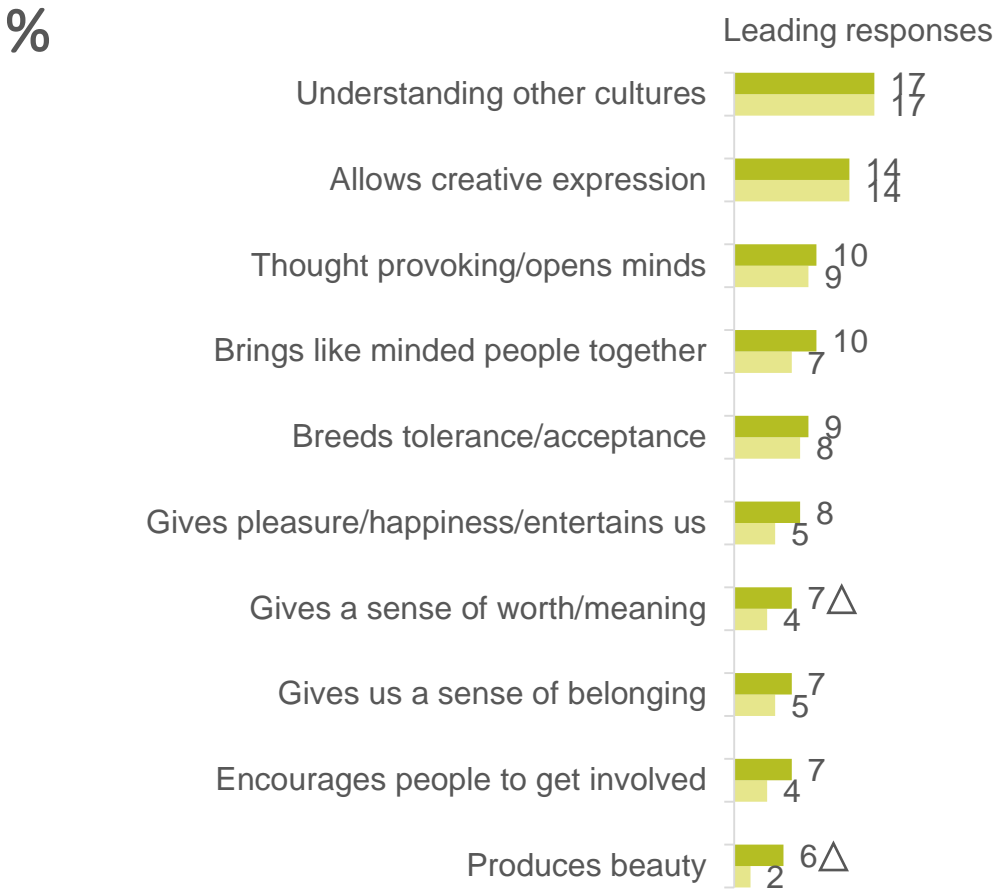
They make me buzz with excitement and inspiration and feel good about life.

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Waikato (119); New Zealand (1,397)

Reasons why the arts improve society

Q You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



Δ ∇ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Waikato (179); New Zealand (2,323)

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

The top two reasons are that the arts enable greater understanding of other cultures (17%) and allow creative expression (14%).

The proportion of Waikato residents who say the arts improve New Zealand society because they give a sense of worth or meaning is higher than for all New Zealanders (7% vs. 4%), as is the proportion who say it improves society because it produces beauty (6% vs. 2%).

“

I believe Māori and Pasifika art forms help bring us closer together through culture and a shared appreciation for communities. Art forms such as kapa haka are very important for bringing communities together in a shared appreciation of a beautiful dance.

They bring people together to celebrate the beauty of life, the natural world and creativity. They stimulate thought and discussion and raise individual and collective consciousness. New Zealand artists exert a positive influence which elevates the status of the arts they represent and this contributes to a sense of national pride.

”



WAIKATO REGION

Questions in this section of the report were designed specifically for Creative Waikato

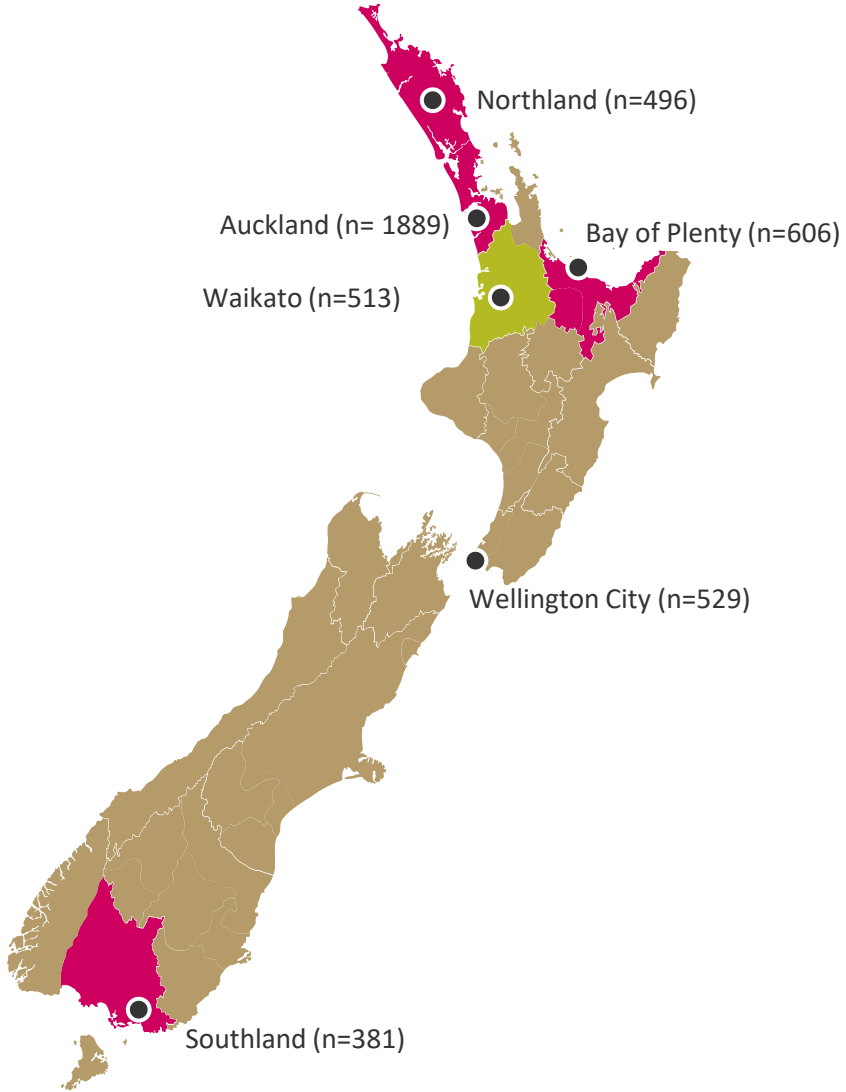
Waikato region questions

HOW TO INTERPRET THIS SECTION

The Waikato is one of six regions or cities (including Auckland, Bay of Plenty, Southland, Northland, and Wellington City) that commissioned additional questions to the main survey to further explore how residents engage with the arts. This section of the report presents the findings of these additional questions.

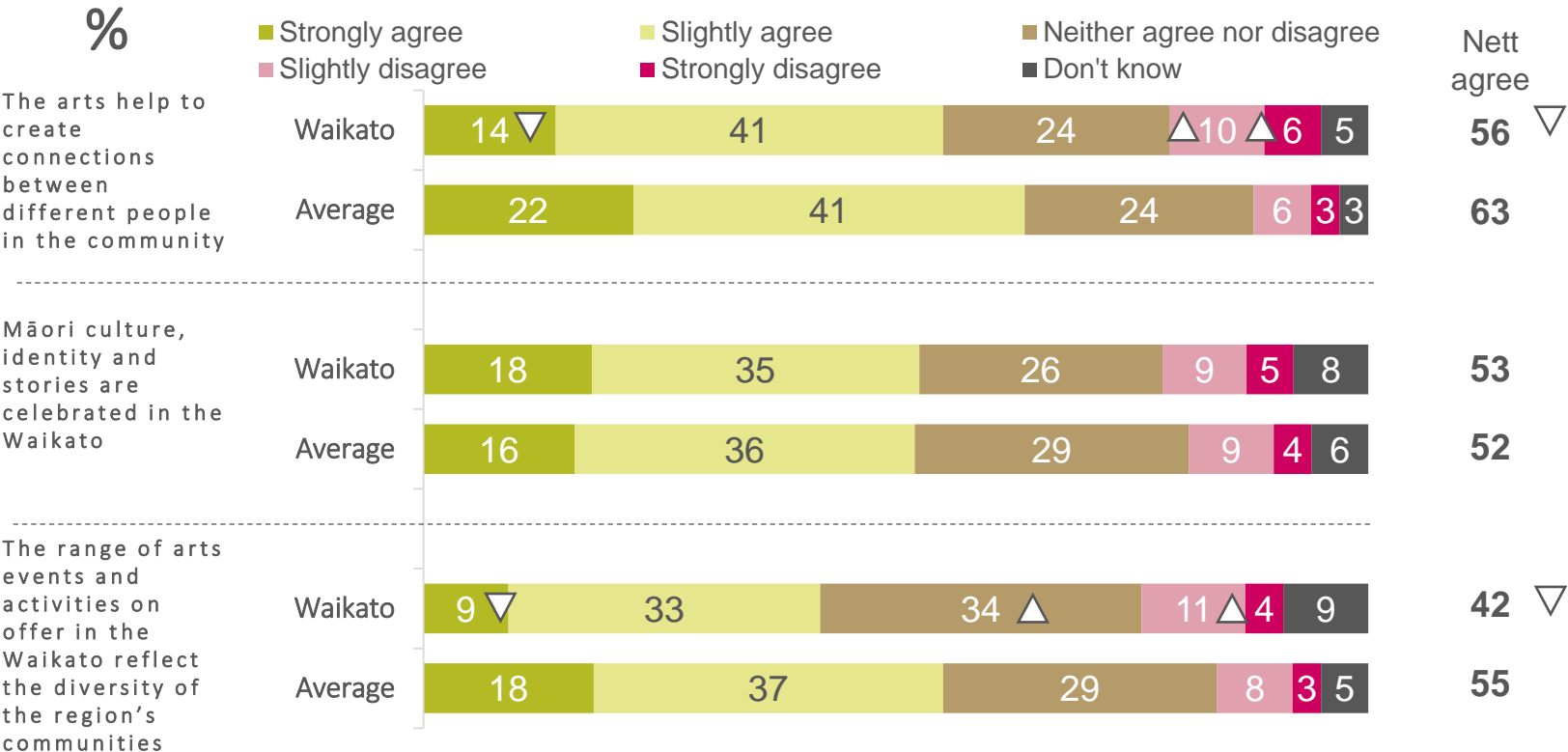
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities in which the same question was asked. The specific regions or cities included in the averages are detailed on each slide.

Due to its population size, Auckland has a strong bearing on the weighted average (when included).



Perception of the arts in the Waikato: Cultural diversity and the arts

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



There is evidence to suggest that the majority of residents believe the arts in the Waikato celebrate diversity, encourage tolerance, and brings together the community.

Fifty-six percent of residents agree the arts help to create connections between different people in the community. This is lower than the average (63%). Fifty-three percent agree Māori Culture, identity, and stories are celebrated in the Waikato region.

In addition, four in ten (42%) agree the range of arts events and activities on offer in the Waikato reflect the diversity of the region's communities. This is lower than the average (55%).

It should be noted that many of those who do not share these positive views hold a neutral position, rather than a negative one.

Sub-group differences in the Waikato region:
 Women are more likely than average to agree the arts help to create connections between different people in the community (61% vs. 56%)

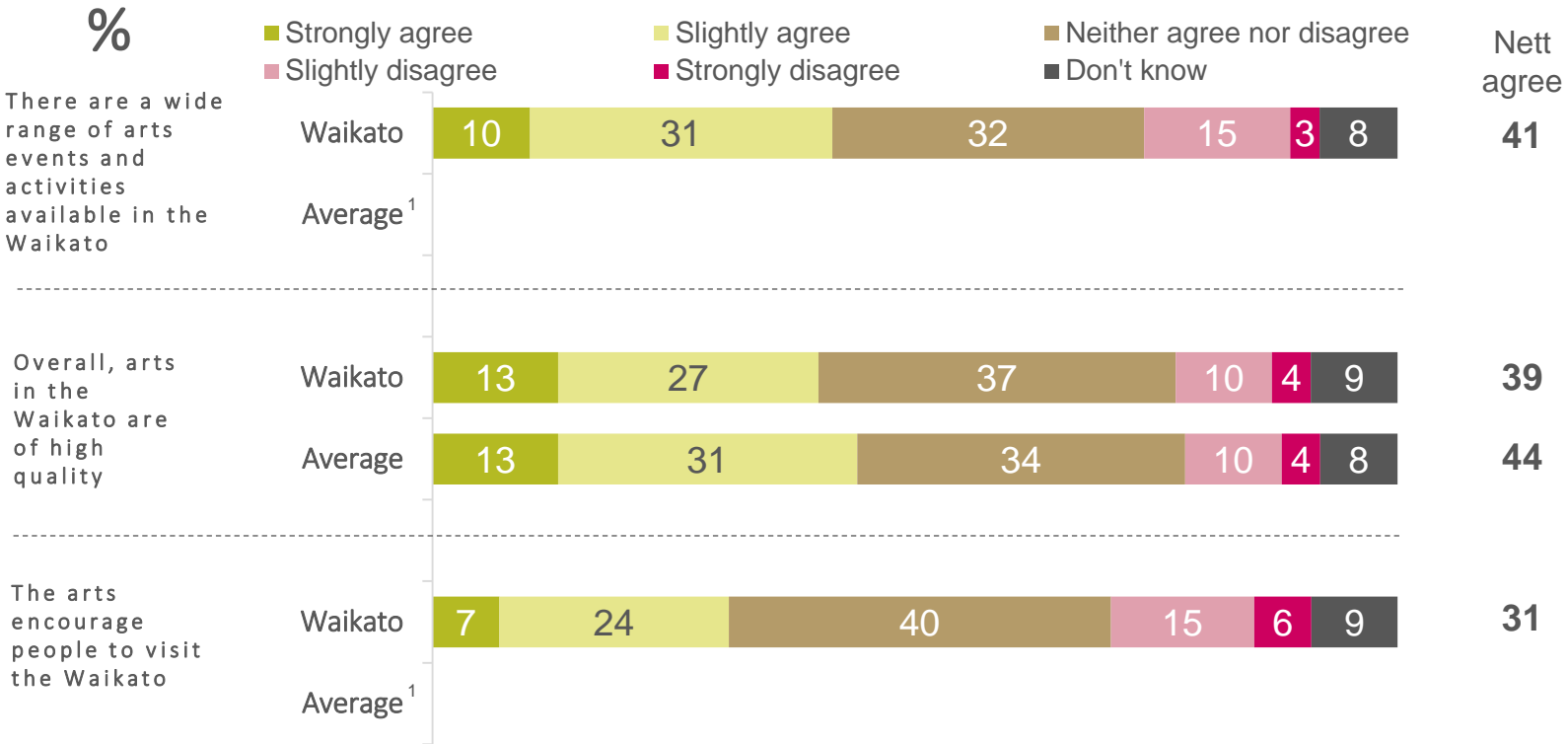
△▽ = significantly higher / lower than the average

Base: All respondents: Waikato (513); average (3885)

Note: Average is made up of Auckland, Bay of Plenty, Northland, Southland, and Waikato regions

Perception of the arts in the Waikato: Range and quality of arts events and activities

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



Four in ten (41%) Waikato residents agree that there are a wide range of arts events and activities in the Waikato.

In addition, 39% agree the arts in the Waikato are high quality. This compares to 59% of residents who agree the arts in New Zealand are of high quality. This discrepancy in agreement indicates there is more to do to promote a flourishing arts scene in the Waikato region.

Three in ten (31%) residents agree that the arts encourage people to visit the Waikato. It could be that other attractions (such as the natural environment and Hobbiton movie set) are seen as having greater pulling power.

It is worth noting that, for all statements, a large proportion of respondents gave a neutral answer. This may be due to low awareness of what arts events and activities are available in the Waikato region.

Sub-group differences in the Waikato region:

Low income households, earning up to \$30,000 per annum (51%), older people aged 70 and over (51%), and women (44%) are more likely than average (39%) to agree that the arts in the Waikato are high quality. Conversely, Asian New Zealanders are less likely to agree with this (26%).

Low income households, earning up to \$30,000 per annum (46%) and older people aged 70 and over (42%) are more likely than average (31%) to agree that the art encourages people to visit the Waikato.

Young people aged 15 to 29 are less likely than average to agree that there is a wide range of arts events and activities available in the Waikato (27% vs. 41%)

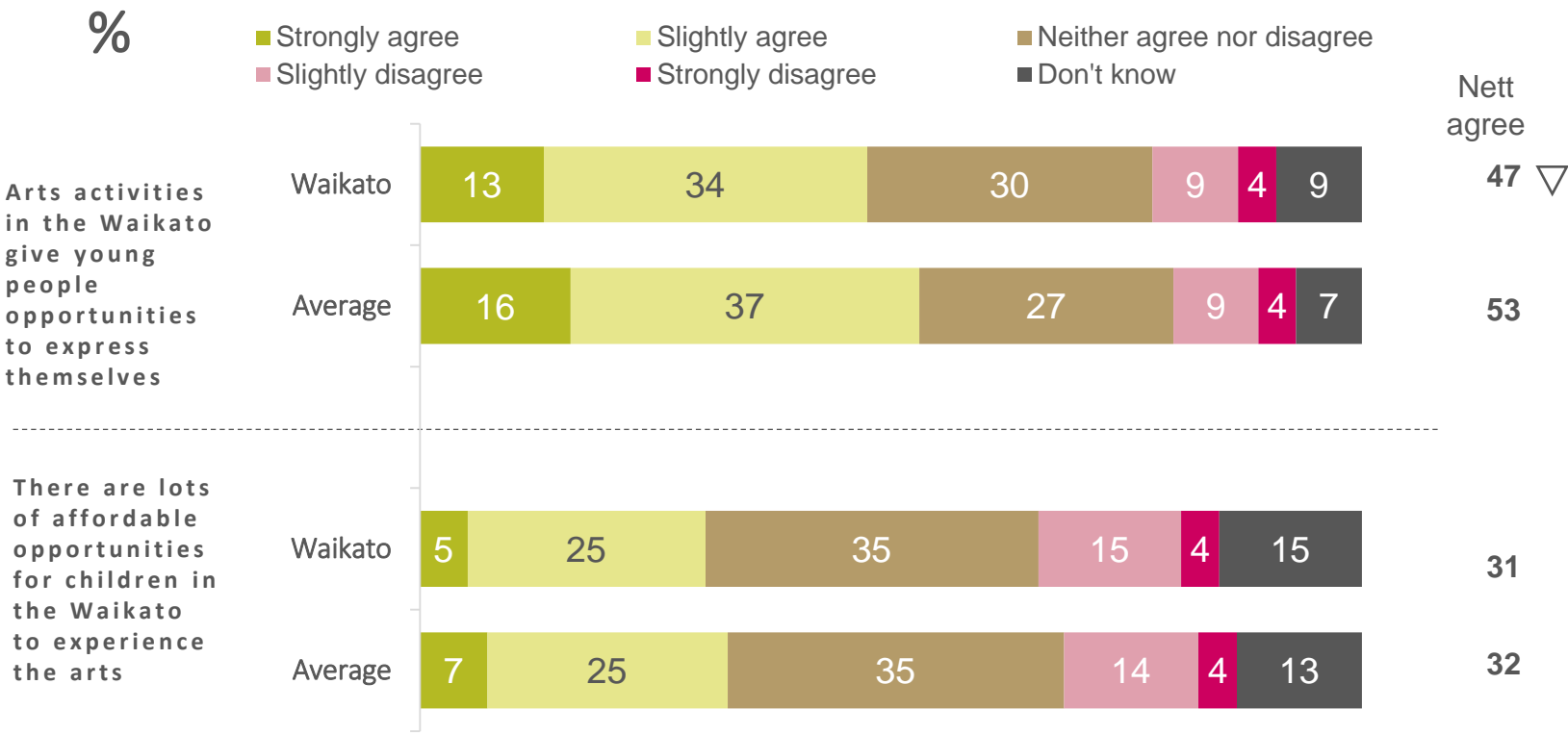
△▽ = significantly higher / lower than the average

Base: All respondents: Waikato (513); average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland, and Waikato regions. (1) Question not asked of other regions or cities, therefore no average is available for these questions.

Perception of the arts in the Waikato: Opportunities for children

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



Half (47%) of Waikato residents agree that the arts activities available in the Waikato give young people an opportunity to express themselves. This is less than the national average (53%).

In addition, three in ten (31%) agree that there are lots of affordable arts opportunities for children in the Waikato. This compares to 19% who disagree, indicating more could be done to extend this.

Sub-group differences in the Waikato region:

Older people aged 70 plus (60%) and women (53%) are more likely than average (47%) to agree that arts activities in the Waikato give young people opportunities to express themselves.

Older people aged 70 plus are also more likely than average to agree that there are a lot of affordable opportunities for children in the Waikato to experience the arts (44% vs. 31%). Arguably this group is less likely than others to have an accurate idea of the cost of children's arts activities. Younger people did not differ in their attitudes from the average in Waikato.

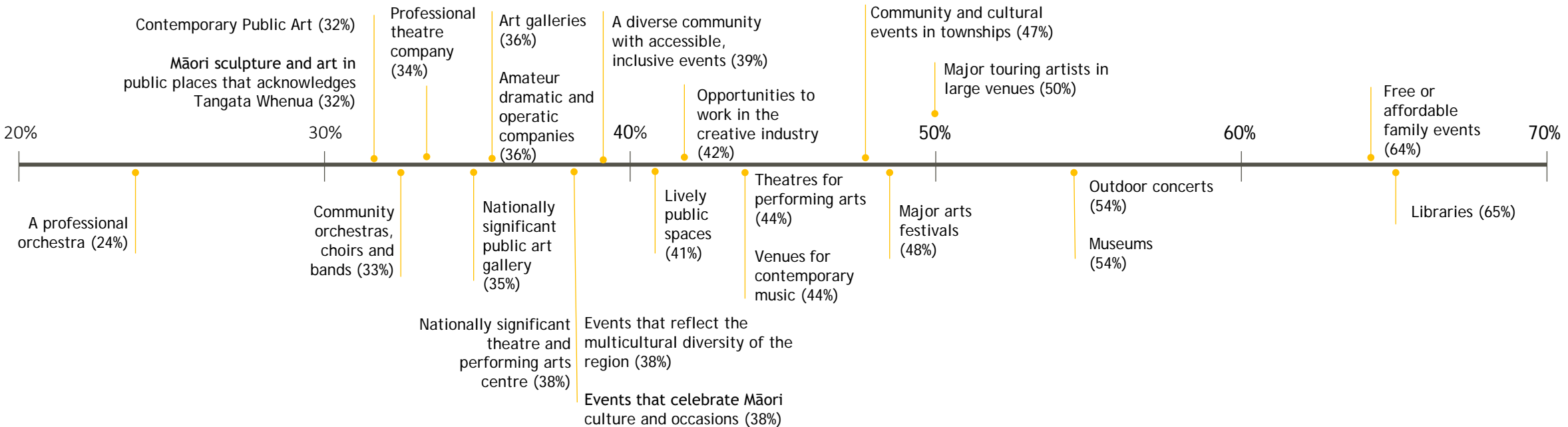
△▽ = significantly higher / lower than the average

Base: All respondents: Waikato (513); average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland, and Waikato regions

What residents think is important to making the Waikato a great place to live

Q How important, or not, is the following in making the Waikato a great place to live? % very / extremely important



Places or events which people visit or attend more frequently and are affordable and family-orientated are rated as important by the largest proportion of Waikato residents. The top two things Waikato residents view as being important to making the region a great place to live are it's libraries (65%) and free and affordable family events (64%).

Sub-group differences in the Waikato region for the top 4 events or places are summarised below:

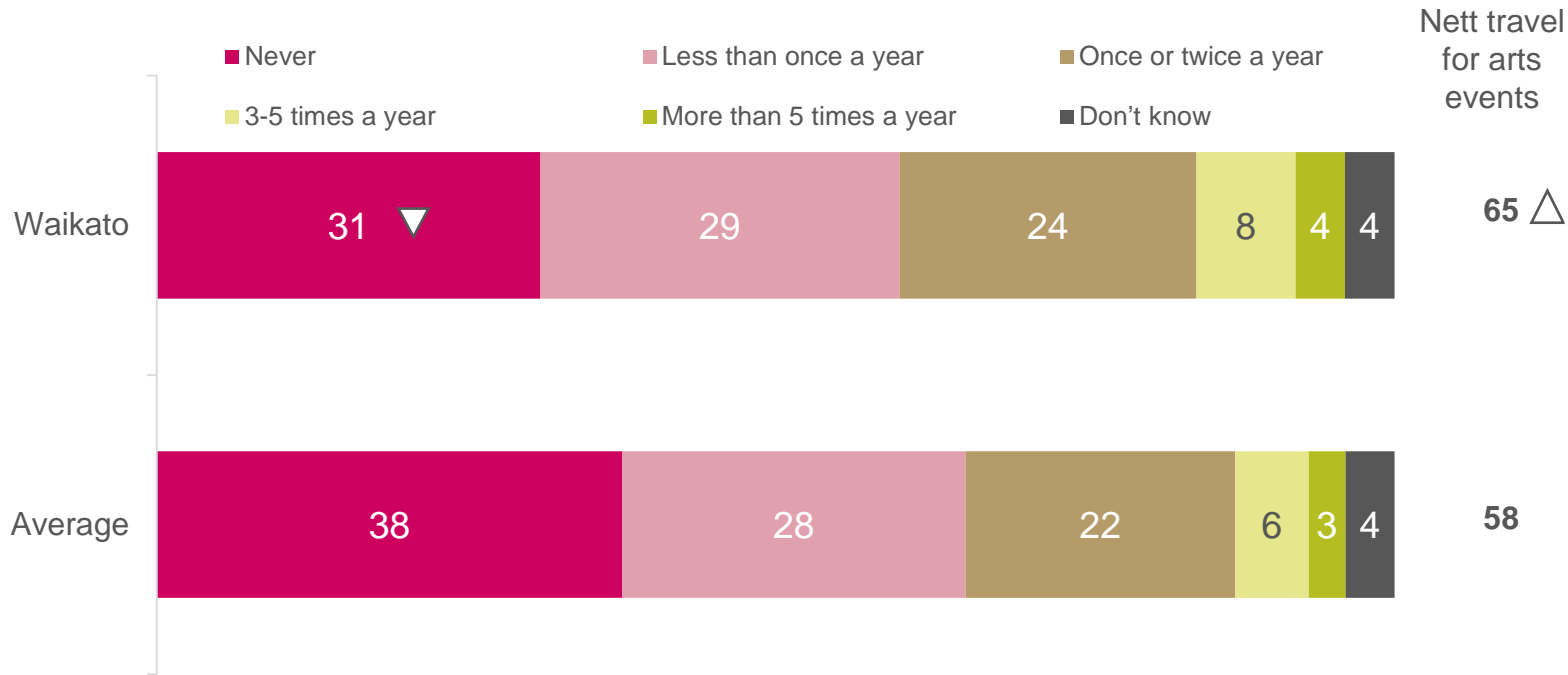
- Libraries (65%): older people aged 60 to 69 years (81%) and women (71%)
- Free or affordable family events (64%): households with 4 people (79%) and women (74%)
- Museums (54%): women (60%)
- Outdoor concerts (54%): women (63%), people aged 30 to 39 years (64%)

Base: All respondents: Waikato (513)

Frequency of travel for arts events

Q How often do you travel out of the Waikato for arts events?

%



Two thirds (65%) of Waikato residents travel outside of the Waikato region for arts events. This level of travel is higher than average (58%). This may be partly due to the close proximity of Auckland city which hosts many arts events.

While many Waikato residents do travel for arts events, the majority do so infrequently. Three in ten (29%) residents travel less than once per year; a further quarter (24%) travel only once or twice per year.

Sub-group differences in the Waikato region:

Older people aged 60 to 69 years (81%) and women (72%) are more likely than average (65%) to travel outside of the region for arts events. Conversely, men (58%) and young people aged 15 to 29 years (54%) are less likely than average to travel for arts events.

△▽ = significantly higher / lower than the average

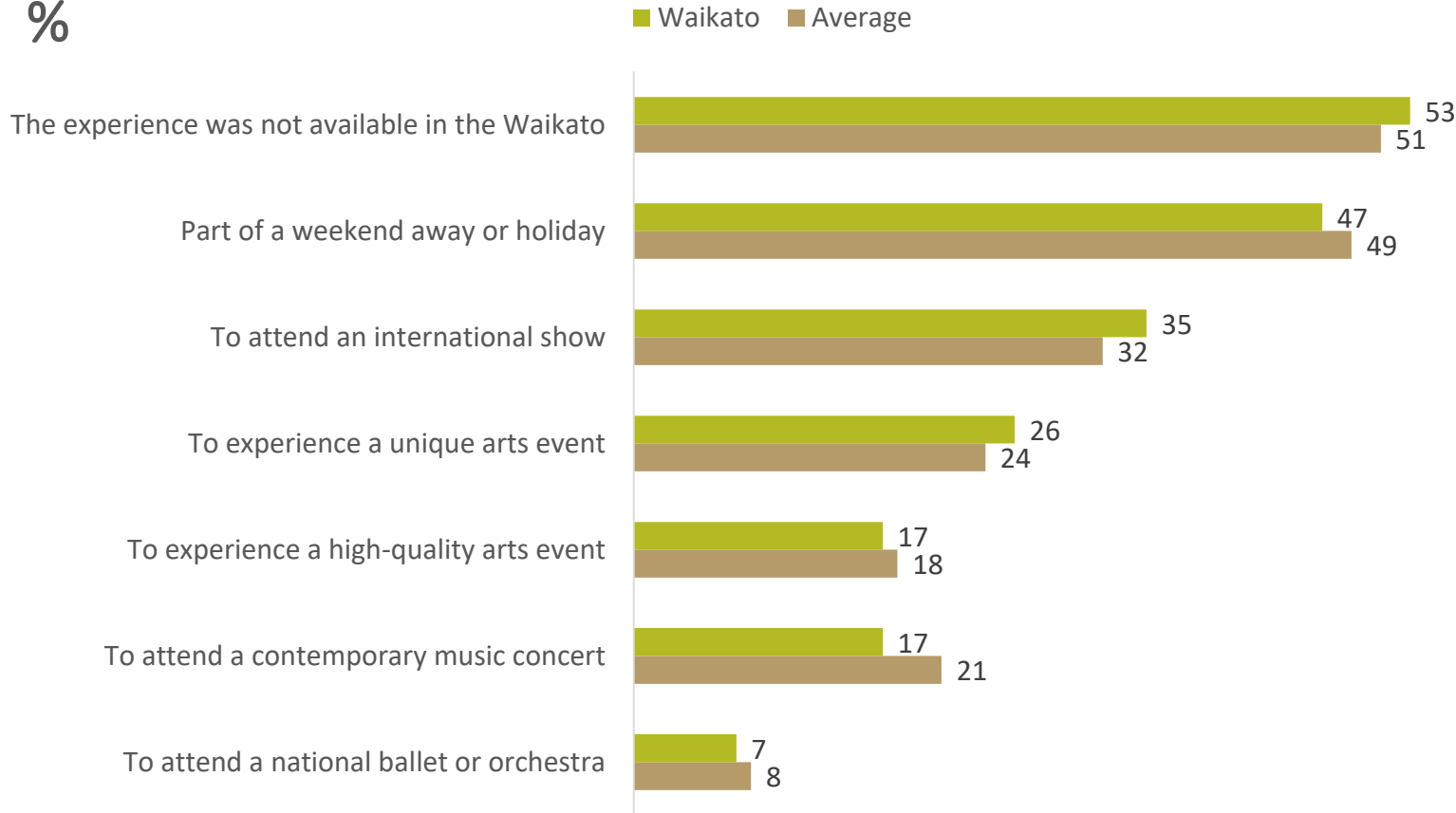
Base: All respondents: Waikato (513); average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland, and Waikato regions

Frequency of travel for arts events

Q Why do you travel outside of the Waikato for arts events?

%



Of those Waikato residents who travel for arts events, just over half (53%) do so because the experience is not available in the Waikato.

In addition, 47% do not travel with the sole purpose of seeing a particular arts events, rather they go to arts events as part of a weekend away or holiday.

Reasons for travelling are consistent with the average.

Sub-group differences in the Waikato region:

New Zealand Europeans are more likely than average to say they travel because the experience is not available in the Waikato region (57% vs. 53%). Māori are less likely to give this reason for travelling (38%).

Middle aged people, aged 40 to 49 years are more likely than average to travel as part of a weekend away or holiday (65% vs. 47%)

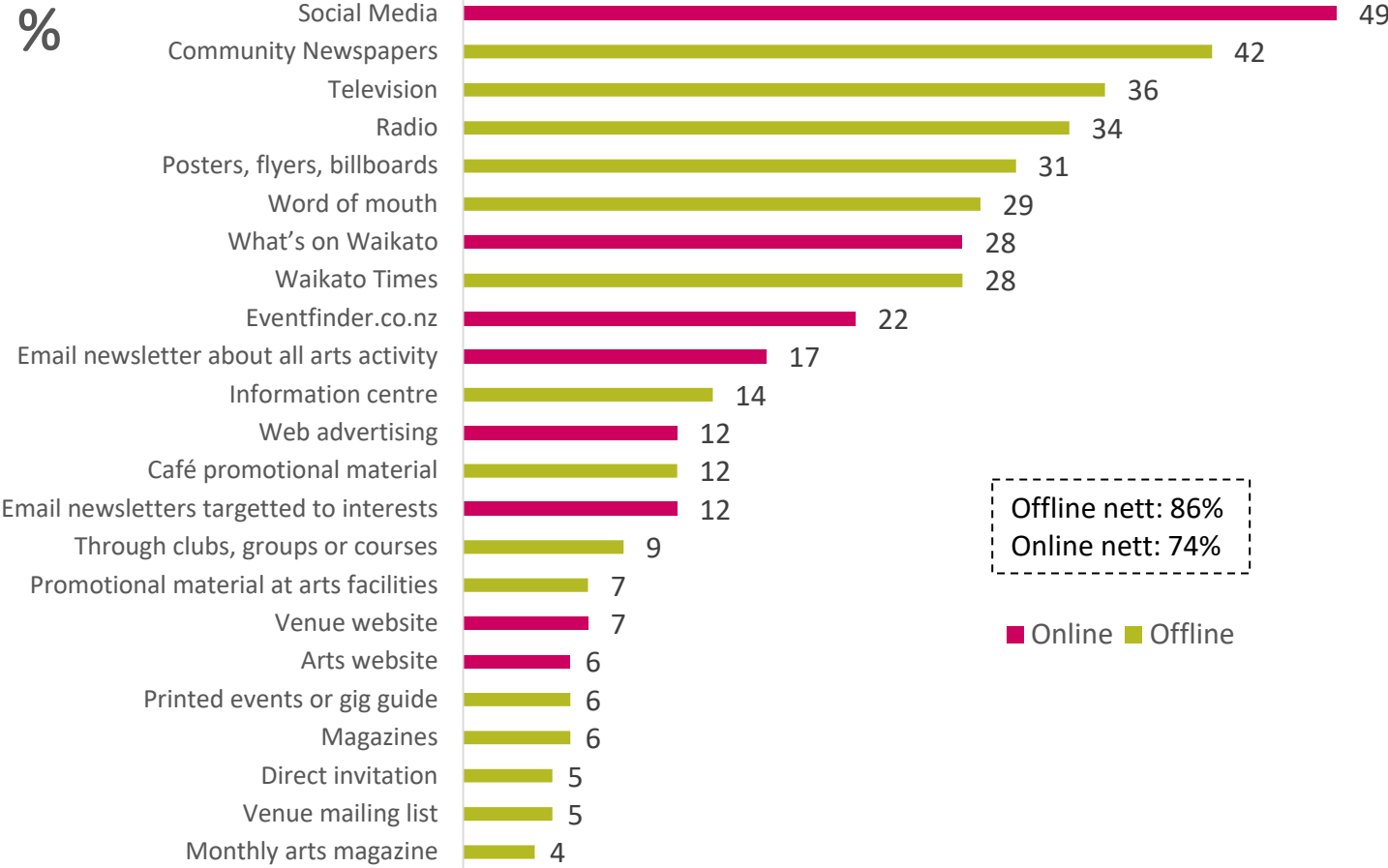
△▽ = significantly higher / lower than the average

Base: All respondents who travel outside of the region they live in for arts events: Waikato (334); average (1143)

Note: Average is made up of Bay of Plenty, Northland, Southland, and Waikato regions

Preference for finding out about arts events and activities

Q How would you prefer to find out about arts events and activities in the Waikato?



There is greatest preference for finding out about arts events and activities through social media (49%), this is followed by community newspapers (42%).

In total, 86% of Waikato residents would like to find out about arts events and activities through at least one of the offline options (e.g. community newspaper), and 74% would like to find out through at least one of the online options.

Sub-group differences in the Waikato region:

Women are more likely than average to want to find out about the arts in the Waikato region via an online channel (81% vs. 74%).

Specific channels appeal more or less to certain types of people (differences for top 5 channels only)

Social media (49%): Appeals more to people aged 30-39 years (64%), Maori (61%), and Women (58%). Appeals less to men (41%), Asian New Zealanders (35%), and people aged 70 plus (15%)

Community newspapers (42%): Appeals more to people aged 60 plus (67%), and lower household incomes of less than \$50,000 per annum (54%). Appeals less to young people aged 15 to 29 years (17%), and high income households earning more than \$120,000 per year (26%).

Television (36%): Appeals more to older people aged 60 plus (53%). Appeals yes to younger people aged 15 to 29 years (23%) and Asian New Zealanders (9%).

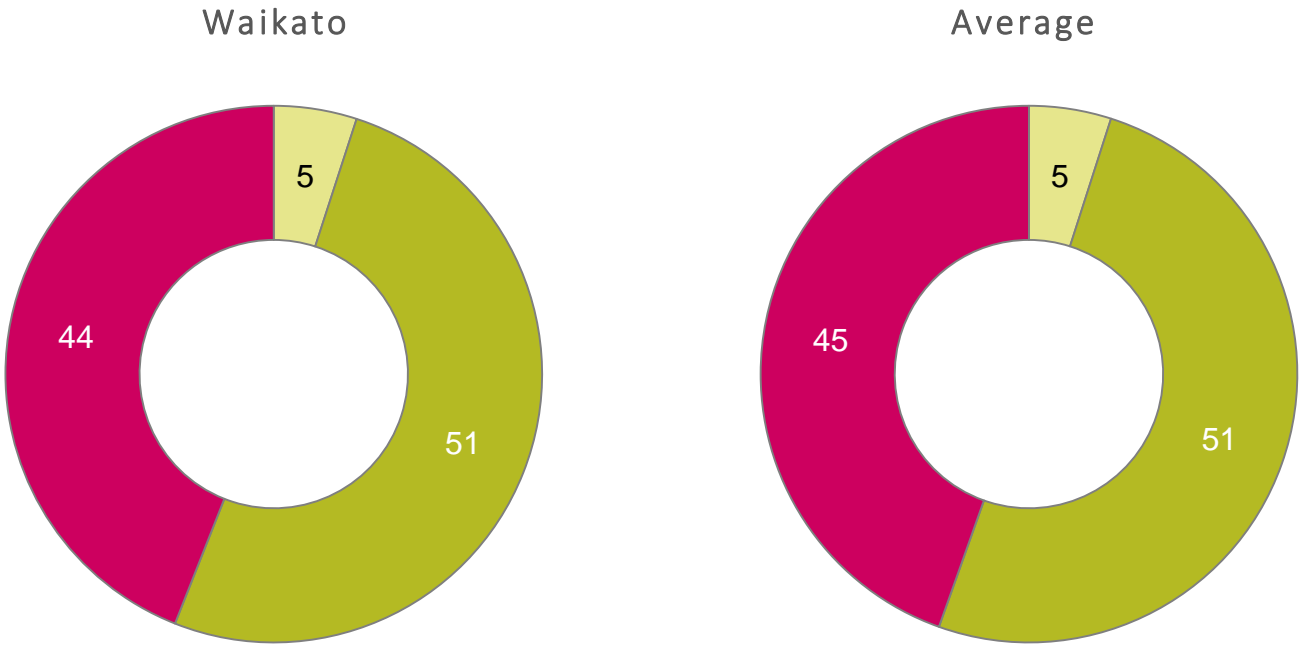
There are no subgroup differences for radio or posters, flyers and billboards.

Base: All respondents living in the Waikato: Waikato (513)

Satisfaction with participation

Q Would you say you take part in the creative arts...

%



■ More than you would like
 ■ About as much as you would like
 ■ Less than you would like

△▽ = significantly higher / lower than the average

Base: All respondents: Waikato (513); average (1996)

Note: Average is made up of bay of Plenty, Northland, Southland, and Waikato regions

Half (51%) of Waikato residents are taking part in the arts as much as they desire. However, 44% are participating less than they would like, suggesting that there is opportunity for future growth in the arts in the Waikato.

Very few residents are participating in the arts more than they desire (5%).

Satisfaction with participation in the arts is consistent with the average.

Sub-group differences in the Waikato region:

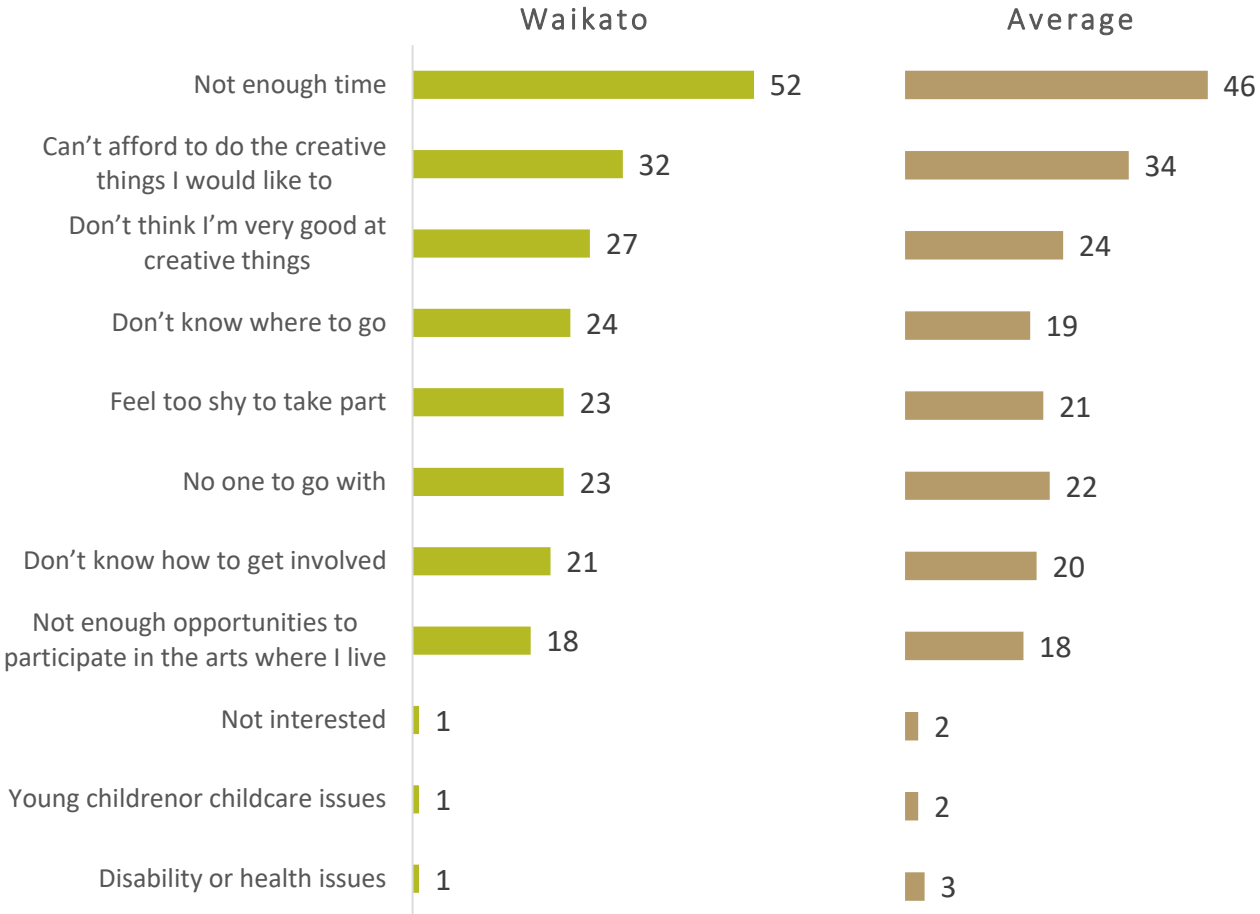
People who identify as Māori (57%) and women (52%) are more likely than average (44%) to say they are participating less than they would like.

On the other hand, men are more likely than average to say they are participating about as much as they would like (58% vs. 51%), and more than they would like (8% vs. 5%)

Barriers to taking part more often

Q What stops you from taking part in the arts more often?

%



For Waikato residents that participate in the arts less than they would like, the main barrier to being more involved is not having enough time (52%), followed by affordability (32%), and self-doubt about creative ability (27%).

Barriers to participation are consistent with the average.

Sub-group differences in the Waikato region:

Young people aged 15 to 29 years are more likely than average to say that having no one to go with stops them from taking part more often (37% vs. 23%).

Women are more likely than average to say that not knowing where to go stops them from taking part more often (30% vs. 24%)

△▽ = significantly higher / lower than the average

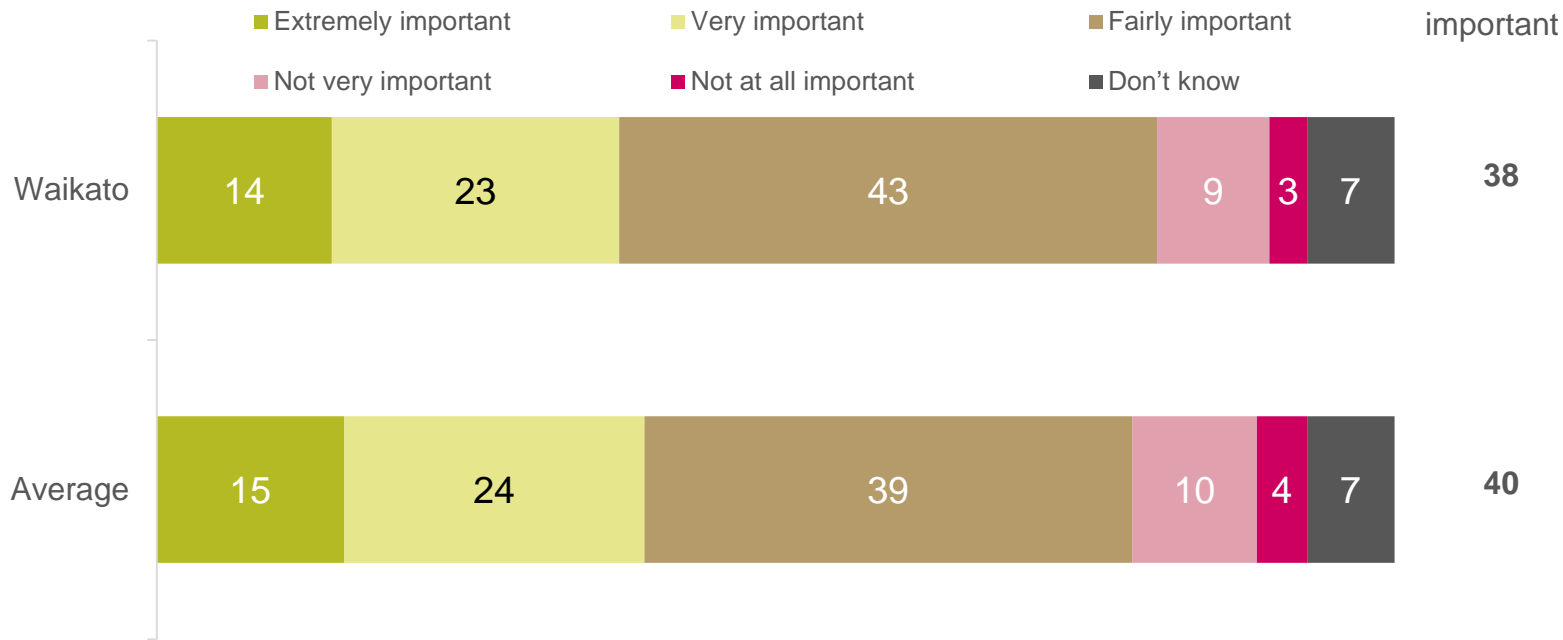
Base: All respondents who take part in the arts less often than they would like: Waikato (227); average (914)

Note: Average is made up of bay of Plenty, Northland, Southland, and Waikato regions

Importance of arts and culture to Waikato's identity

Q Finally, how important are the arts and culture to Waikato's identity as a region?

%



Nearly four in ten (38%) Waikato residents feel the arts and culture are very or extremely important to the region's identity. A similar proportion believe that the arts are fairly important (43%).

A small minority do not feel the arts are important to the Waikato's identity (12%). These people may view other things (such as farming) as more important to the region's identity.

Perceptions of the importance of the arts to the region's identity is similar to the average.

Sub-group differences in the Waikato region:

Māori are more likely than average to view the arts as important to the Waikato's identity (48% vs. 38%).

Young people aged 15 to 29 years are less likely than average to think the arts are important to the region's identify (25% vs. 38%).

△▽ = significantly higher / lower than the average

Base: All respondents: Waikato (513); average (1996)

Note: Average is made up of bay of Plenty, Northland, Southland, and Waikato regions



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