

NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN ROTORUA

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 Rotorua. 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



206
ONLINE INTERVIEWS
With adults aged 15+
living in Rotorua



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 for Rotorua Lakes Council (and others) to purchase additional sample so they 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 Rotorua, quotas (or interviewing targets) were set by age within gender.

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

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 206 respondents the margin of error is up to +/- 6.8 percentage points.

We have used statistical tests to determine whether the survey findings between Rotorua 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 (△▽).

SUMMARY

Summary of key findings

OVERALL: Residents in Rotorua are engaged with the arts. They generally express more positive than negative attitudes about the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Rotorua are engaged with the arts (77%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (71%) or have **participated** in the arts in the last 12 months (56%).

Attendance is highest for the performing arts (47%), followed by the visual arts (39%) and craft and object art (35%). Attendance is lowest for literary arts (4%) which is lower than all New Zealanders (11%).

Participation is highest for the visual arts (27%) and craft and object art (26%). Participation is lowest for Pacific arts (5%).

While generally participation levels in the various art forms is lower than attendance, the reverse is true for literary arts (10% participation vs. 4% attendance).

ADVOCACY OF THE ARTS

In line with all New Zealanders, Rotorua 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 (75% agree), a chance to learn about different cultures (66%) and a life-enhancing experience (40%).

Residents also believe the arts benefit the nation. They improve New Zealand society (56% agree), contribute positively to the economy (54%) and help define who we are as New Zealanders (54%).

Recognition of these benefits, help explain why 53% agree the arts should receive public funding vs. 16% who disagree.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Rotorua residents (61%) agree some arts interest them but they still don't go much.

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

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

Social isolation can also prove a barrier, 44% indicated have someone to go with would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

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

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I cannot imagine life without music and art.

I drive past sculptures in our council parks and I think that they celebrate our city. We have art at the entrances to our city and it states that you are arriving into somewhere special.

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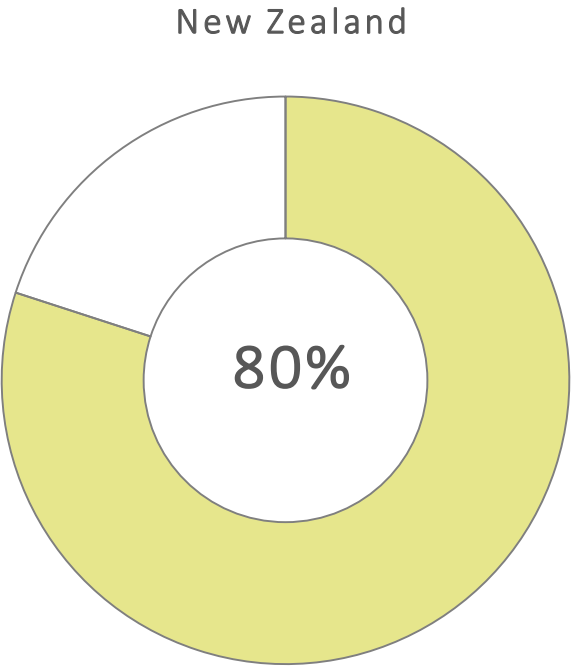
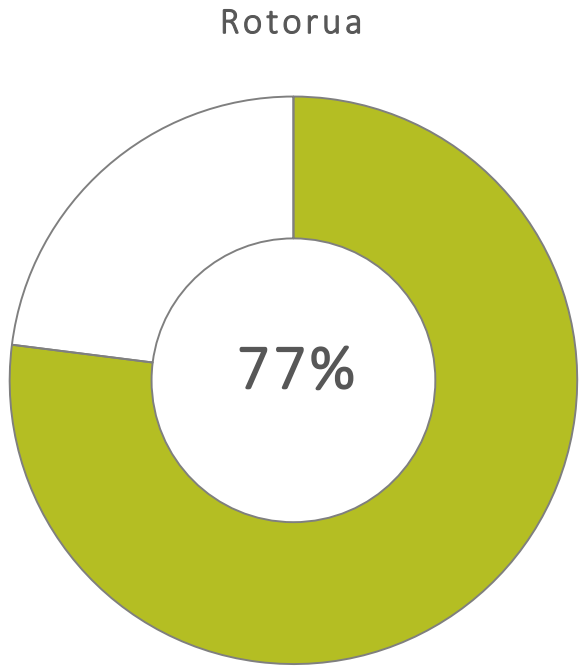


OVERALL ENGAGEMENT

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 net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

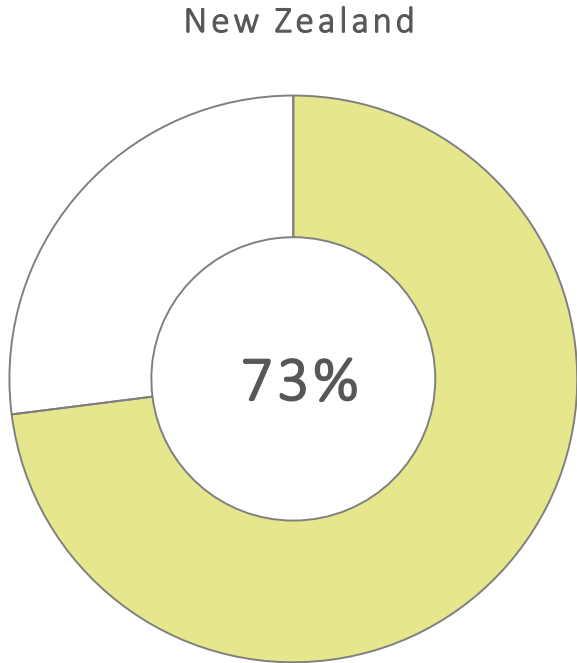
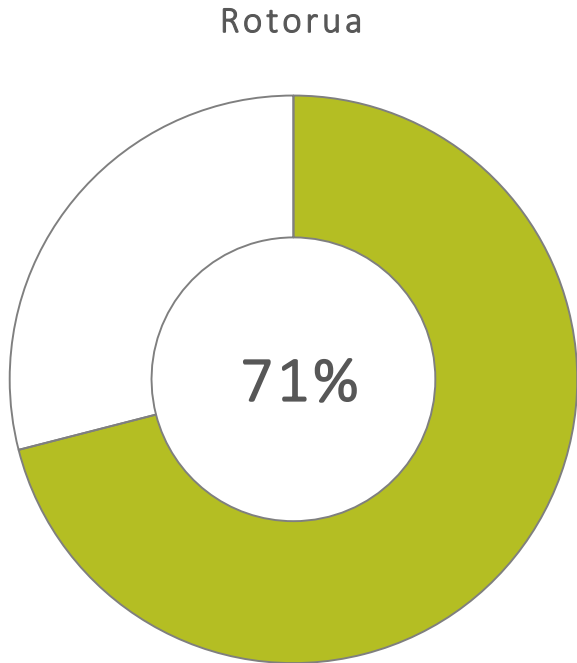
In total, 77% of residents in Rotorua engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

Sub-group differences in Rotorua:
Women are more likely than average to have engaged in the arts in the last 12 months (85% vs. 77%). Conversely, men are less likely to have engaged (68%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Rotorua (206); 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 71% of residents in Rotorua have attended at least one arts event or location in the last 12 months. This is consistent with all New Zealanders (73%).

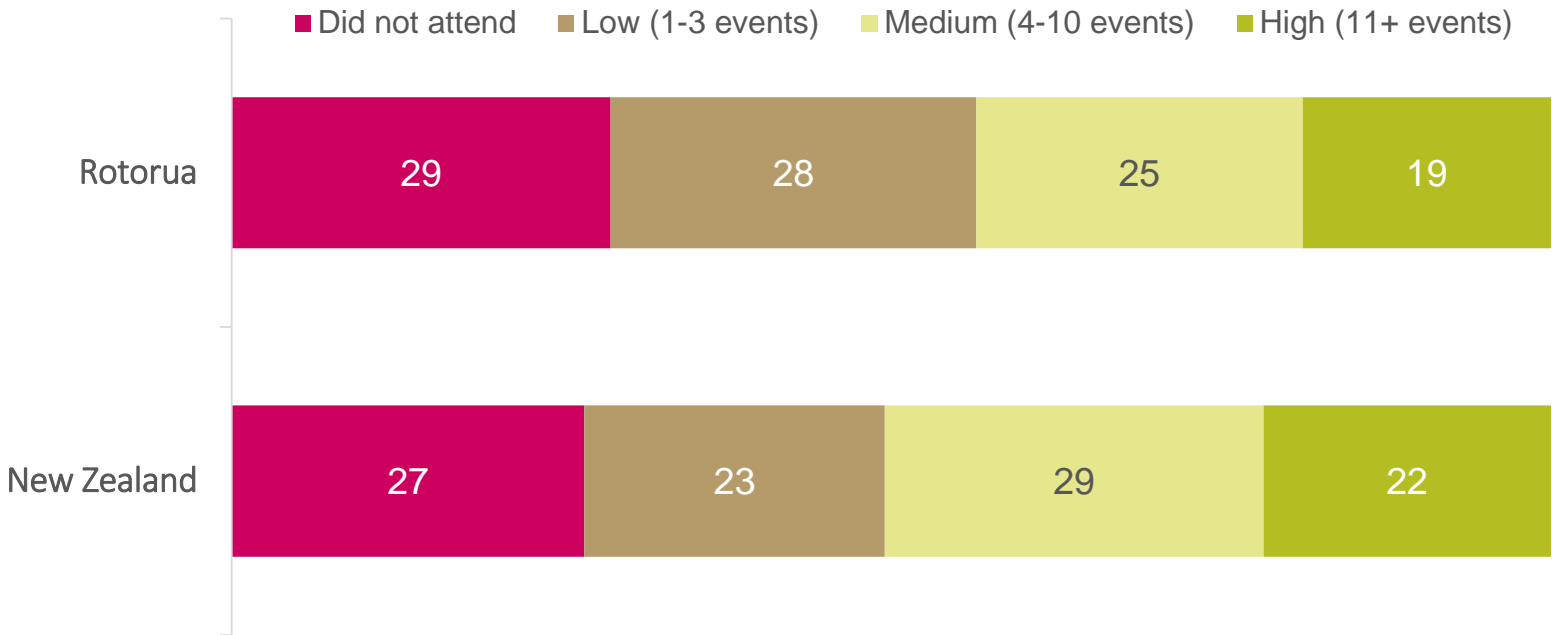
Sub-group differences in Rotorua:
Women are more likely than average to have attended the arts in the last 12 months (79% vs. 71%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Rotorua (206); 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

%



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

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

Sub-group differences in Rotorua:
 As already noted, women are more likely than average to have attended the arts in the last 12 months (79% vs. 71%). They are also more likely than average to be represented in the 'medium' group for frequency of attendance (31% vs. 25%).

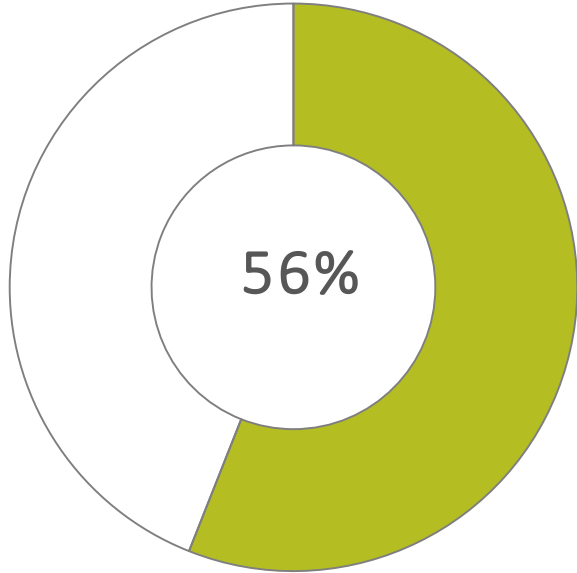
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); New Zealand (6,101)

Overall participation

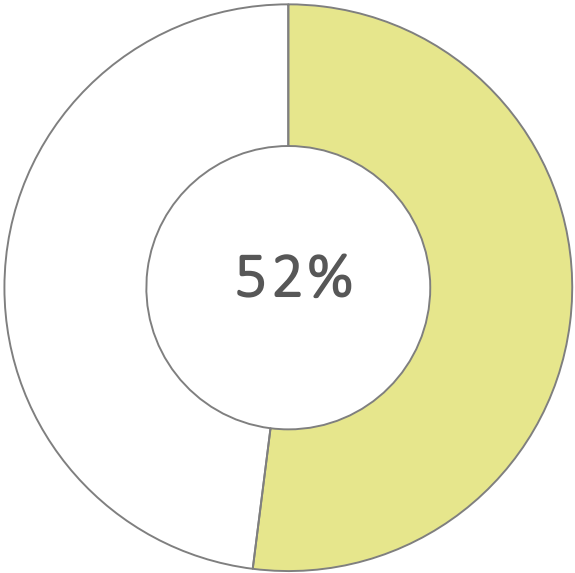
Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

A total of 56% of residents in Rotorua have attended at least one arts event or location in the last 12 months. This is consistent with all New Zealanders (52%). There are no sub-group differences of note.

Rotorua



New Zealand



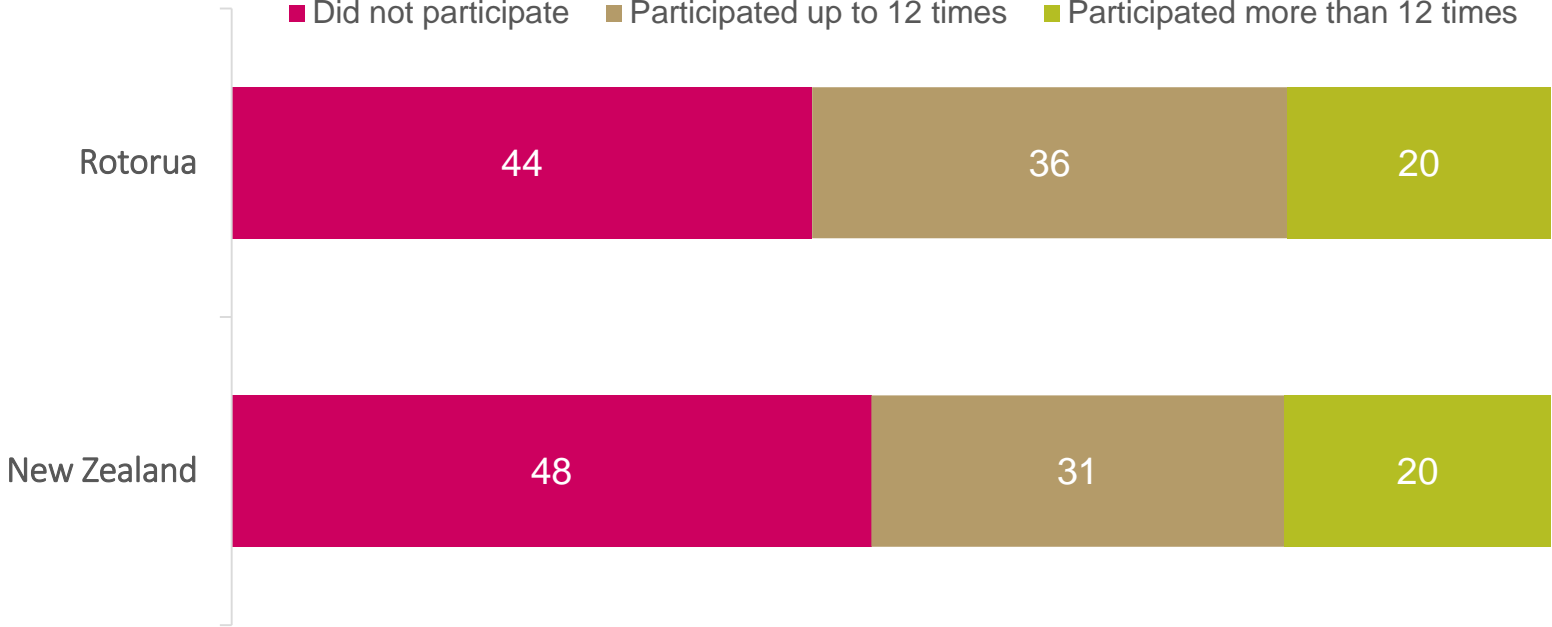
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Rotorua (206); New Zealand (6,101)

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

%

■ Did not participate ■ Participated up to 12 times ■ Participated more than 12 times



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

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

Sub-group differences in Rotorua:

Women are more likely than average to have participated in the arts in the last 12 months (27% vs. 20%).

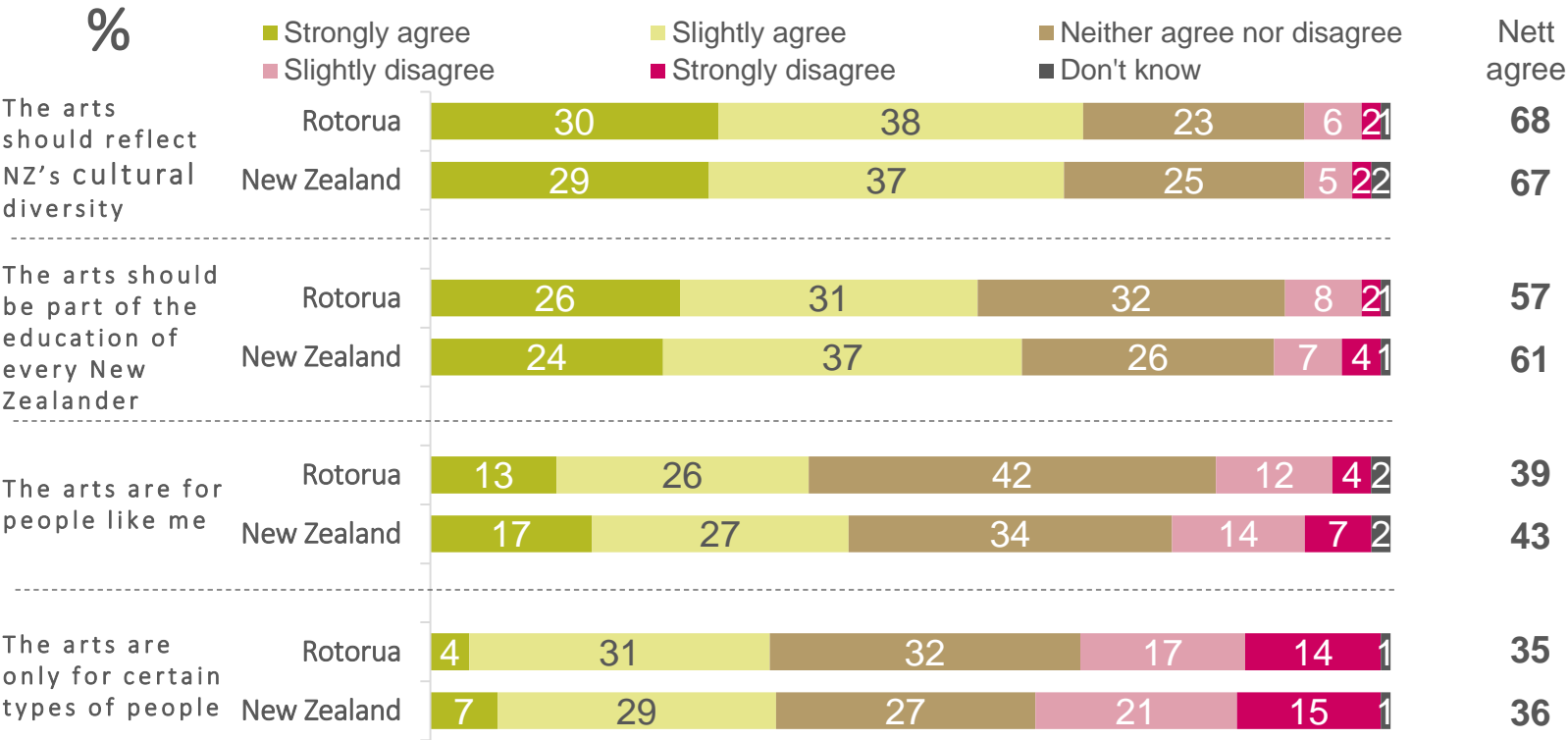
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Rotorua (206); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Rotorua residents for the arts to reflect New Zealand's cultural diversity and to be part of the education of every New Zealander.

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

There is a feeling the arts could be more inclusive. Thirty-nine percent agree the 'arts are for people like me', while 35% agree the arts are only for certain types of people.

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

Sub-group differences in Rotorua:

The following groups are more likely than average (68%) to agree the arts should reflect New Zealand's cultural diversity:

- Older people, aged 60+ (83%)
- Women (75%).

The following groups are more likely than average (57%) to agree the arts should be part of the education of every New Zealander:

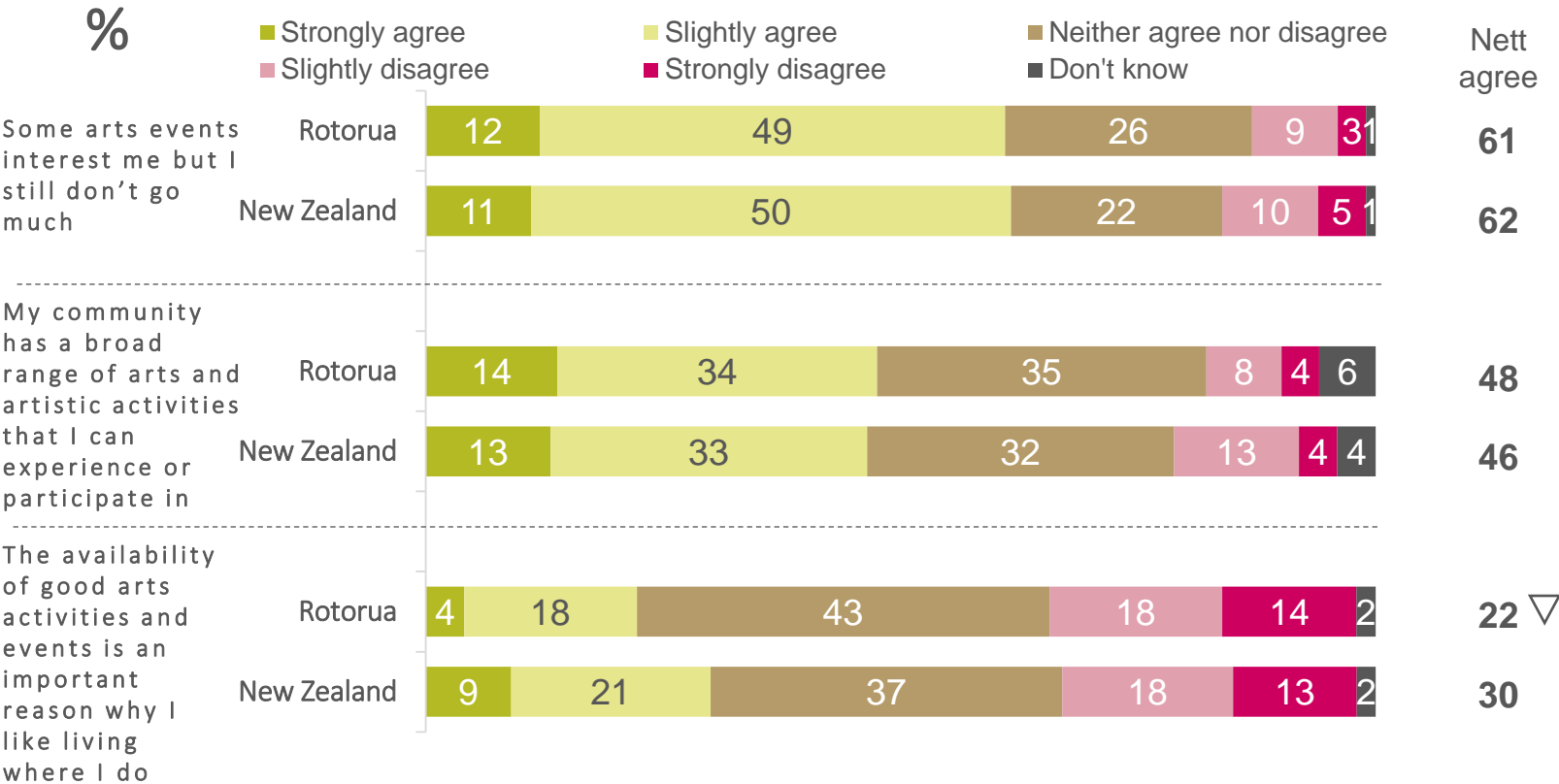
- Māori (78%)
- Older people, aged 60+ (71%)
- Women (65%).

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); 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. Three in five residents in Rotorua agree some arts events interest them but they still don't go much.

There is evidence that residents in Rotorua have access to a range of arts and artistic activities (48% agree with this). Only a minority disagree with this (11%), while a high proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

One in five residents (22%) feel the arts and arts activities is an important reason in why they like living in Rotorua. This is lower than all New Zealanders (30%). It could be that other reasons (such as the natural environment) are of greater importance to Rotorua residents in determining this.

Sub-group differences in Rotorua:

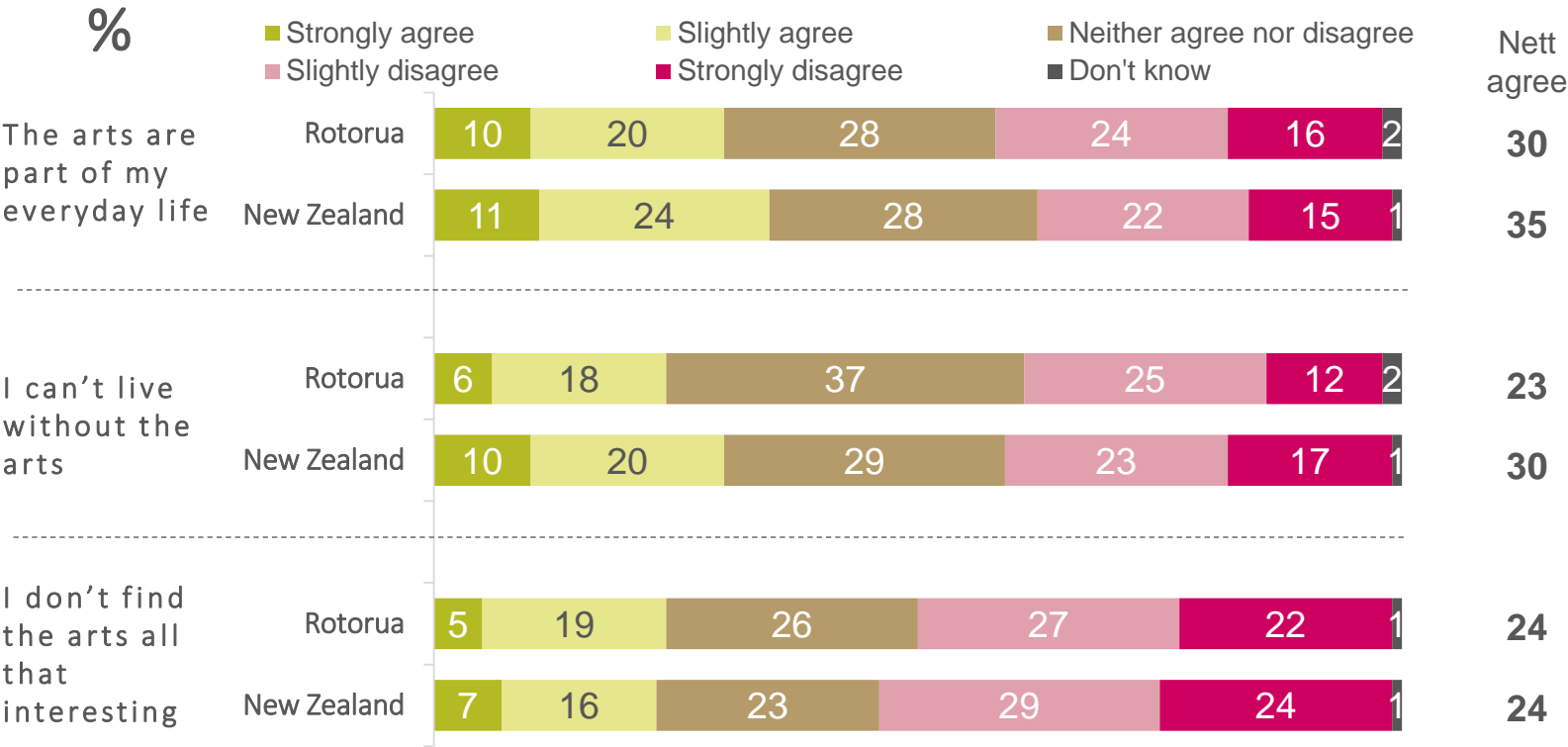
Older people (aged 60+) are more likely than average to agree their community has a broad range of arts and artistic activities they can experience or participate in (66% vs. 48%).

There are no significant sub-group differences of note for the other two statements.

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); 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 residents in Rotorua. Thirty percent agree the arts are part of their everyday life while one in four agree they can't live without the arts.

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

More residents are interested in the arts than not. While, 24% of residents in Rotorua agree they don't find the arts all that interesting, 48% disagree. This is consistent with all New Zealanders.

Sub-group differences in Rotorua:

The following groups are more likely than average (30%) to agree the arts are part of their everyday life:

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

Women are more likely than average (30% vs. 23%) to agree they can't live without the arts.

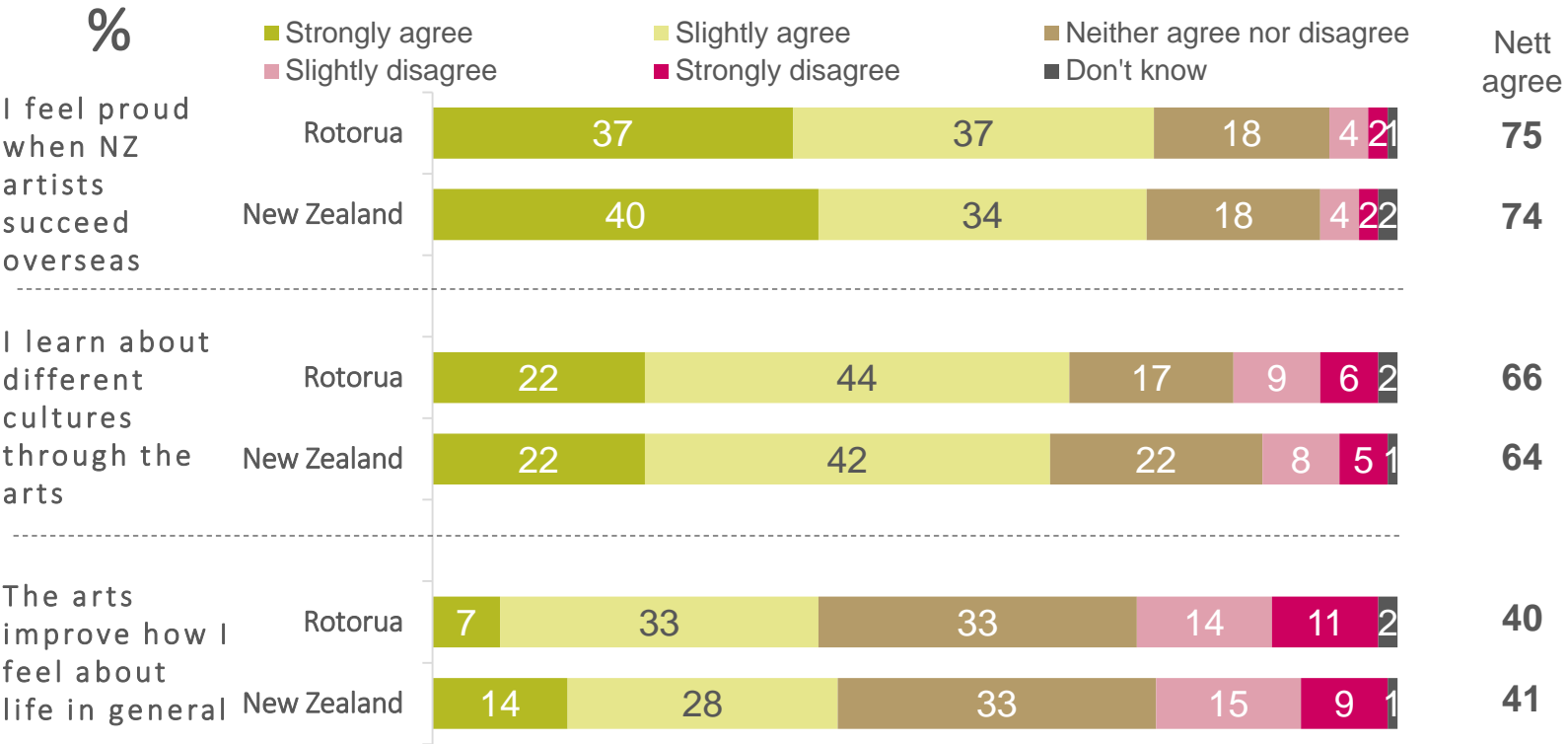
The following groups are more likely than average (48%) to indicate the arts are interesting, by disagreeing with the statement they don't find the arts all that interesting:

- Older people, aged 60+ (62%)
- Women (61%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); 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 Rotorua. Three quarters agree they feel proud when New Zealand artists succeed overseas, whereas two thirds learn about different cultures through the arts.

In addition, 40% of Rotorua residents agree the arts improve how they feel about life in general, compared to 25% who disagree.

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

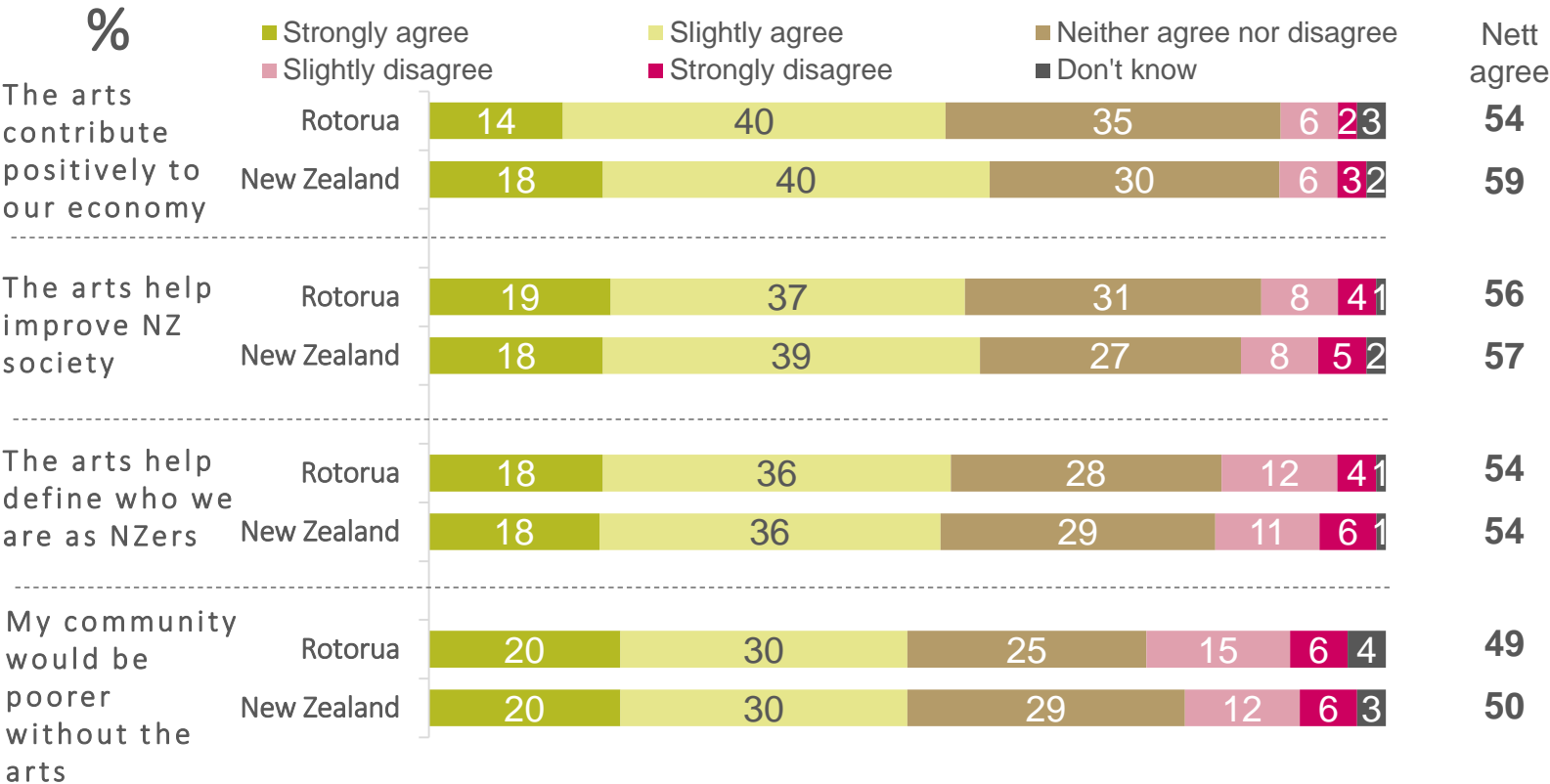
Sub-group differences in Rotorua:

- Women are more likely than average to feel proud when New Zealand artists do well overseas (81% vs. 75%).
- Women are also more likely than average to agree they learn about different cultures through the arts (72% vs. 66%).
- Middle aged people (40-59) are less likely than average to agree that the arts improve how they feel about life in general (29% vs. 40%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); 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 residents in Rotorua recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (54%), improve New Zealand society (56%) and help define who we are as New Zealanders (54%). These views are in line with all New Zealanders.

In addition, almost half (49%) agree their community would be poorer without the arts. This is also in line with all New Zealanders.

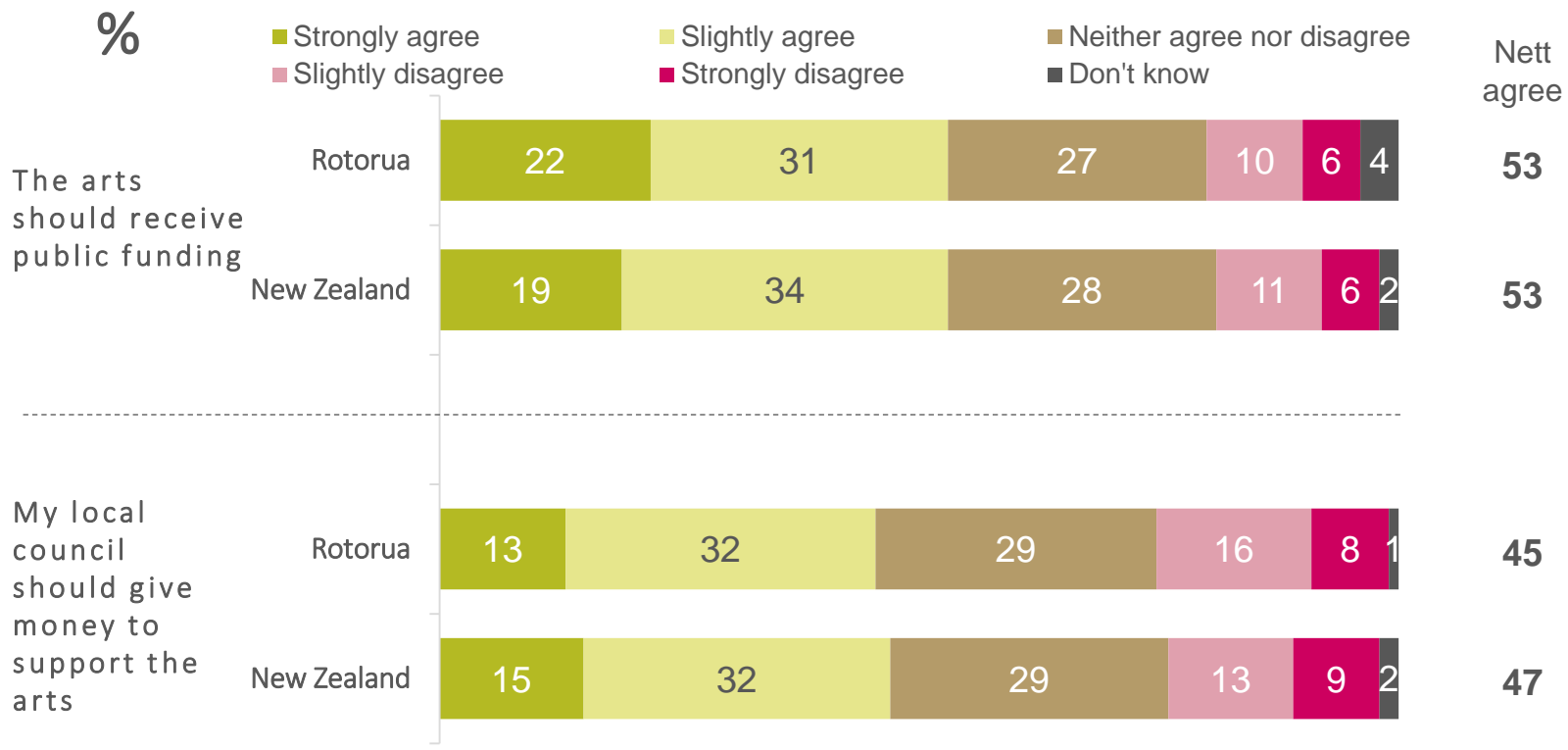
Sub-group differences in Rotorua:

- Women (62%) are more likely than average (54%) to agree the arts contribute positively to the economy.
- Older people (aged 60+) (71%) are more likely than average (54%) to agree the arts help define who we are as New Zealanders.
- Older people (aged 60+) (67%) are also more likely than average (49%) to agree their community would be poorer without the arts.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); 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 Rotorua residents (53%) 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.

Almost half of all residents (45%) in Rotorua feel the local council should give money to support the arts. This compares to 24% who disagree.

Sub-group differences in Rotorua:

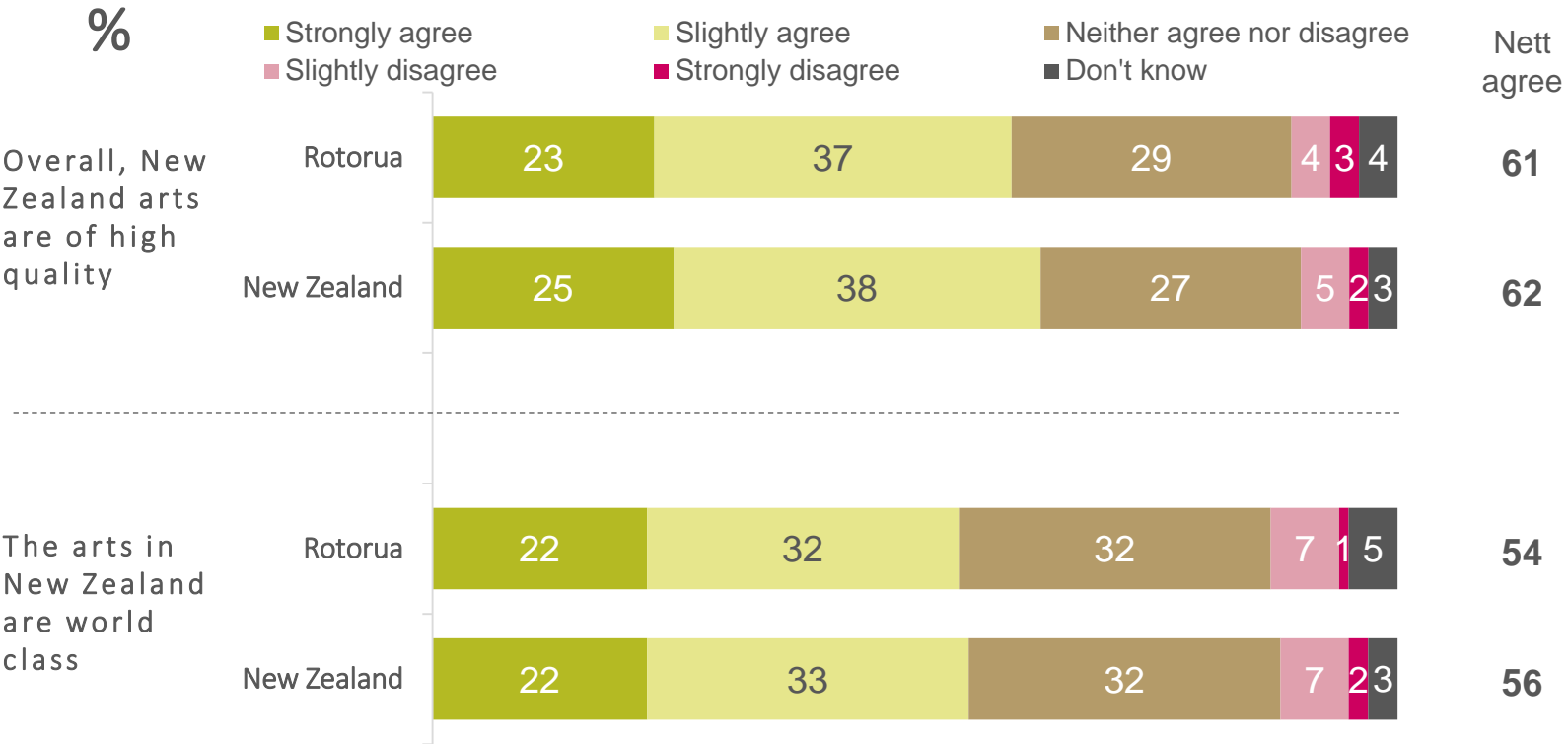
There are no statistically significant sub-group differences in views on public funding of the arts.

However, older people (aged 60+) (61%) are more likely than average (45%) to agree the local council should give money to support the arts.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); New Zealand (6,101)

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



The majority of residents in Rotorua are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts of high quality (61%) while over half feel they are world class (54%).

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

Sub-group differences in Rotorua:

The following groups are more likely than average (61%) to agree the arts are of high quality:

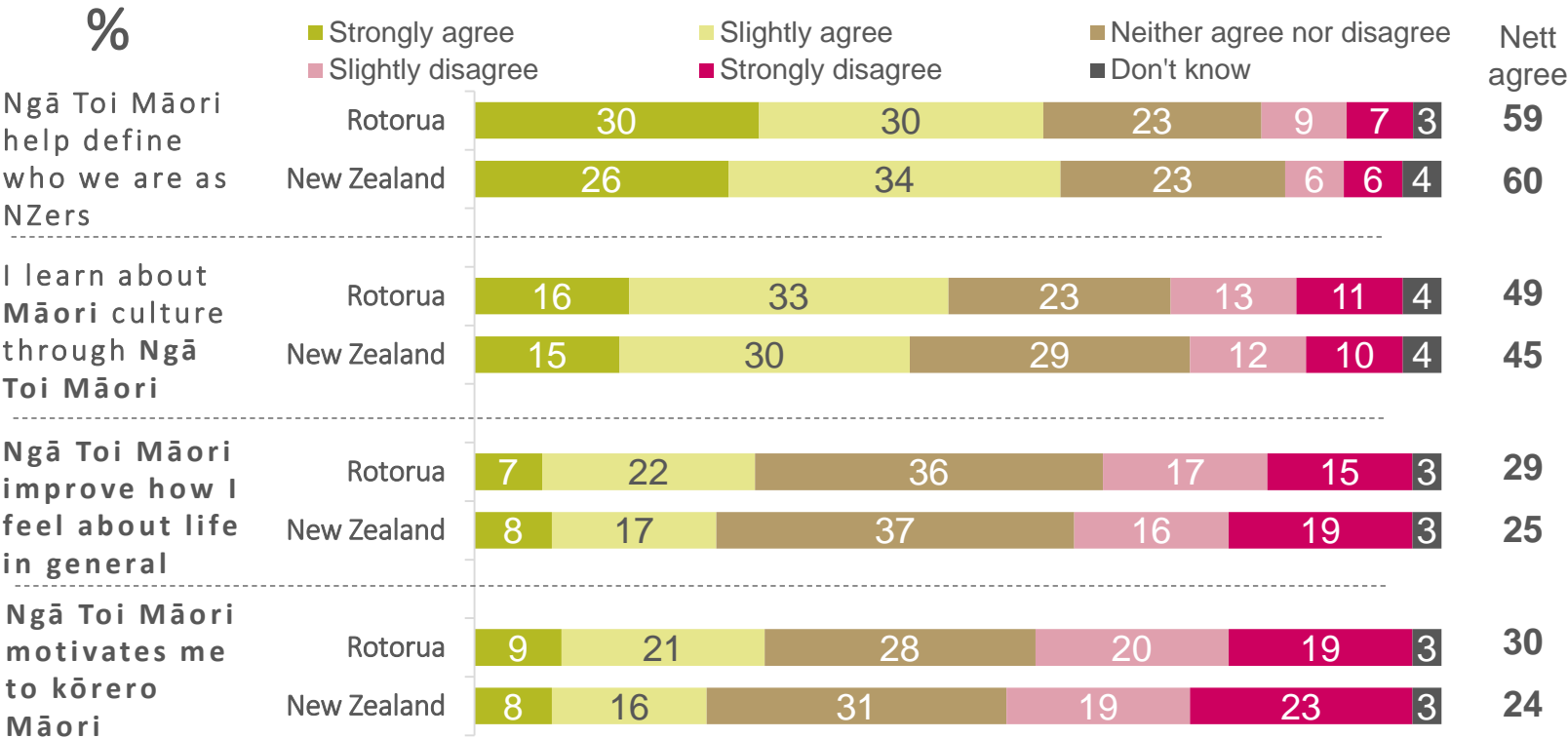
- Older people, aged 60+ (72%)
- Women (69%).

There are no significant sub-group differences of note for the other statement.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



Rotorua residents benefit from Ngā Toi Māori in a number of ways. Fifty-nine percent agree they help define who we are as New Zealanders, whereas almost half agree they learn about Māori culture through Ngā Toi Māori.

A sizeable minority also agree Ngā Toi Māori improve how they feel about life in general (29%) and that Ngā Toi Māori motivates them to speak Māori (30%).

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

Sub-group differences in Rotorua:

The following groups are more likely than average (59%) to agree Ngā Toi Māori help define who we are as New Zealanders:

- Māori (83%)
- Women (68%).

Women (57%) are more likely than average (49%) to agree they learn about Māori culture through Ngā Toi Māori.

Māori (65%) are more likely than average (29%) to agree Ngā Toi Māori improve how they feel about life in general.

The following groups are more likely than average (30%) to agree Ngā Toi Māori motivates them to speak Māori:

- Māori (64%)
- Younger New Zealanders aged 15-39 (43%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); New Zealand (6,101)

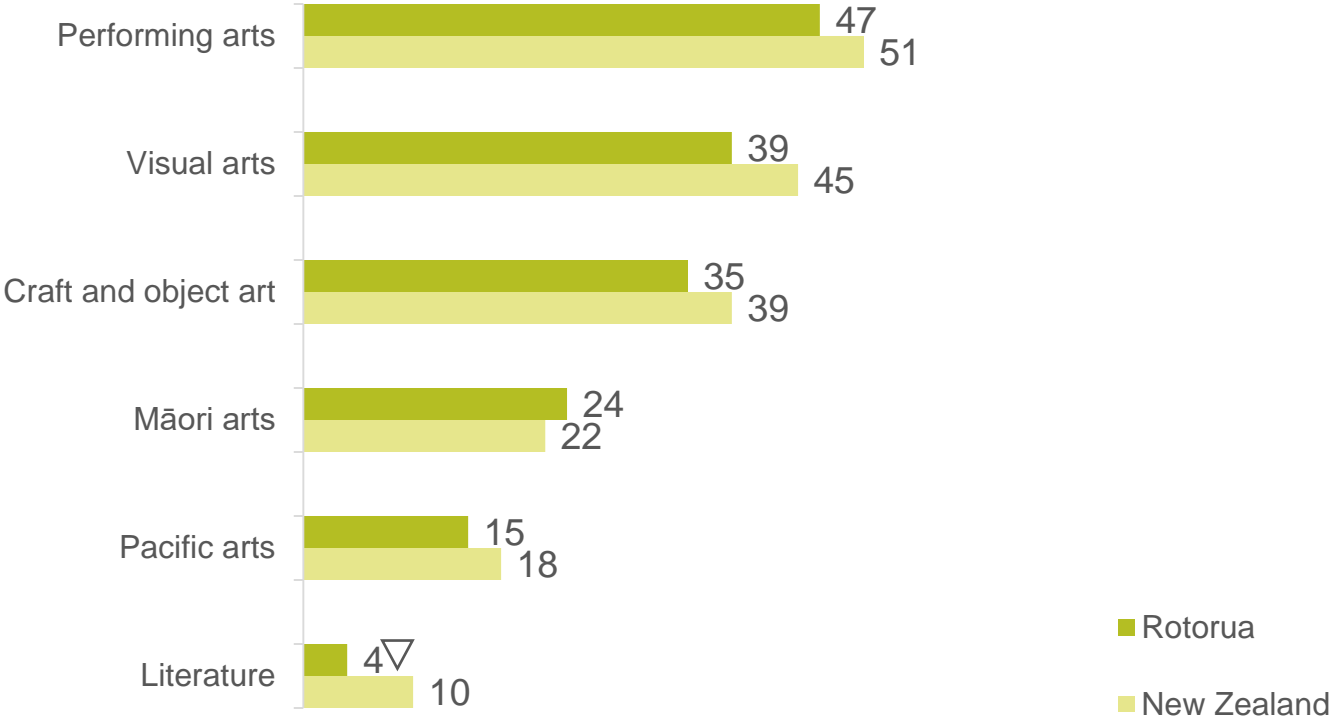


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

The most popular art form is the performing arts. Almost half of all Rotorua residents have attended an event in the last 12 months.

The least popular art form is literary arts. Only 4% have attended a literary arts event or festival in the last 12 months. This is lower than all New Zealanders. It is the only art form where there is a significant difference in attendance.

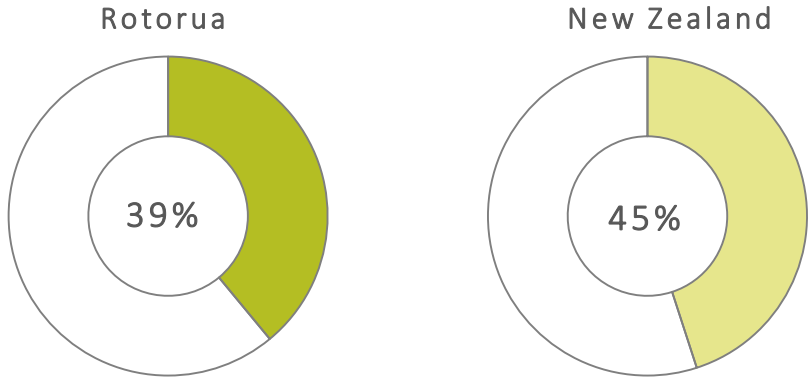
Further analysis of each art form (including sub-group differences) is presented in the following slides.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Rotorua (206); 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?



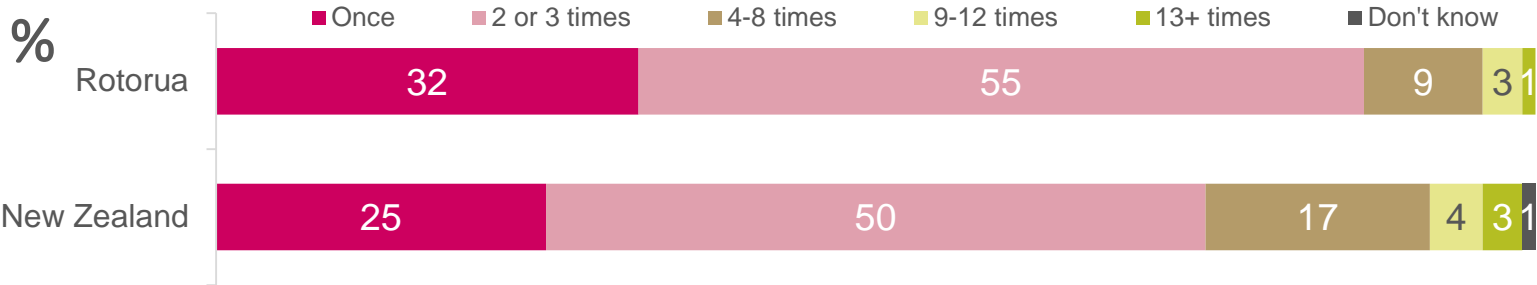
Base: All respondents - Rotorua (206); NZ (6,101);

Thirty-nine percent of Rotorua residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders. The difference is not statistically significant.

The majority (87%) of those who have attended have done so between one and three times.

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?

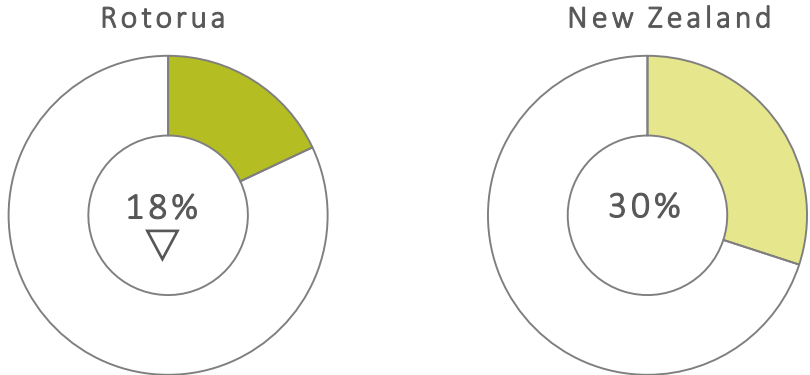


Base: All who have attended the visual arts - Rotorua (80); NZ (2,786)

△▽ = significantly higher / lower than New Zealand

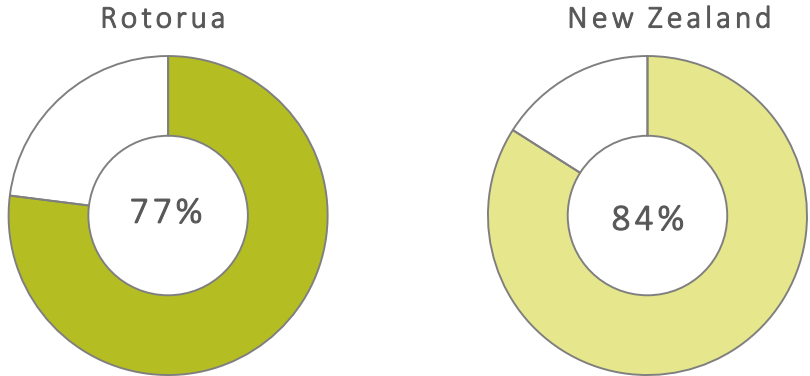
Visual arts attendance: impact of film festivals

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 - Rotorua (80); NZ (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 - Rotorua (14); NZ (817);

△▽ = significantly higher / lower than New Zealand

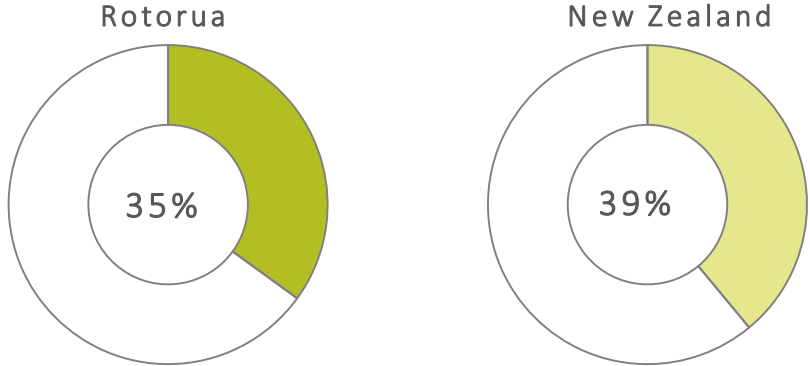
Of those who have attended the visual arts, 18% have attended film festivals in the last 12 months. This is a lower level of attendance than is the case for all New Zealanders (30%).

The majority (77%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with caution due to the low base size (14 respondents). The result is consistent with all New Zealanders (84%).

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

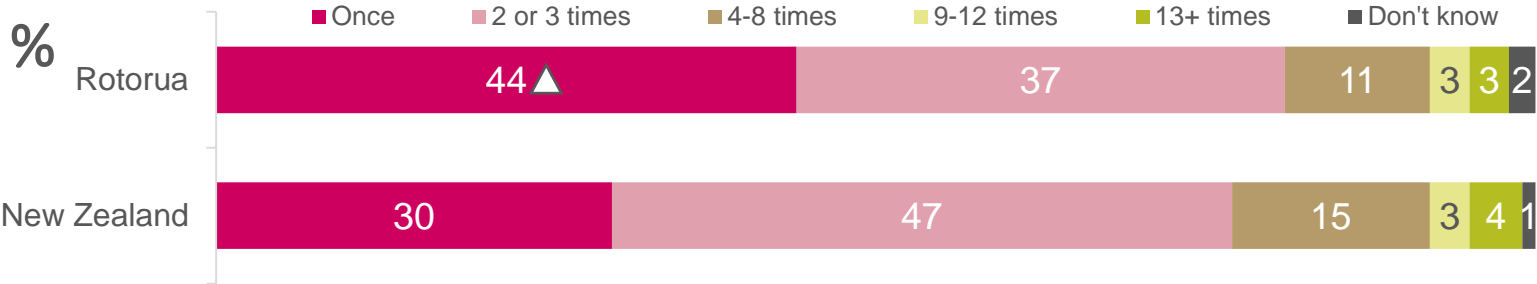
Craft and object art attendance

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



Base: All respondents - Rotorua (206); NZ (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 - Rotorua (75); NZ (2,487)

▲ ▼ = significantly higher / lower than New Zealand

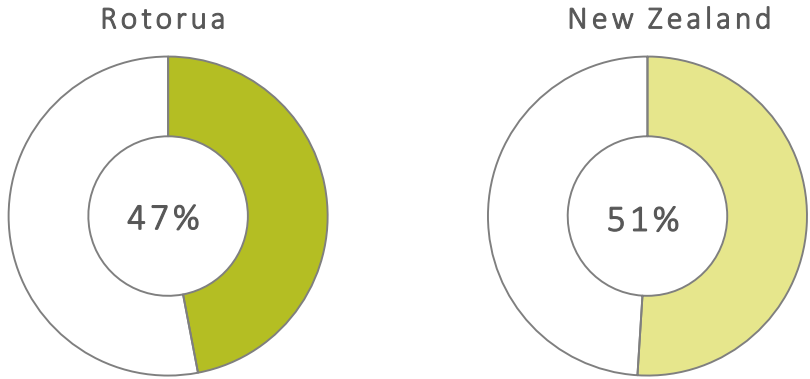
Thirty-five percent of Rotorua residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

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 (78%). However, the proportion who have only attended one craft and object art event is higher amongst Rotorua residents (44%) than all New Zealanders (30%).

Sub-group differences in Rotorua:
Older people, aged 60+, are more likely than average to have attended a craft and object art event than average (48% vs. 35%).

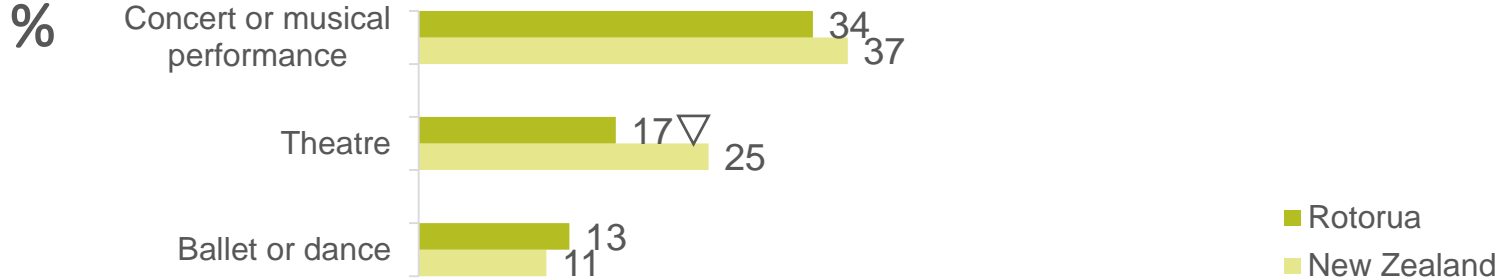
Performing arts attendance

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 - Rotorua (206); NZ (6,101);

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



Base: All respondents - Rotorua (206); NZ (6,101);

△▽ = significantly higher / lower than New Zealand

Forty-seven percent of Rotorua residents have attended a performing arts event in the last 12 months. This is consistent with all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 34% of Rotorua residents have attended a concert or musical performance, while 17% have attended the theatre and 13% ballet or some other form of dance.

Rotorua residents are less likely than all New Zealanders to have attended the theatre (17% vs. 25%).

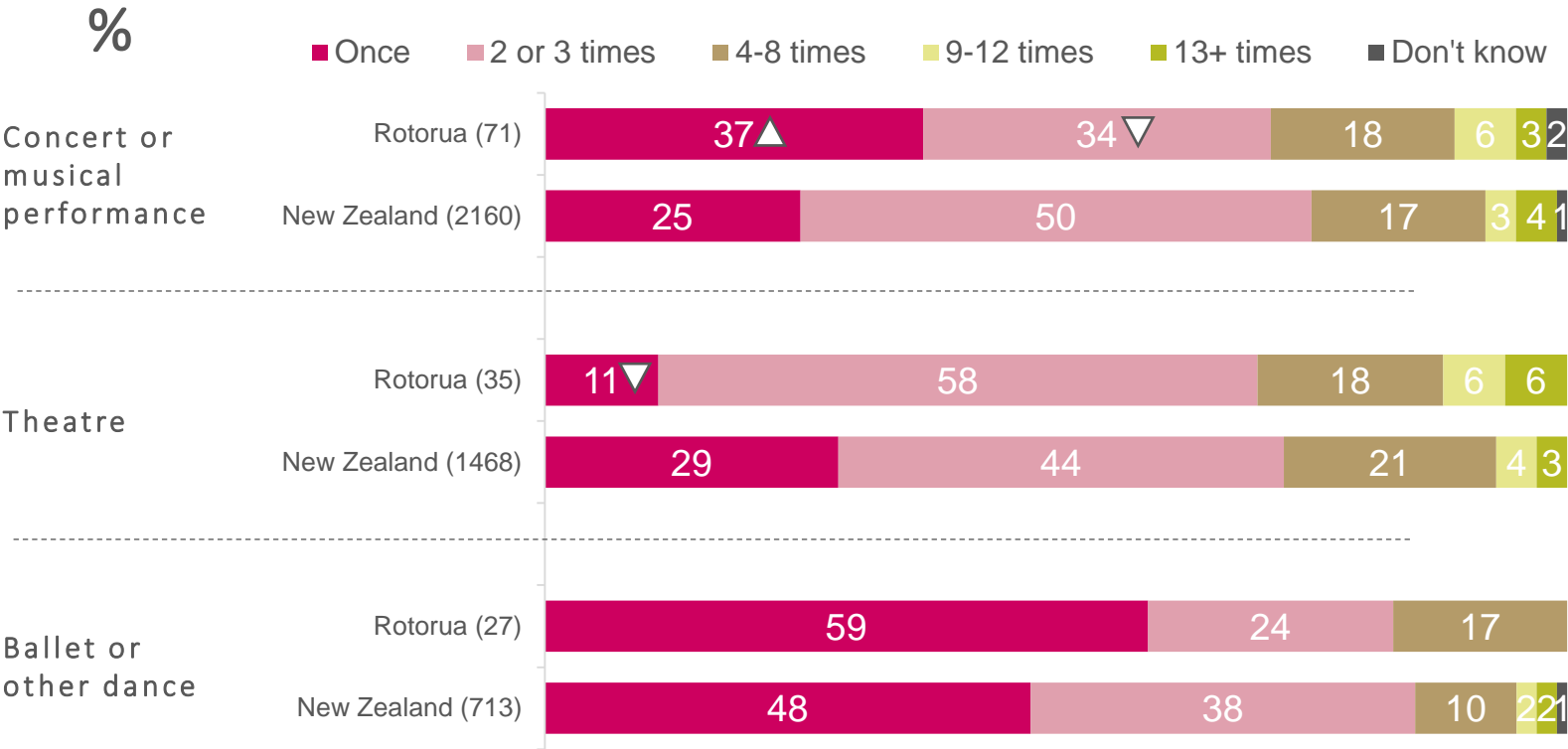
Sub-group differences in Rotorua:

The following groups are more likely than average to have attended the ballet in the last 12 months:

- Older people, aged 60+ (21%)
- Women (19%).

Performing 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 (71%) of those who have attended concert or musical performances have done so between one and three times. While this is consistent with all New Zealanders (75%). The proportion who have only gone once is higher for Rotorua residents (37%) than nationally (25%).

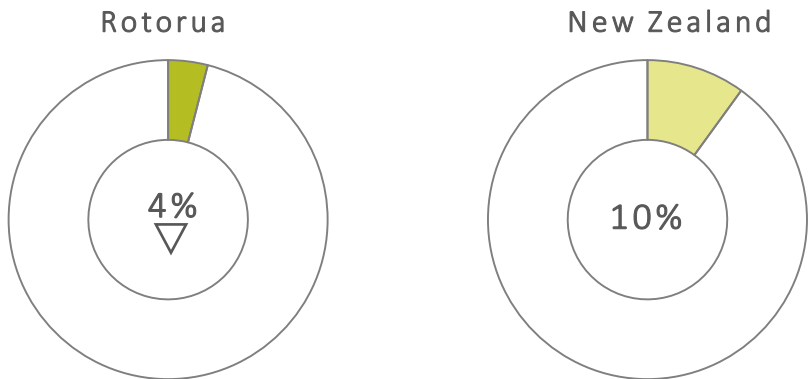
Similarly, the majority (69%) of those who have attended theatre performances have done so between one and three times. Again, this is consistent with all New Zealanders (73%). However, the proportion who have gone more than once is higher for Rotorua residents (89%) than nationally (71%).

Finally, the majority of residents in Rotorua who have attended ballet or other dance performances have also done so between one and three times (83%). This is consistent with all New Zealanders (86%). The findings for Rotorua should be treated with caution due to the low base size (27 respondents).

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

Literary arts attendance

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



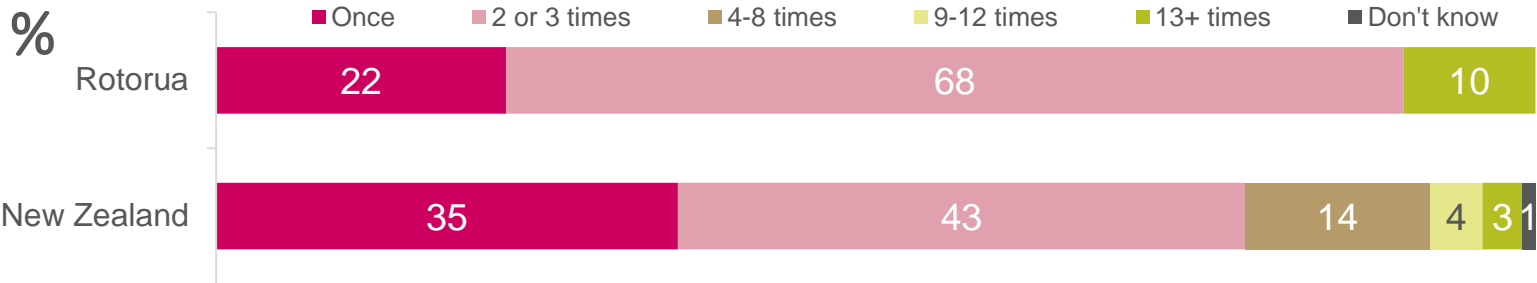
Base: All respondents - Rotorua (206); NZ (6,101);

Four percent of Rotorua residents have attended a literary arts festival or event in the last 12 months. This is lower than the national level of attendance (10%).

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

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

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

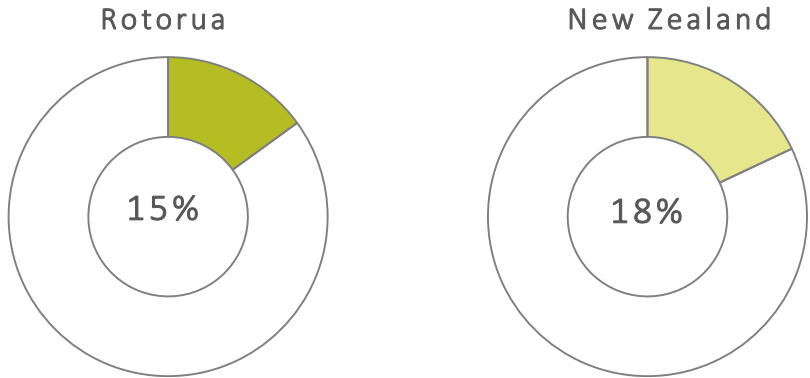


Base: All who have attended the literary arts - Rotorua (9); NZ (580)

△▽ = 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?



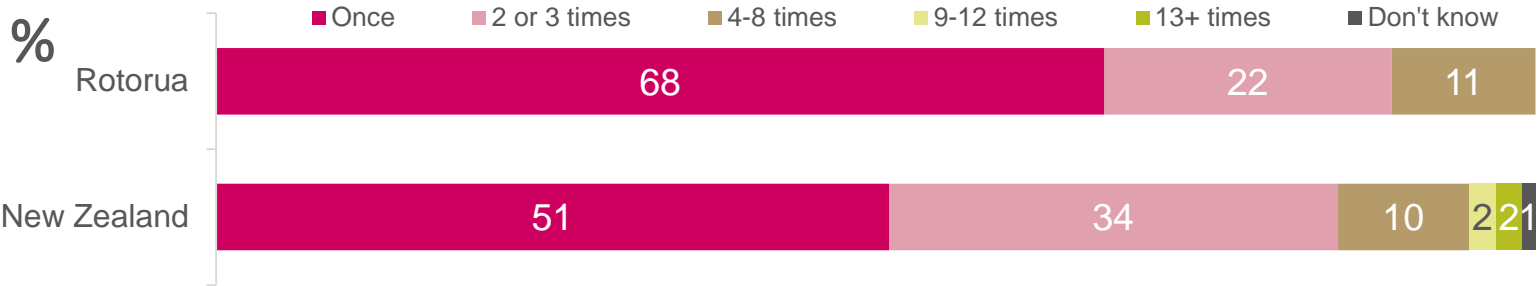
Base: All respondents - Rotorua (206); NZ (6,101);

Fifteen percent of Rotorua 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 (89%) 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 Rotorua:
 Māori are more likely than average to have attended a Pacific arts event in the last 12 months (33% vs. 15%).
 Please note there are too few Pacific respondents in the survey in Rotorua to test for statistical significance.

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

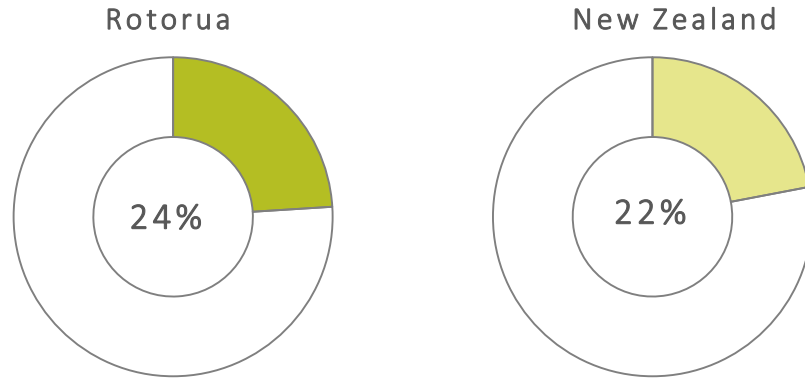


Base: All who have attended the Pacific arts - Rotorua (31); NZ (1,067)

△▽ = 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 - Rotorua (206); NZ (6,101);

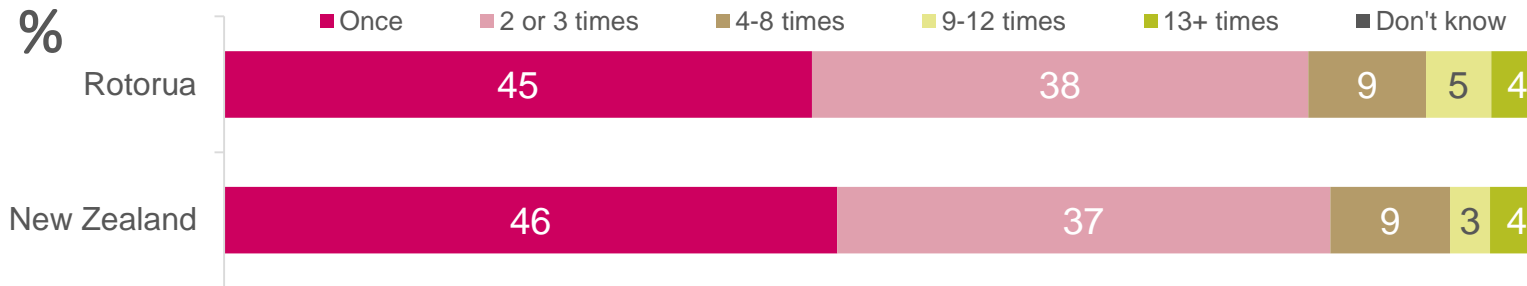
One in four Rotorua residents (24%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

The majority (82%) 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 Rotorua:

Māori are more likely than average to have attended a Māori arts event in the last 12 months (46% vs. 24%).

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

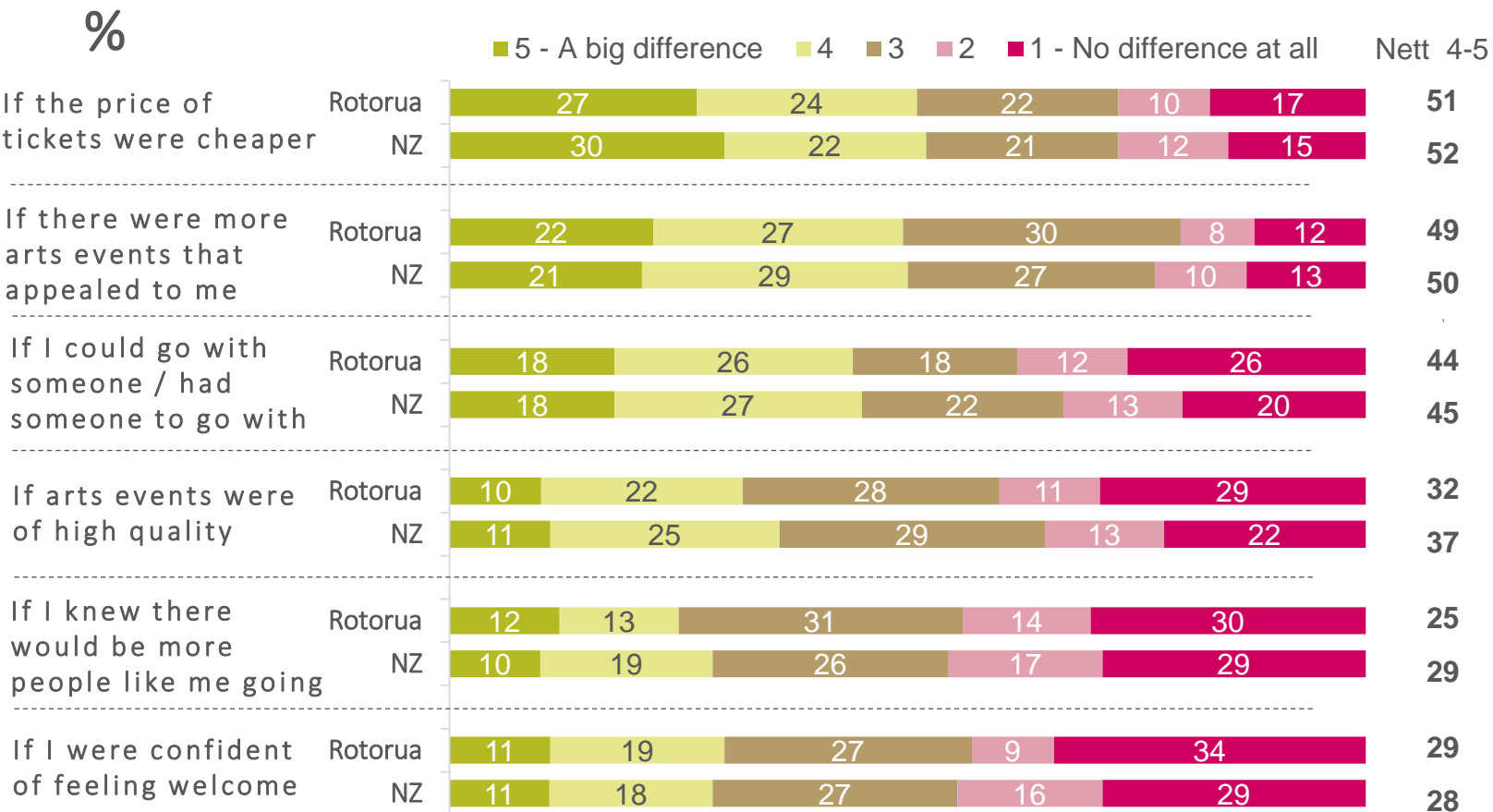


Base: All who have attended Māori arts - Rotorua (52); NZ (1,318)

△▽ = 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?



Three in five Rotorua residents (61%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

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

Social isolation can also prove a barrier; 44% indicated have someone to go with would make a big difference.

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

Finally, there is evidence a minority find the arts elitist. One in four indicate that knowing there were more people like them going would make a big difference, while 29% point to being made to feeling welcome as a trigger.

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

Sub-group differences in Rotorua:

Women are more likely than average to indicate cheaper tickets would make the difference (65% vs. 51%).

Women are also more likely than average to indicate having someone to go with could make the differences (55% vs. 44%), as are younger people aged 15-39 (63% vs. 44%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents who are interested in the arts but don't go much: Rotorua (129); New Zealand (3,822)

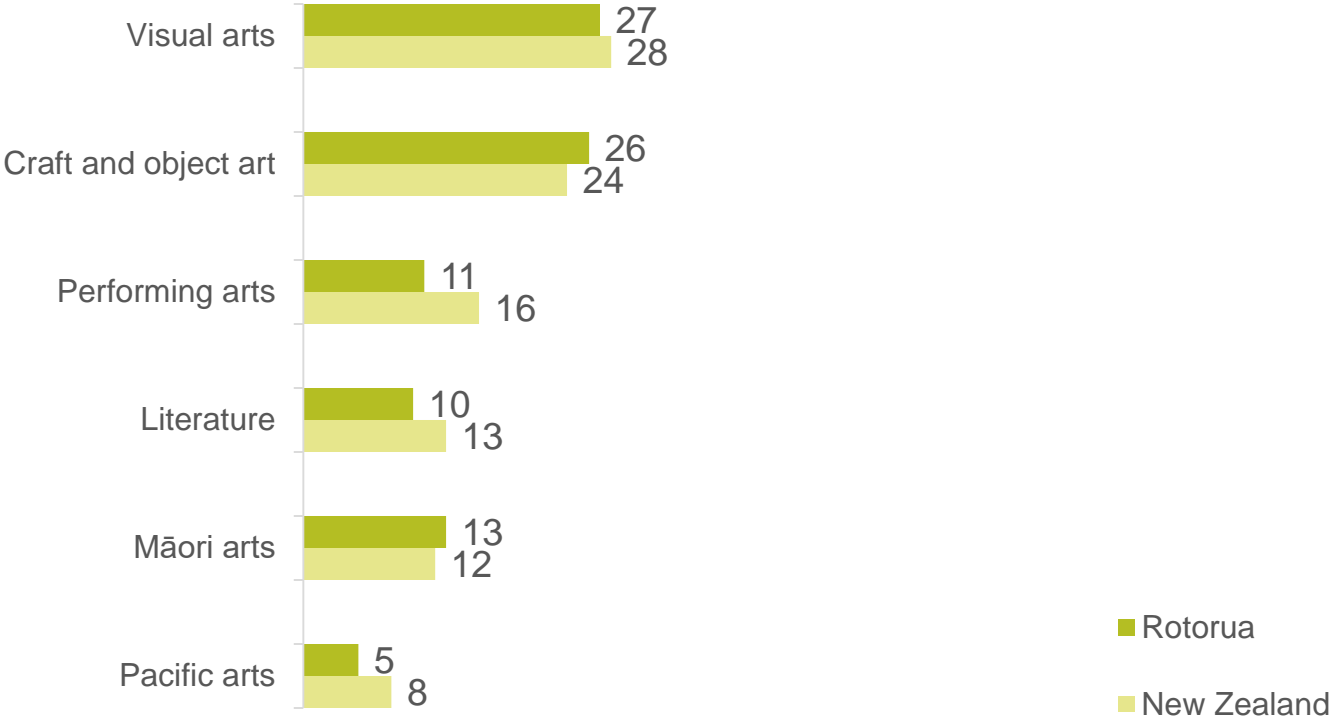


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

The most popular art form for participation is the visual arts. One in four Rotorua residents (27%) have participated in the visual arts in the last 12 months. This is closely followed by craft and object art (26%)

While generally participation levels in the various art forms is lower than attendance, the reverse is true for literary arts (10% participation vs. 4% attendance).

The least popular art form is Pacific arts. Only 5% have participated in Pacific arts.

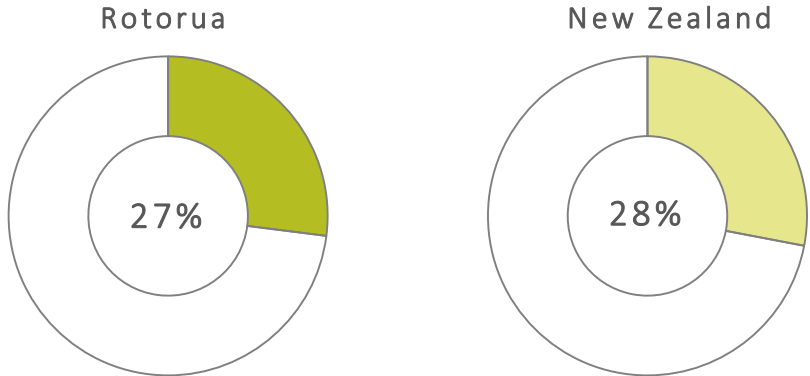
There are no significant differences between participation levels for Rotorua residents and all New Zealanders.

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: Rotorua (206); 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?



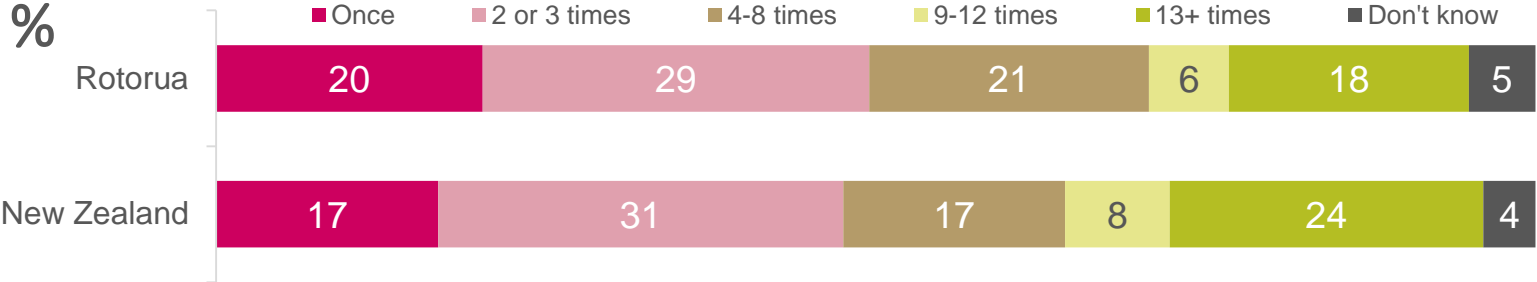
Base: All respondents - Rotorua (206); NZ (6,101);

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

Of those who participate, 24% 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 Rotorua:
Older people, aged 60+, are less likely than average to have participated in the visual arts than average (17% vs. 27%).

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

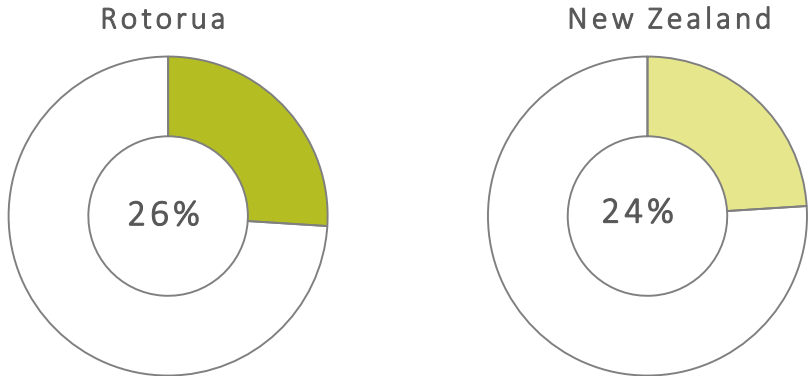


Base: All those who have participated in the visual arts - Rotorua (52); NZ (1,604)

△▽ = significantly higher / lower than New Zealand

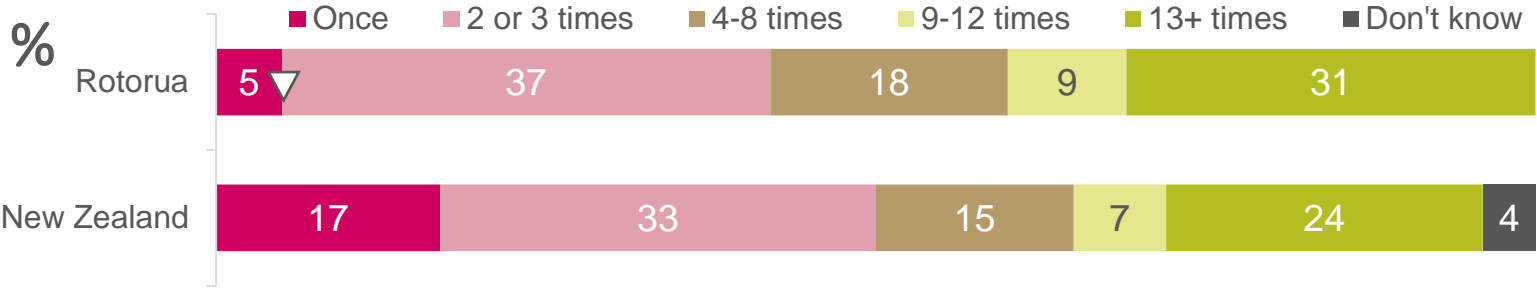
Craft and object art participation

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 - Rotorua (206); NZ (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 - Rotorua (54); NZ (1,540)

△▽ = significantly higher / lower than New Zealand

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

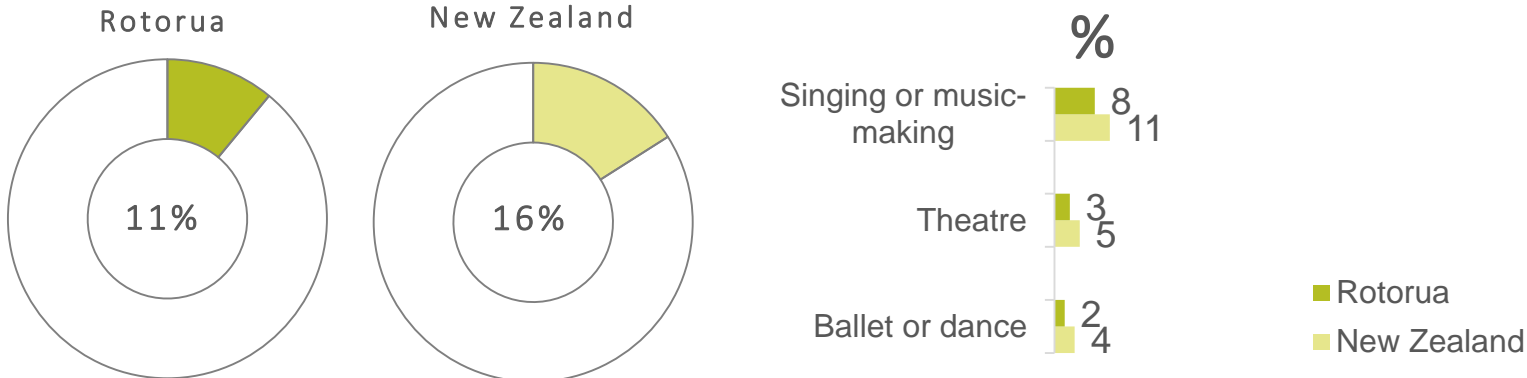
Of those who participate, 40% do so on a regular basis (at least nine times in the last 12 months). The difference between Rotorua residents and all New Zealanders (31%) is not statistically significant. However a higher proportion of residents in Rotorua have participated in craft and object art more than once in the last 12 months compared to all New Zealanders (95% vs. 79%).

Sub-group differences in Rotorua:

Women are more likely than average to have participated in craft and object art than average (38% vs. 26%).

Performing 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 - Rotorua (206); NZ (6,101);

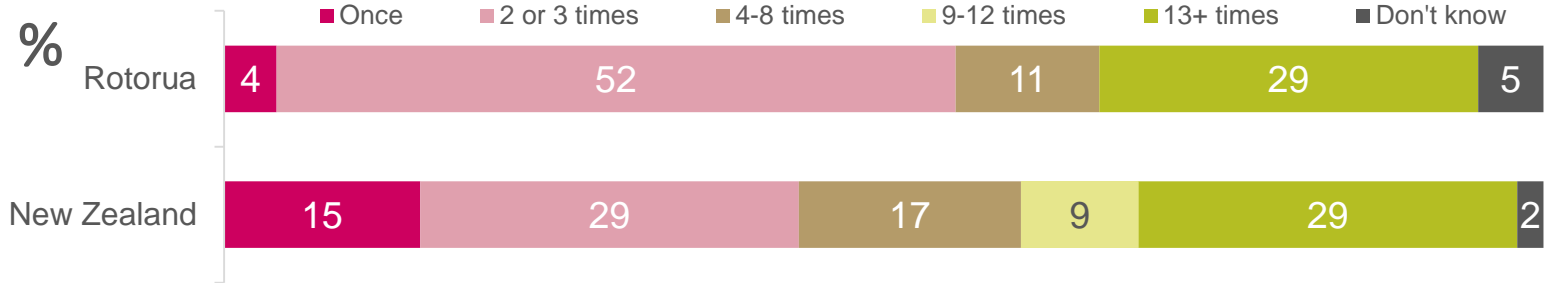
Eleven percent of Rotorua residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 8% of Rotorua residents have participated in singing or music-making, while 3% have participated in the theatre and 2% ballet or some other form of dance.

Of those who participate in the performing arts, 29% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (20 respondents).

There are no sub-group differences of note in terms of participation in the performing arts in Rotorua.

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

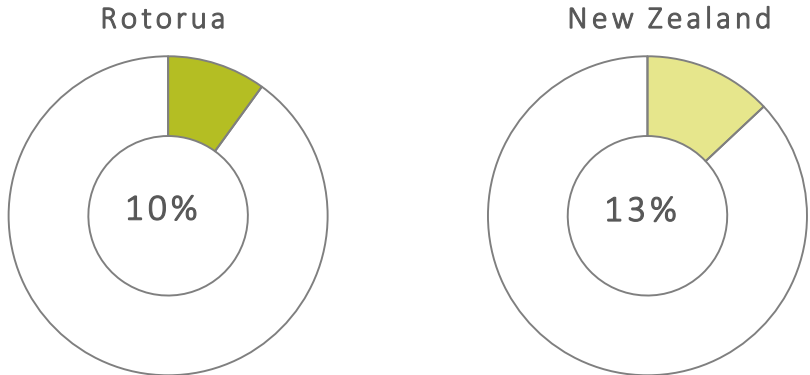


Base: All those who have participated in the performing arts - Rotorua (20); NZ (896)

△▽ = significantly higher / lower than New Zealand

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?



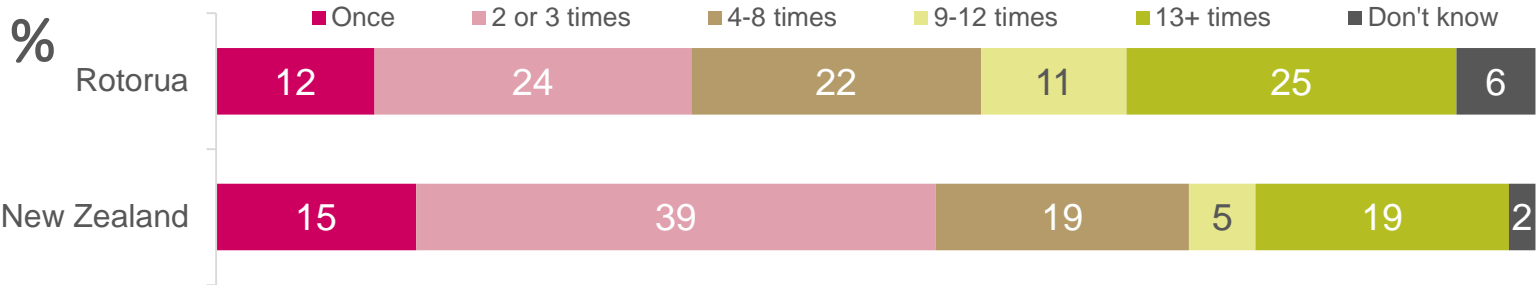
Base: All respondents - Rotorua (206); NZ (6,101);

Ten percent of Rotorua residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (13%).

Of those who participate in the literary arts, 36% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (20 respondents).

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

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

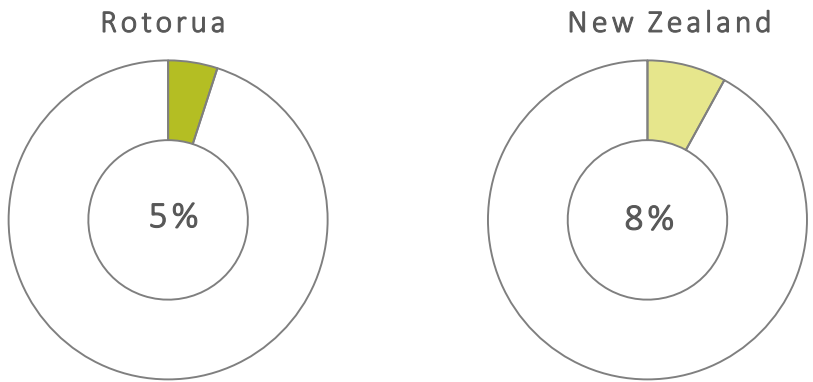


Base: All those who have participated in the literary arts - Rotorua (20); NZ (746)

△▽ = 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?



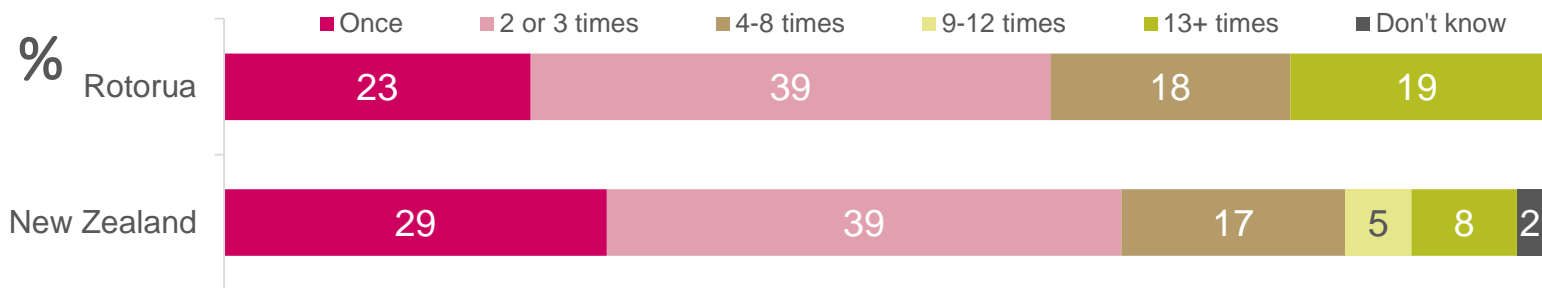
Base: All respondents - Rotorua (206); NZ (6,101);

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

Of those who participate in the Pacific arts, 19% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (11 respondents).

There are no sub-group differences of note in terms of participation in the Pacific arts in Rotorua.

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

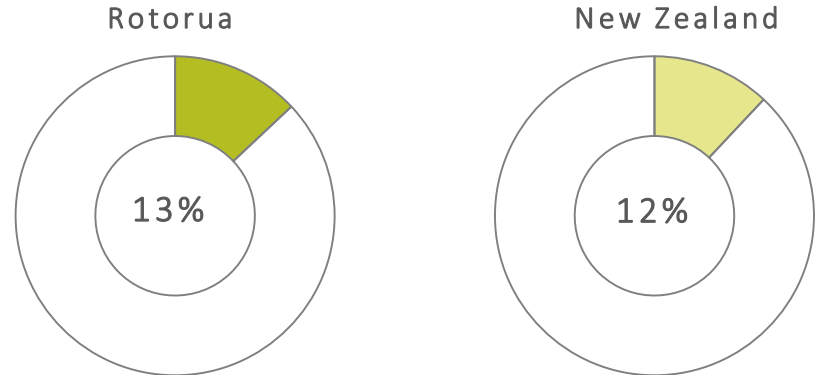


Base: All those who have participated in the Pacific arts - Rotorua (11); NZ (429)

△▽ = significantly higher / lower than New Zealand

Māori arts participation

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



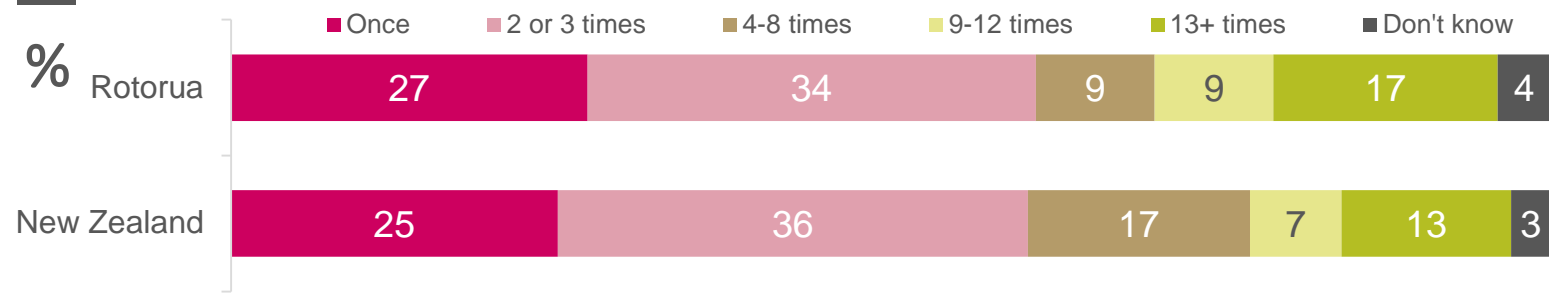
Base: All respondents - Rotorua (206); NZ (6,101);

Thirteen percent of Rotorua 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, 26% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (27 respondents).

Sub-group differences in Rotorua:
Māori are more likely than average to have participated in Māori arts than average (37% vs. 13%).

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

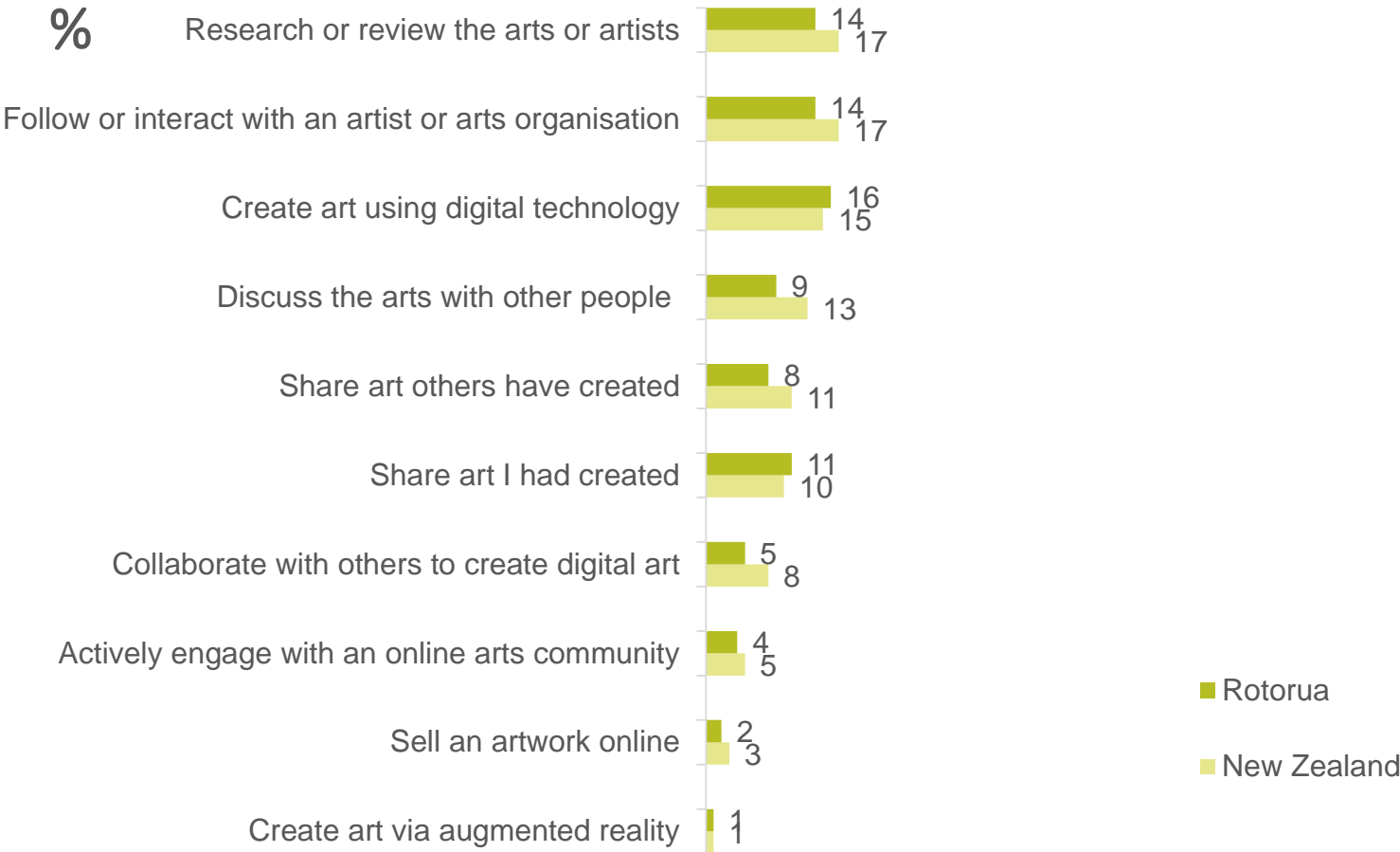


Base: All those who have participated in the visual arts - Rotorua (27); NZ (655)

△▽ = 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.



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

The most popular activities are creating art using digital technology (16%), followed by researching or reviewing the arts or artists (14%) and following or interacting with an artist or arts organisation (14%).

Sub-group differences in Rotorua:

There are no sub-group differences at the overall level, although younger people, aged 15-39, are more likely than average to follow or interact with artists or arts organisations (25% vs. 14%).

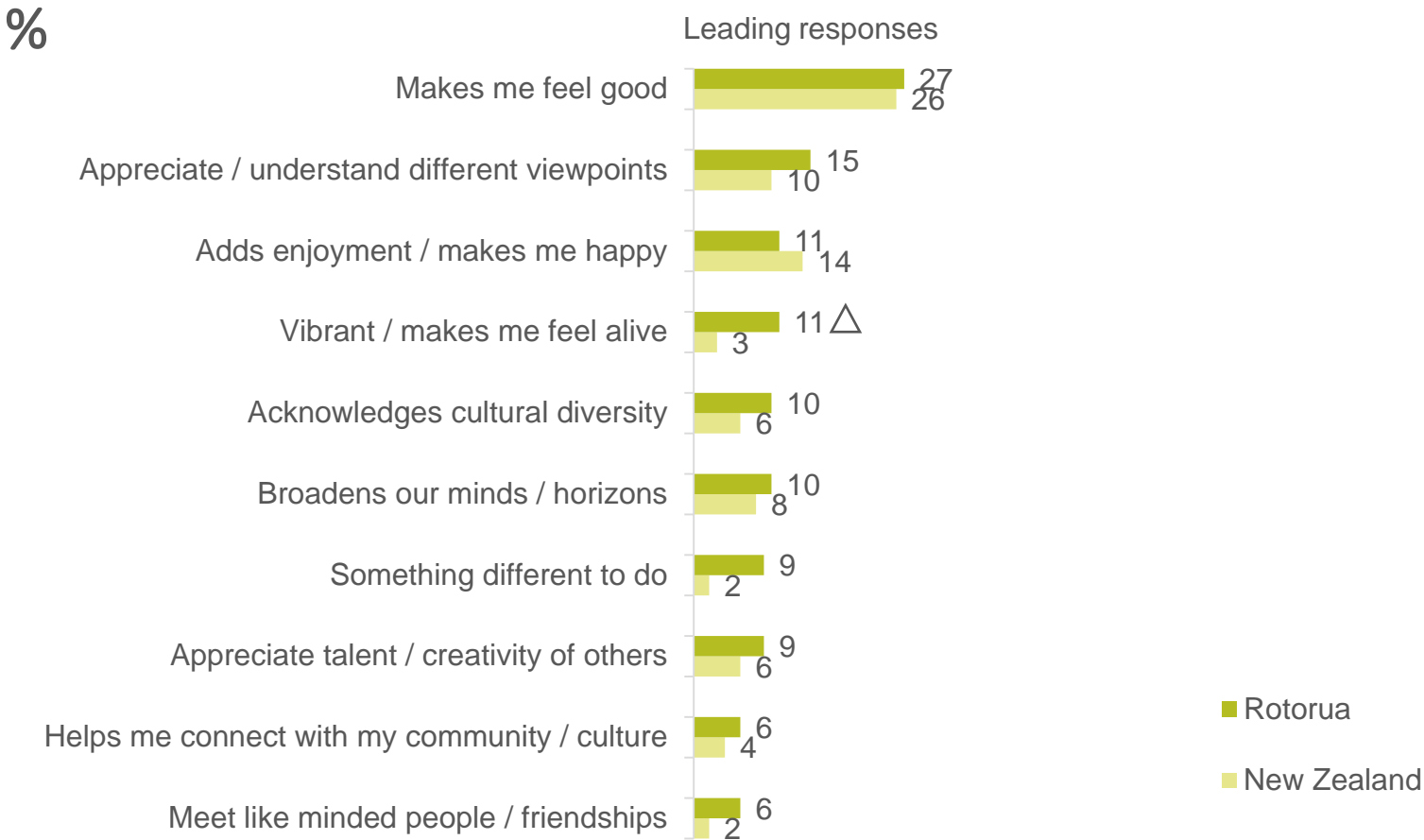
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Rotorua (206); New Zealand (6,101)



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?



△▽ = significantly higher / lower than New Zealand

Base: All respondents who agree the arts improve how they feel about life in general: Rotorua (37); New Zealand (1,334)

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

The chart opposite shows the leading responses. The key reasons why residents in Rotorua feel the arts improve how they feel about life in general is simply that it makes them feel good (27%) and it enables them to appreciate / understand different viewpoints (15%).

The proportion who say the arts improve how they feel about life because the arts make them feel vibrant or alive is higher than all New Zealanders (11% vs. 3%).

“
Creations of any type are stimulating and brings alive my wairua.

Some arts are very uplifting and create a feeling of peace and well being.

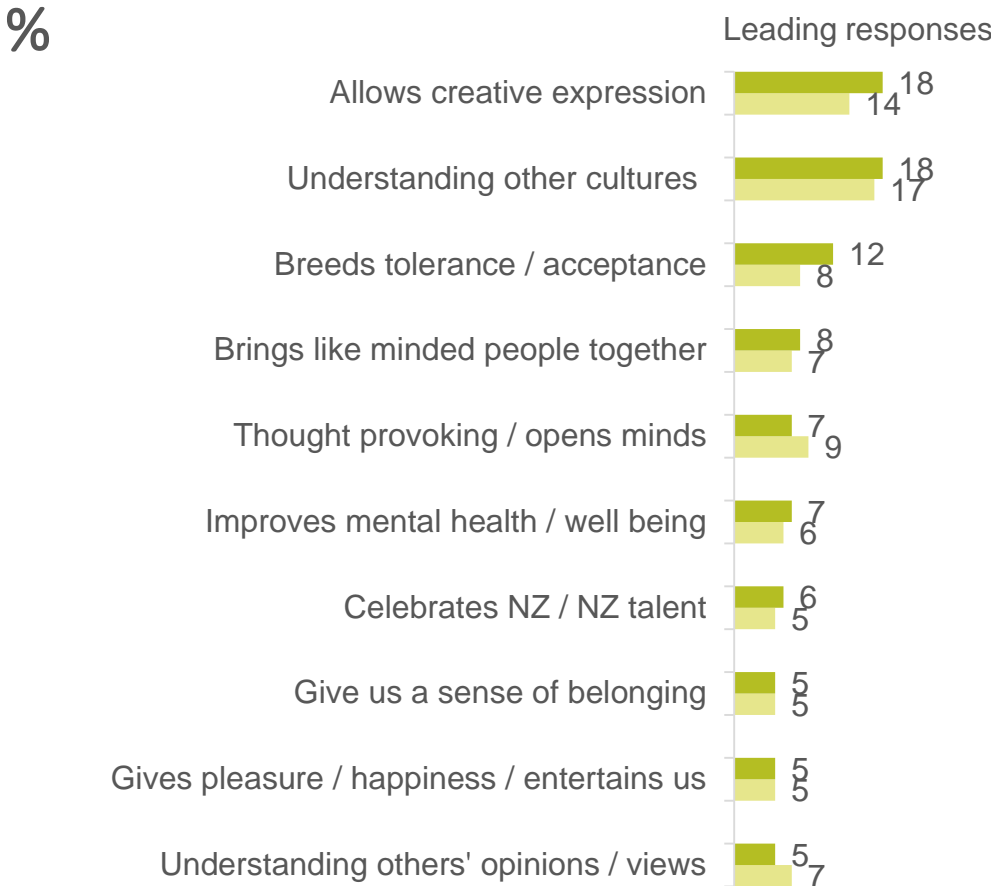
The opportunity to learn about other cultures.

I live in Rotorua so all around us is Māori culture every day. I like to be a part of this.

”

Reasons why the arts improve society

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



△▽ = significantly higher / lower than New Zealand

Base: All respondents who agree the arts improve society: Rotorua (85); New Zealand (2,323)

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

The key reasons is that they allow creative expression (18%) and understanding of other cultures (18%). Building on this theme, a further 12% say the arts help breed tolerance and acceptance.

There are no statistically significant differences in the proportion mentioning each responses between those in Rotorua and all New Zealanders.

“
They encourage people to be more creative and express themselves.
The arts make NZ people proud.
They reflect who we are.
Awareness of our diversity and give young artists the opportunity to present their works.
Cultural shows are one of the main attractions here in Rotorua, and I sometimes take bus tours there.
Anything which provides pleasure/interest to a society must help improve that society.
 ”



FOR FURTHER
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