

# NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR MARLBOROUGH

# 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 Marlborough. 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



152

## ONLINE INTERVIEWS

With adults aged 15+ living in Marlborough



## FIELDWORK DATES

27 October to 29 November 2017



## NATIONAL COMPARISON

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

### METHOD

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

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

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

### SAMPLING

The overall sampling target in Marlborough was 150 interviews. In order to achieve a representative sample of residents in Marlborough, quotas (or interviewing targets) were set by age within gender.

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

### 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 152 respondents the margin of error is up to +/- 7.9 percentage points.

We have used statistical tests to determine whether the survey findings between Marlborough 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 Marlborough are engaged with the arts. . On balance, they are much more positive than negative in their attitudes towards the arts. Overall, their behaviour and views are in line with all New Zealanders, although some attitudes are less positive than average.

## ENGAGEMENT IN THE ARTS

The majority of residents in Marlborough are engaged with the arts (79%). 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 (43%).

Attendance is highest for performing arts (49%), followed by the visual arts (46%). Attendance is lowest for literary arts (7%).

Participation is highest for craft and object art (25%) followed by the visual arts (23%). Participation is lowest for Māori arts (7%) and Pacific arts (5%).

## ADVOCACY OF THE ARTS

Marlborough residents are broadly positive about the arts, but to a lesser extent than all New Zealanders.

Residents believe the arts benefit the nation and their community. They are a source of national pride (64% agree), contribute positively to the economy (56%,) and they feel their community would be poorer without the arts (43%).

However, Marlborough residents are less likely to agree that the arts help improve New Zealand society (45% vs. 57%) or help define who we are as New Zealanders (38% vs. 54%).

Just under half of Marlborough residents agree the arts should receive public funding, while 16% disagree. However, there is a lower level of support for funding by the local council than average (35% vs. 47%).

It is also noteworthy that only 17% agree the availability of arts and activities in Marlborough is an important reason why they like living there, which is lower than the national average (30%).

## POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Marlborough residents (60%) 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. Fifty percent indicated that reducing the price of tickets would make a difference to their likelihood to attending. In addition, 45% of respondents indicated that a greater range of events that appealed to them would make a big difference.

In addition, social isolation, also appears to be a barrier, with 34% saying have someone to go with would make a difference, although this is lower than the national average (45%).

## KEY DEMOGRAPHIC DIFFERENCES

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

// I feel that arts are a way of expression, and by expressing ourselves through art it gives a community a chance to unite.

The arts broaden your view of the world.

Offers a different way of life to the stereotypical "sport loving Kiwi". //



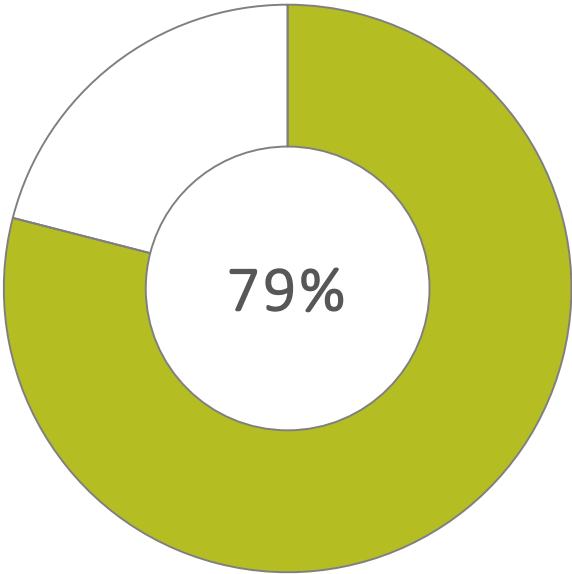
# OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION

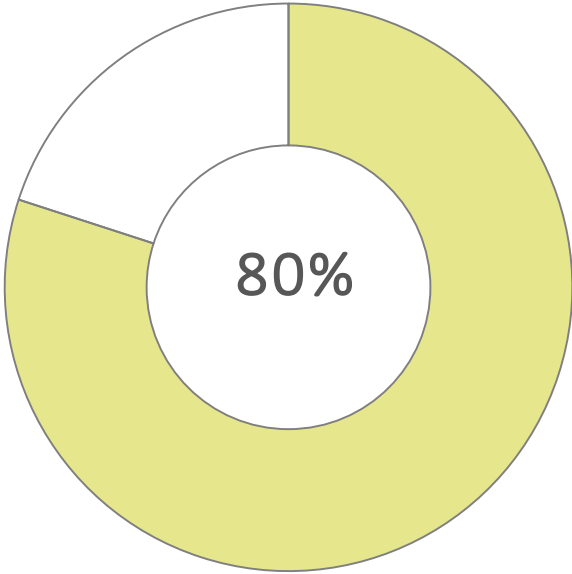
# Overall engagement

**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**

Marlborough



New Zealand



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, 79% of residents in Marlborough engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

Sub-group differences in Marlborough:

Women were more likely than average to have engaged with the arts in the last 12 months (85% vs. 79%).

Those with an annual income of up to \$50k were less likely than average to have engaged in the arts in the last 12 months (70% vs. 79%).

△▽ = significantly higher / lower than New Zealand

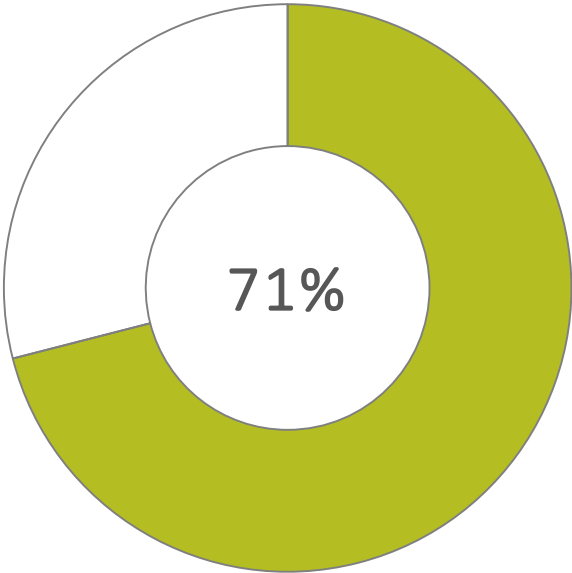
Base: All respondents: Marlborough (152); New Zealand (6,101)



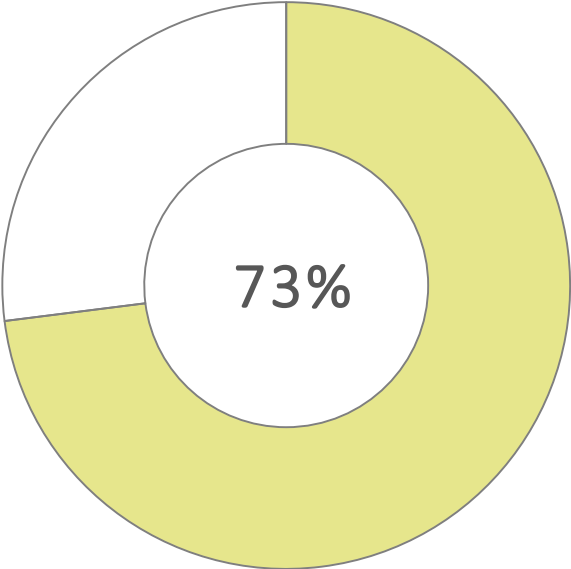
# Overall attendance

**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**

Marlborough



New Zealand



A total of 71% of residents in Marlborough have attended at least one arts event or location in the last 12 months. This is consistent with the finding for all New Zealanders (73%).

There are no sub-group differences of any note.

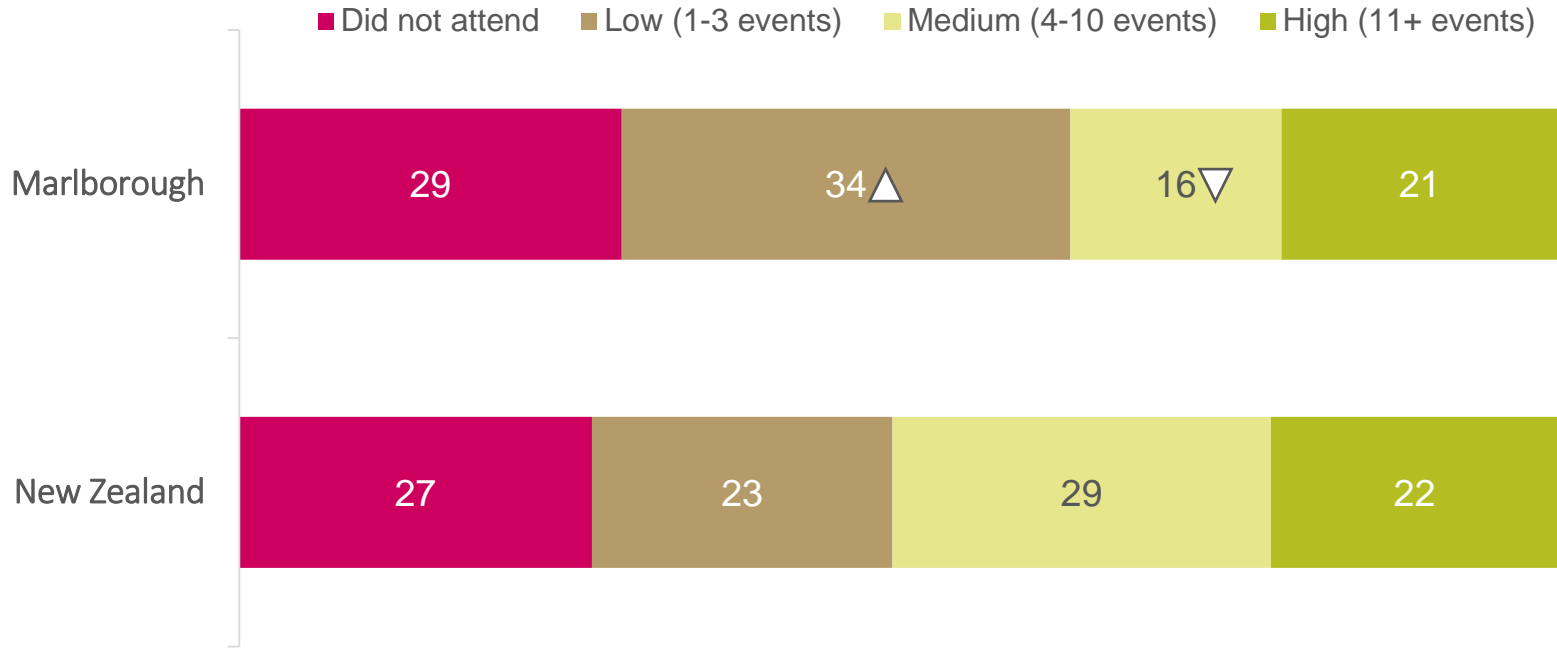
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Marlborough (152); New Zealand (6,101)

# Frequency of attendance

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

%



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Marlborough (152); New Zealand (6,101)

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

One in five residents in Marlborough (21%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

Compared to the national average, a higher proportion of Marlborough residents have attended between 1-3 art events (34% vs. 23%), and fewer have attended between 4-10 events (16% vs. 29%).

Sub-group differences in Marlborough:

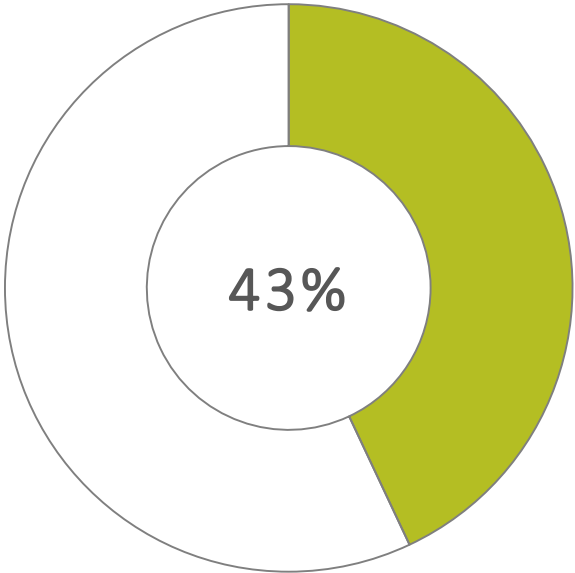
Women are more likely than average to attend the arts on a regular basis (more than ten times a year) (33% vs. 21%).

In contrast men are more likely than average to attend between 1-3 art events in a year (51% vs. 34%).

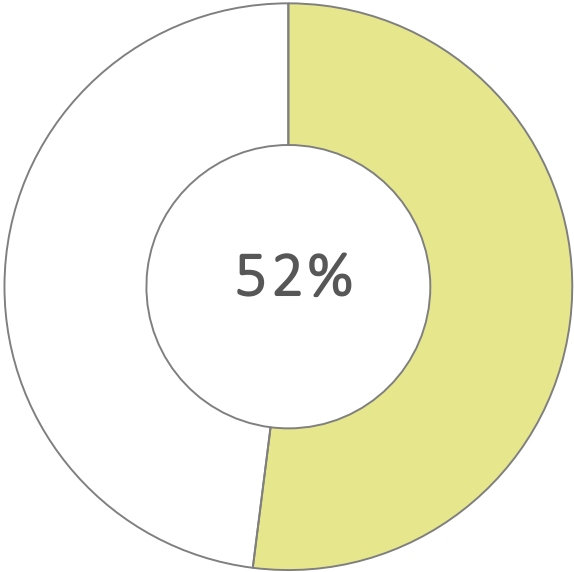
# Overall participation

**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

Marlborough



New Zealand



A total of 43% of residents in Marlborough have participated in at least one art form in the last 12 months. The difference between participation of Marlborough residents and all New Zealanders is not statistically significant (52%).

Sub-group differences in Marlborough:

The following groups are more likely than the average (43%) to have participated in at least one art form in the last 12 months:

- Households with an annual income of \$51k - \$80K (69%)
- Women (64%).

Men are less likely than average to have participated in at least one art form in the last 12 months (25% vs. 43%).

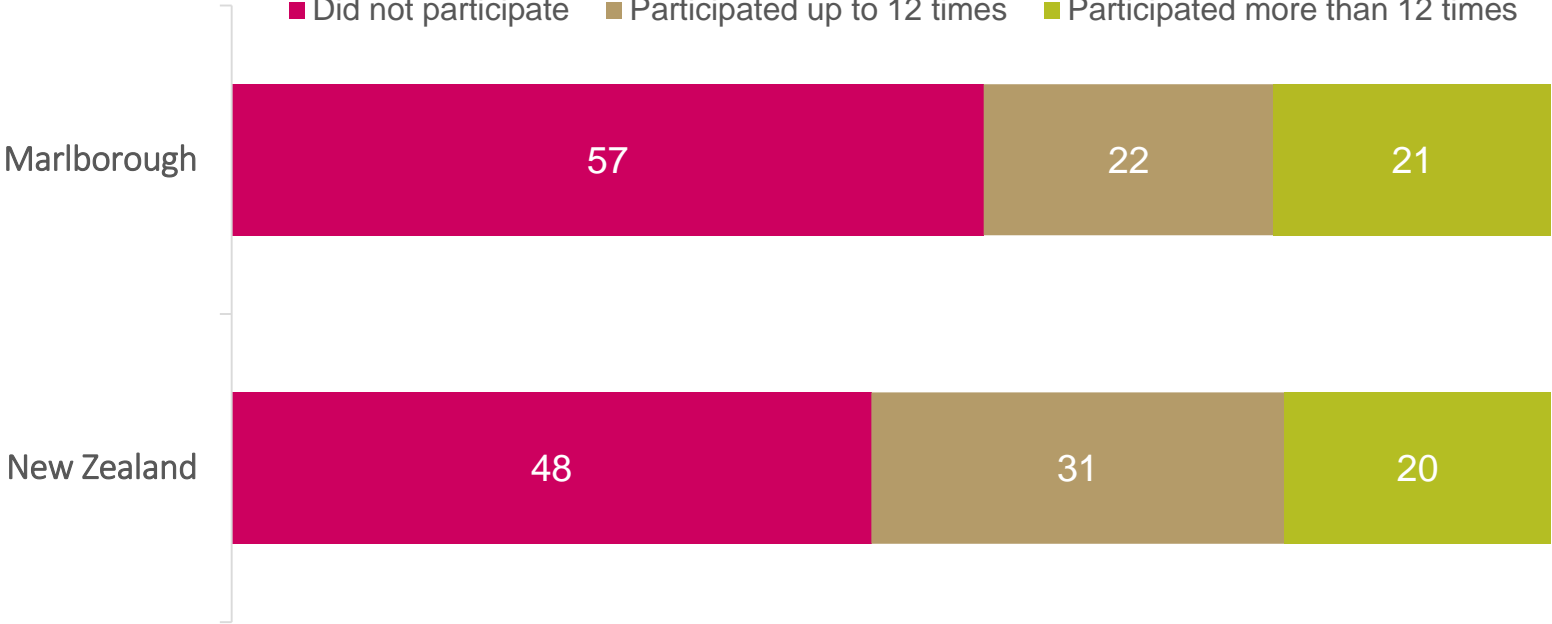
△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Marlborough (152); New Zealand (6,101)

# 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 Marlborough (21%) participate on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

Sub-group differences in Marlborough:

In line with overall participation, the following groups are more likely than average (21%) to have participated in any art forms on a regular basis (more than 12 times a year):

- Households with an annual income of \$51k - \$80K (39%)
- Women (31%).

Men are more likely than average to have not participated in any art form in the last 12 months (75% vs. 57%).

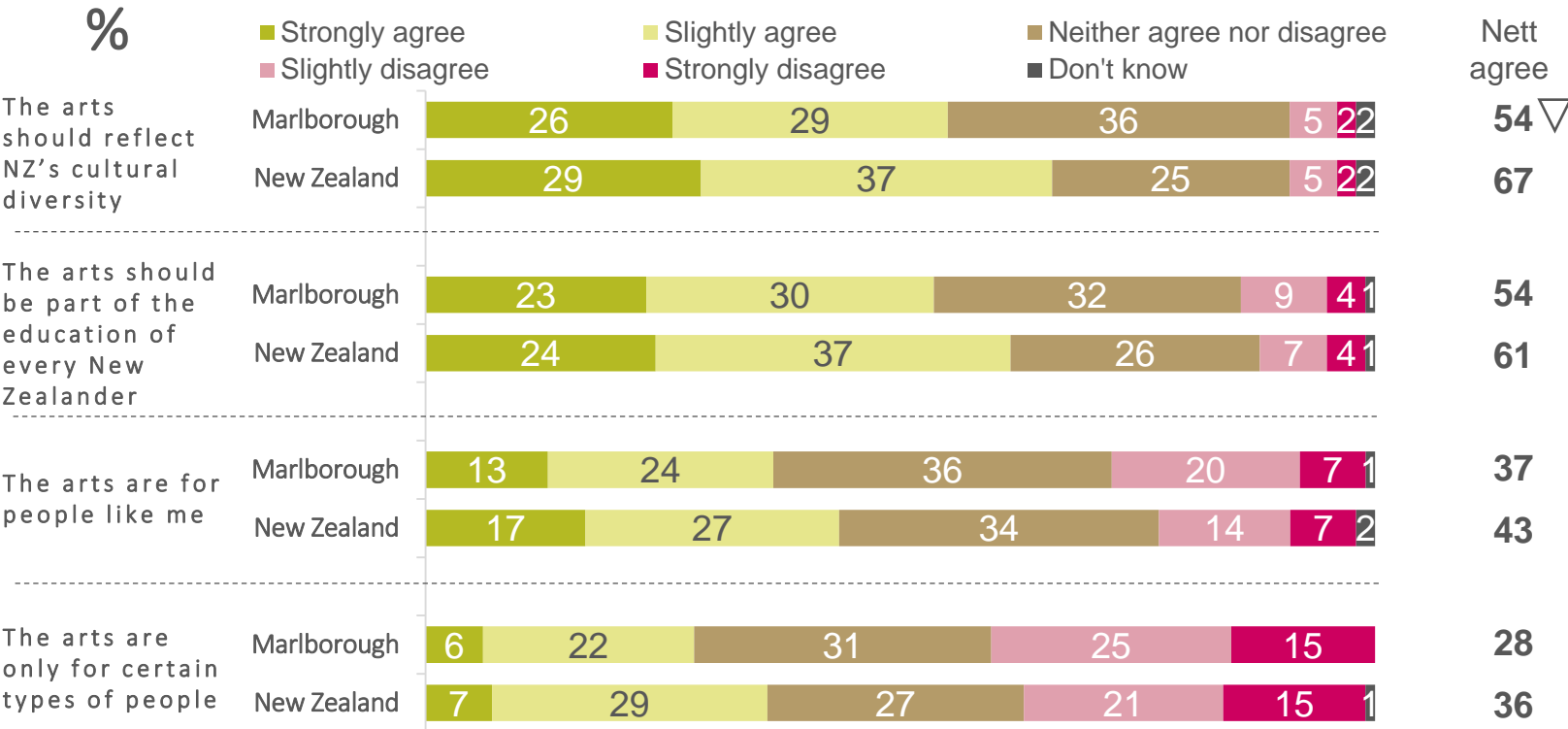
△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

**Q** To what extent do you agree or disagree?



Compared to the national average, a lower proportion of Marlborough residents support the idea that arts should reflect New Zealand's cultural diversity (54% vs. 67%).

The differences in the views expressed by residents in Marlborough and all New Zealanders are not statistically significant for the following statements.

Fifty-four percent of Marlborough residents agree that the arts should be part of the education of every New Zealander.

Twenty-seven percent disagree that the 'arts are for people like me', while at the same time 28% agree 'the arts are only for certain types of people'.

Sub-group differences in Marlborough:

The following groups are more likely than average (54%) to agree that the arts should reflect New Zealand's cultural diversity:

- Women (72%)
- Households with an annual income of \$51k – 80k (71%)
- Older people, aged 60+ (64%).

Women are more likely than average to agree the arts should be part of the education of every New Zealander (67% vs. 54%).

The following groups are more likely than average (37%) to agree the arts are for people like me:

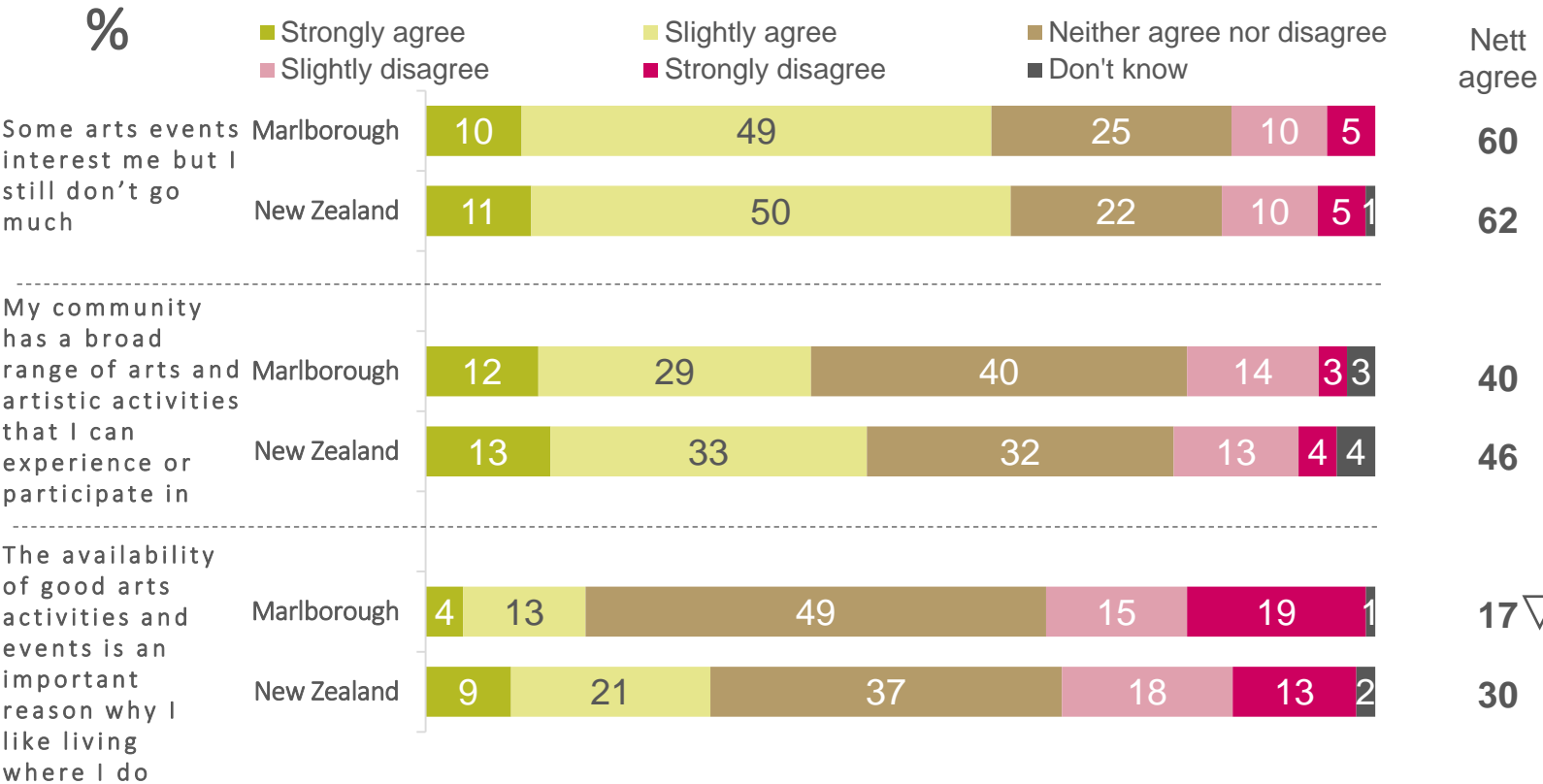
- Older people, aged 60+ (48%)
- Households with an annual income of up to \$50k (48%)
- Women (45%).

Women are more likely than average to disagree that the arts are only for certain types of people (47% vs. 40%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); 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 (60%) residents in Marlborough agree some arts events interest them but they still don't go much.

There is evidence that residents in Marlborough have access to a range of arts and artistic activities (40% agree with this). Seventeen percent disagree about the availability of activities, while a high proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

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

Sub-group differences in Marlborough:

The following groups are more likely than average to agree that some arts events interest them but they still don't go to much (60%), and that their community has a broad range of arts available (40%):

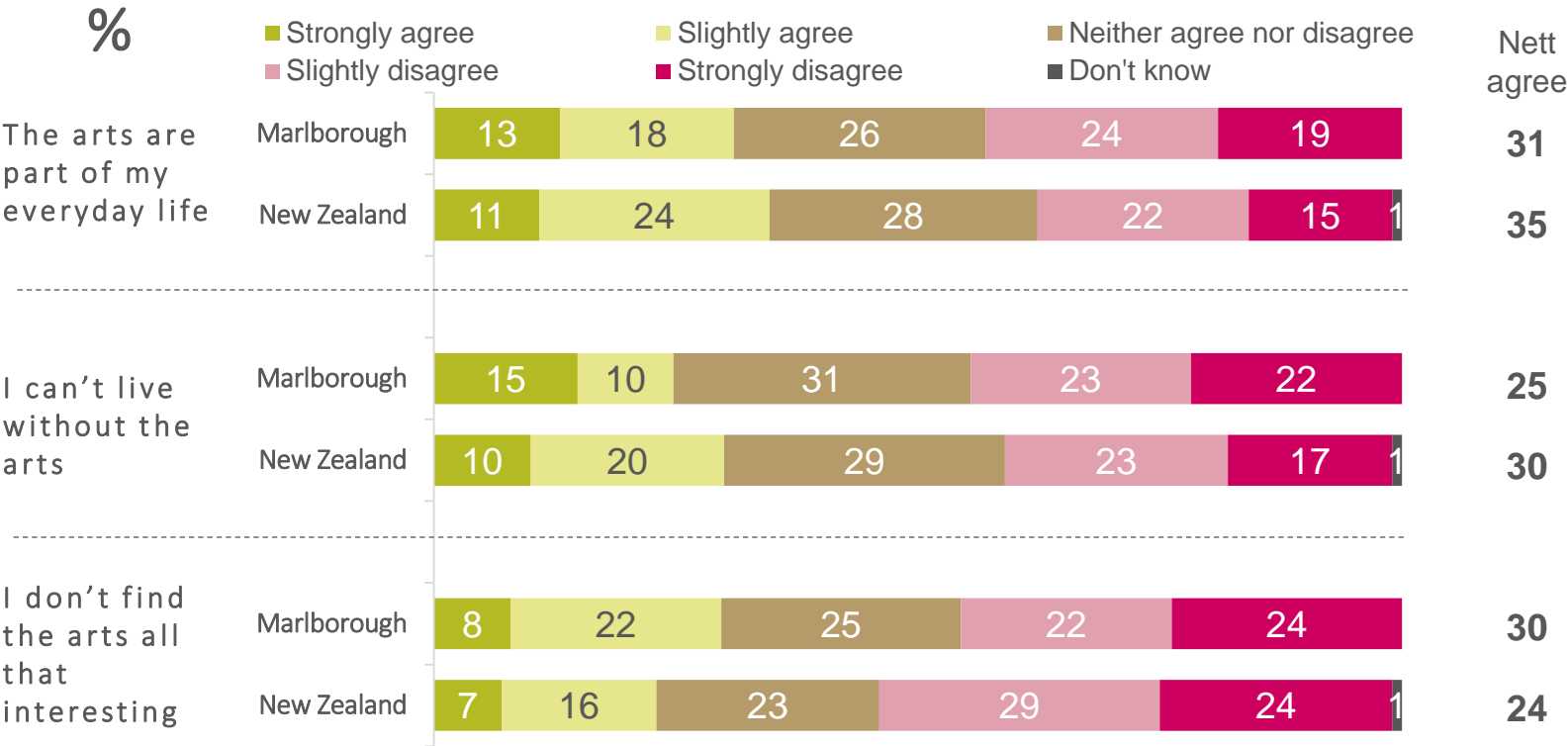
- Households with an annual income of up to \$50k (70%) and (54%) respectively
- Older people, aged 60+ (69%) and (51%) respectively
- Women (66%) and (48%) respectively.

Women are more likely than average to agree that the arts are an important reason why they like living where they do (24% vs. 17%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); 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 Marlborough. Thirty-one percent agree the arts are part of their everyday life while one in four (25%) agree they can't live without the arts. These findings are largely consistent with the results for all New Zealanders.

More residents are interested in the arts than not. While, 30% of residents in Marlborough agree they don't find the arts all that interesting, 46% disagree. This is largely in line with all New Zealanders.

Sub-group differences in Marlborough:

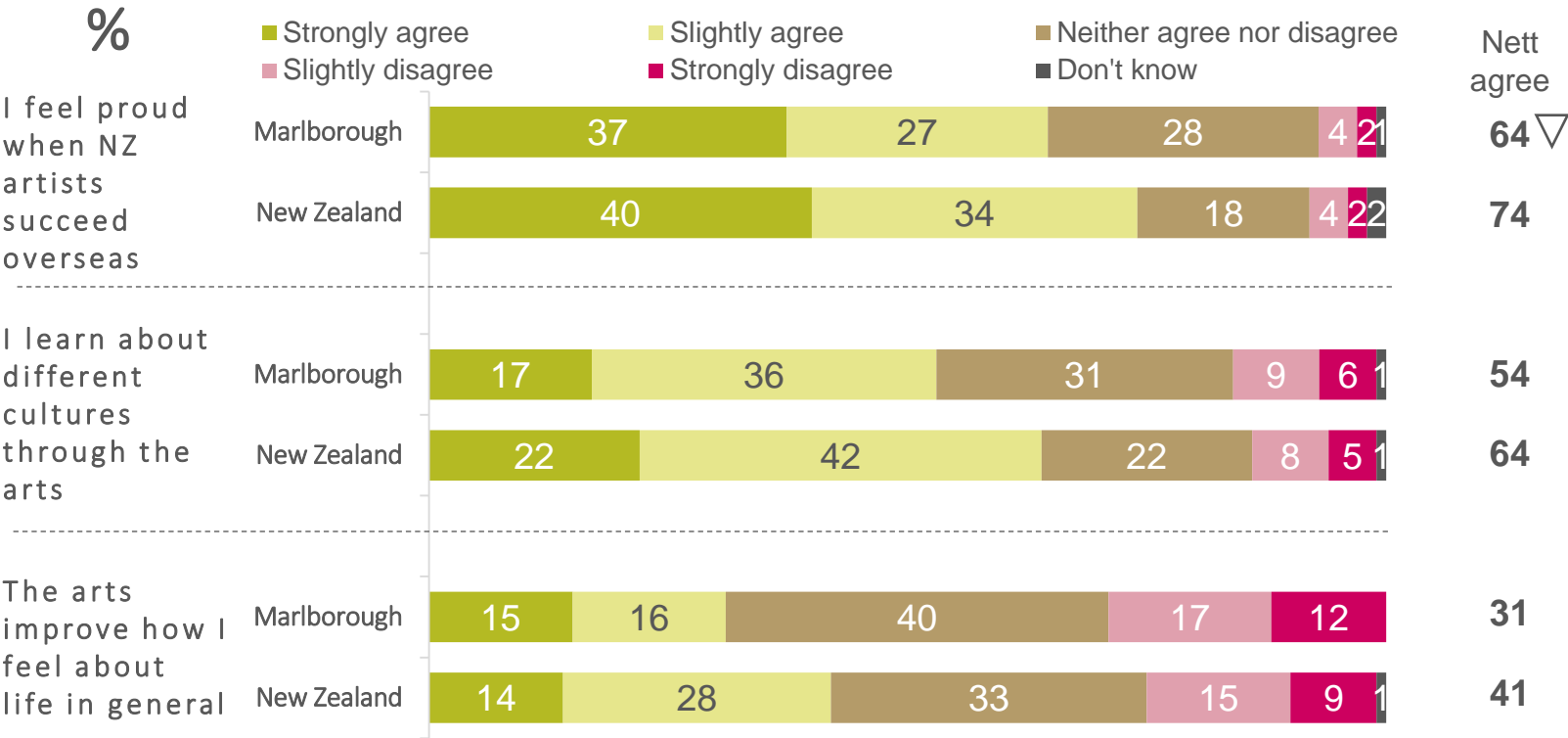
- Women are more likely than average to agree the arts are part of their everyday life (43% vs. 31%)
- Women are also more likely than average to agree that they cannot live without the arts (38% vs. 25%).
- Additionally, women are less likely than average to indicate they don't find the arts all that interesting (15% vs. 30%). In contrast, men are more likely than average to agree that they don't find the arts all that interesting (45% vs. 30%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)



# Attitudes towards the arts: How the arts benefit me

**Q** To what extent do you agree or disagree?



Pride in the international success of New Zealand artists is lower among Marlborough residents compared to the national average (64% vs. 74%).

Just over half of Marlborough residents (54%) feel they learn about different cultures through the arts. Thirty-one percent express that arts improve how they feel about life in general, compared to 29% who disagree while a high proportion remain on the fence.

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

Sub-group differences in Marlborough:

The following groups are more likely than average (64%) to feel proud when New Zealand artists succeed overseas:

- Women (80%)
- Older people, aged 60+ (74%).

The following groups are more likely than average (54%) to agree that they learn about different cultures through the arts:

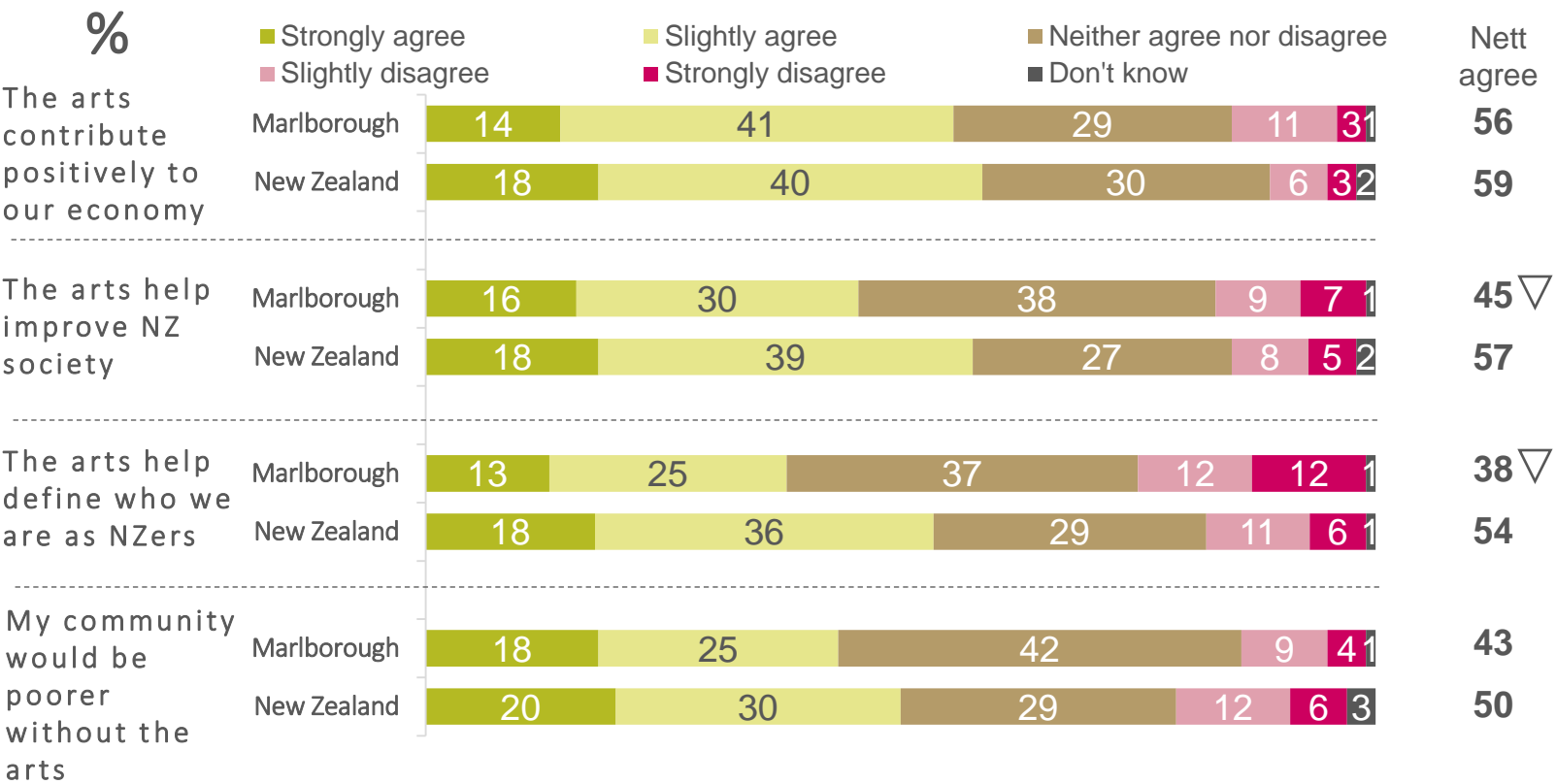
- Women (70%)
- Households with an annual income of up to \$50k (63%).

Women are also more likely than average to agree that arts improve how they feel about life in general (41% vs. 31%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)

# Attitudes towards the arts: How the arts benefit New Zealand

**Q** To what extent do you agree or disagree?



The recognition of the different ways in which the arts benefit New Zealand is mixed among Marlborough residents. While, over half agree they contribute positively to the economy (56%), compared to the national average a lower proportion of Marlborough residents feel that the arts improve New Zealand society (45% vs. 57%) and help define who we are as New Zealanders (38% vs. 54%).

Just over two in five (43%) agree their community would be poorer without the arts. The difference in views expressed for this statement between residents in Marlborough and New Zealand is not statistically significant.

Sub-group differences in Marlborough:

The following groups are more likely than average to agree that the arts contribute positively to our economy (56%) and help improve the New Zealand society (45%):

- Women (68%) and (56%) respectively
- Older people, aged 60+ (67%) and (59% respectively).

These same groups are also more likely than average (43%) to agree that their community would be poorer without the arts:

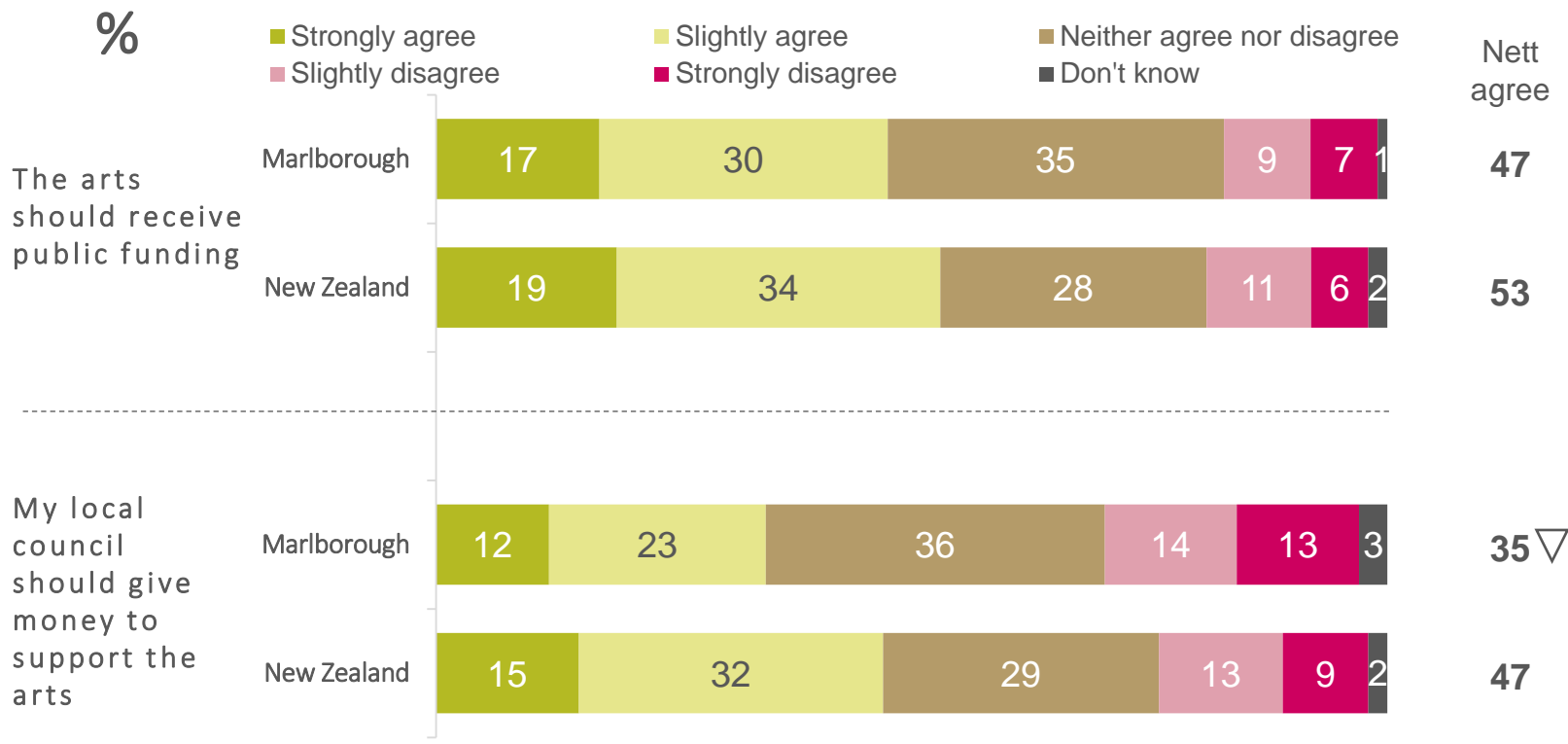
- Older people, aged 60+ (56%)
- Households with an annual income of up to \$50k (54%)
- Women (53%).

Women are also more likely than average to agree that arts help define who we are as New Zealanders (50% vs. 38%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)

# Attitudes towards the arts: Funding support for the arts

**Q** To what extent do you agree or disagree?



On balance, there is support for public funding of the arts. Just under half of Marlborough residents (47%) agree the arts should receive public funding. Only 16% disagree, while the remainder are on the fence or do not express an opinion.

In contrast, and compared to the national average, a lower proportion of Marlborough residents feel that the local council should give money to support the arts (35% vs. 47%).

Sub-group differences in Marlborough:

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

- Households with an annual income of \$51k - \$80k (65%)
- Women (59%).

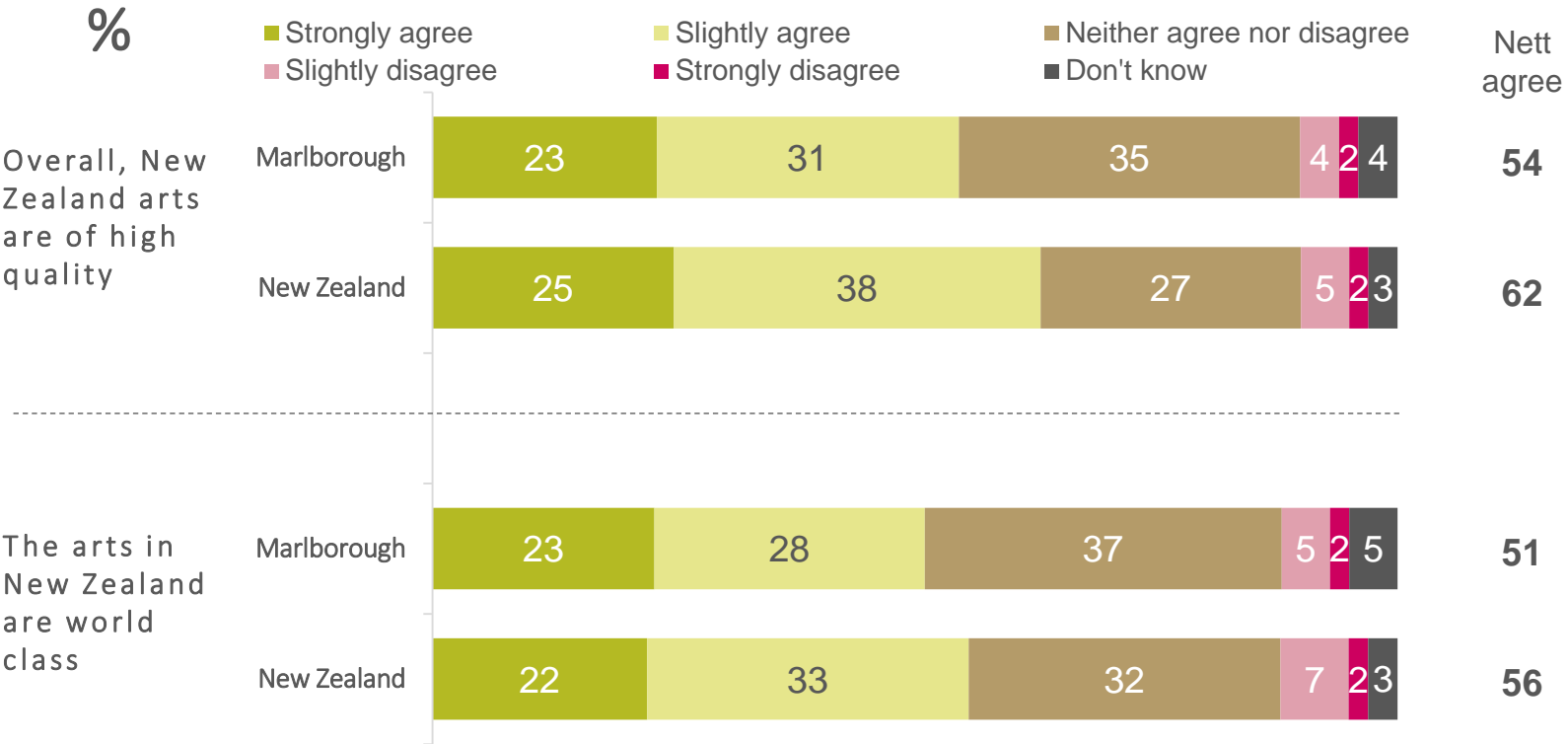
The following groups are more likely than average (35%) to agree that the local council should give money to support the arts:

- Women (45%)
- Older people, aged 60+ (44%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); 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 Marlborough are positive about the quality of New Zealand arts. More than half agree the New Zealand arts of high quality (54%) while over half feel they are world class (51%).

The difference in views expressed for these statements between residents in Marlborough and New Zealand are not statistically significant

Sub-group differences in Marlborough:

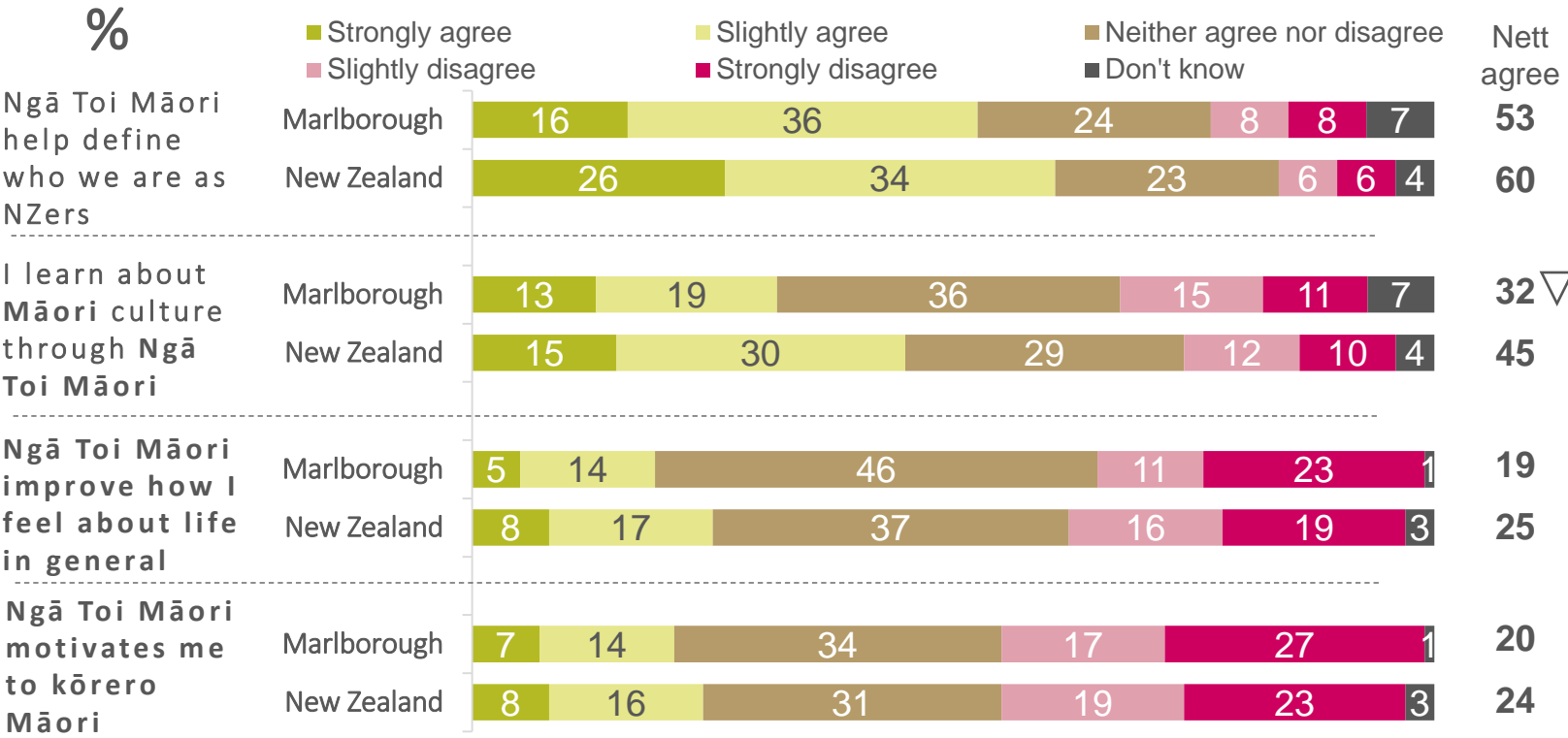
Women are more likely than average to agree that New Zealand arts are of high quality (68% vs. 54%).

Women are also more likely than average to agree that the arts in New Zealand are world class (62% vs. 51%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)

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

**Q** To what extent do you agree or disagree?



The value Marlborough residents express toward the impact of Ngā Toi Māori varies. Fifty-three percent agree they help define who we are as New Zealanders, whereas just less than one third agree they learn about Māori culture through Ngā Toi Māori, this is lower than the view expressed by all New Zealanders (32% vs. 45%).

One in five agree Ngā Toi Māori improve how they feel about life in general (19%) and that Ngā Toi Māori motivates them to speak Māori (20%). Differences compared to all New Zealanders are not statistically significant.

Sub-group differences in Marlborough:

- Women are more likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (64% vs. 53%).
- Women are more likely than average to agree they learn about Māori culture through Ngā Toi Māori (48% vs. 32%). In contrast, men are less likely to agree that they learn about Māori culture through Ngā Toi Māori (16% vs. 32%).
- Women are more likely than average to agree that Ngā Toi Māori improve how they feel about life in general (28% vs. 19%).
- Older people, aged 60+, are less likely than average to agree Ngā Toi Māori motivates them to speak Māori (10% vs. 20%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)

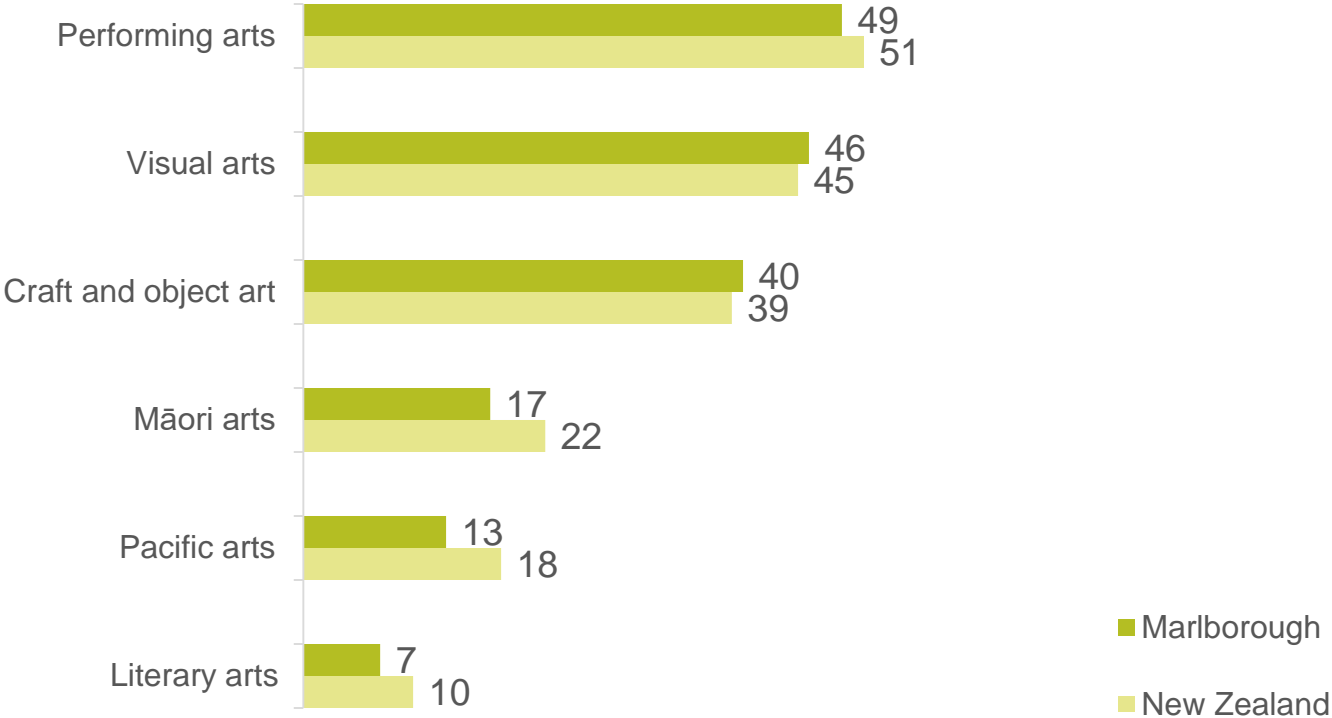


# ATTENDANCE BY ARTFORM

# Attendance by art form

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

%



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

In line with the national picture, the most popular art form in Marlborough is performing arts. Forty-nine percent of all Marlborough residents have attended an event in the last 12 months.

This is followed by visual arts (46%), and craft and object art (40%).

The least popular art form is literary arts. Only 7% have attended a literary arts event or festival in the last 12 months.

Attendance for all art forms in Marlborough is broadly in line with the average attendance for all New Zealanders.

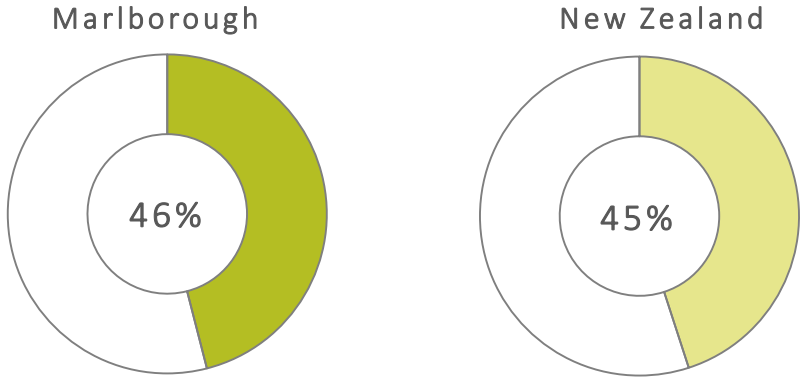
Further analysis of each art form (including sub-group differences) is presented in the following slides.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Marlborough (152); New Zealand (6,101)

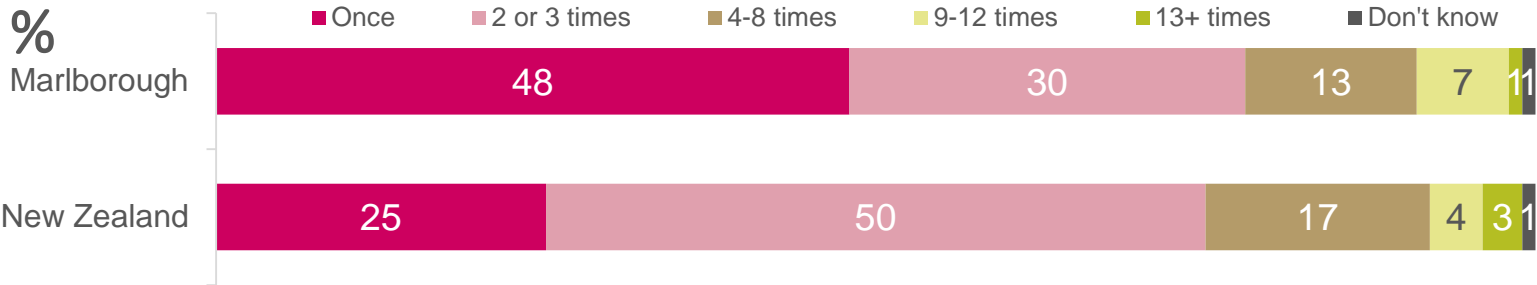
# Visual arts attendance

**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: Marlborough (152); New Zealand (6,101)

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



Base: All who have attended the visual arts - Marlborough (62); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Forty-six percent of Marlborough residents have attended a visual arts event in the last 12 months. This is consistent to attendance 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 the proportion of all New Zealanders (75%).

Sub-group differences in Marlborough:

The following groups are less likely than average (46%) to have attended a visual arts event in the last 12 months:

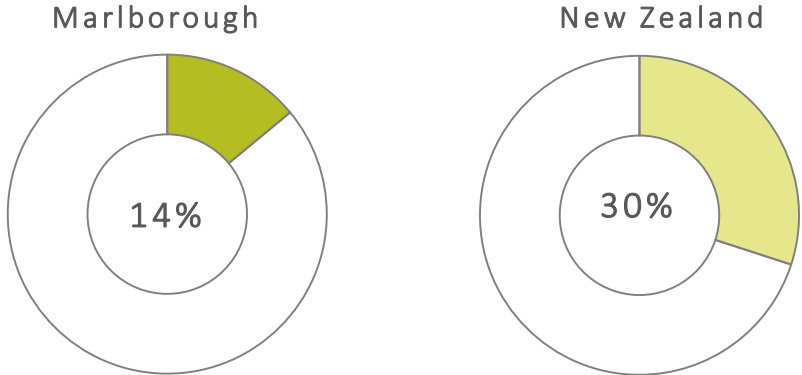
- Middle-aged people, aged 40-59 (34%)
- Households with an annual income of up to \$50k (34%).

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



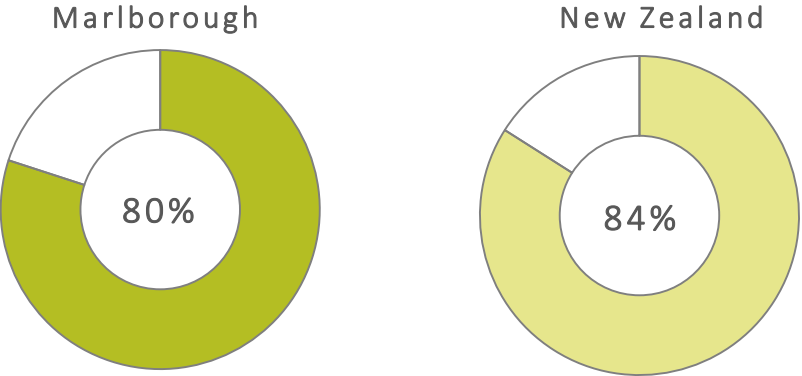
# Visual arts attendance: impact of film festivals

**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 - Marlborough (62); 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 - Marlborough (10); New Zealand (817)  $\triangle \nabla$  = significantly higher / lower than New Zealand

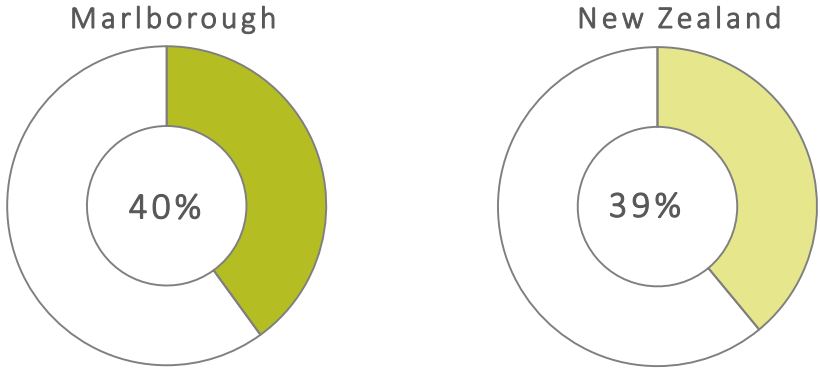
Of those who have attended the visual arts, 14% have attended film festivals in the last 12 months. This compares to 30% of New Zealanders. The difference is not statistically significant.

The majority (80%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with extreme caution due to the low base size (10 respondents). The result is broadly in line with all New Zealanders (84%).

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

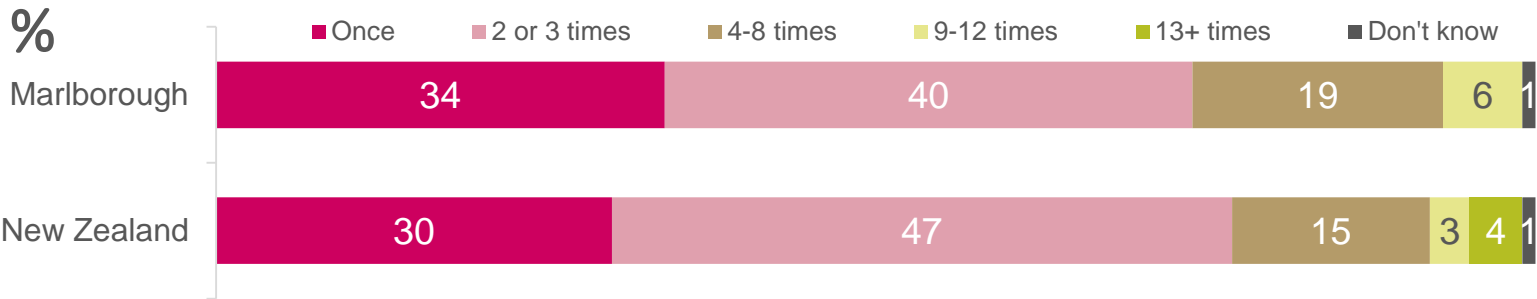
# Craft and object art attendance

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



Base: All respondents: Marlborough (152); 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 - Marlborough (60); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

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

The majority (74%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

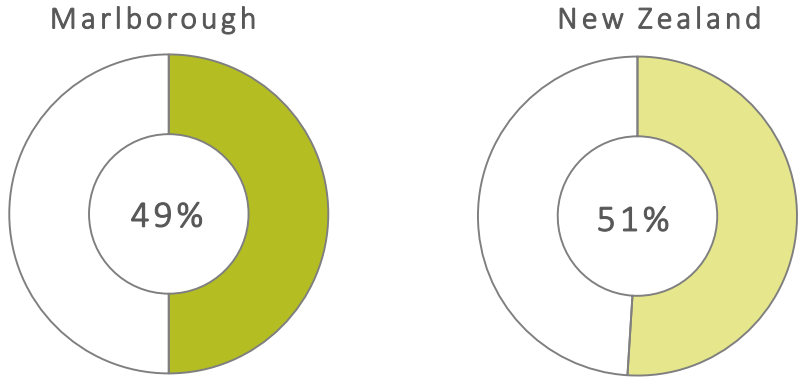
Sub-group differences in Marlborough:

Women are more likely than average to have attended a craft and object art event in the last 12 months (48% vs. 40%).

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

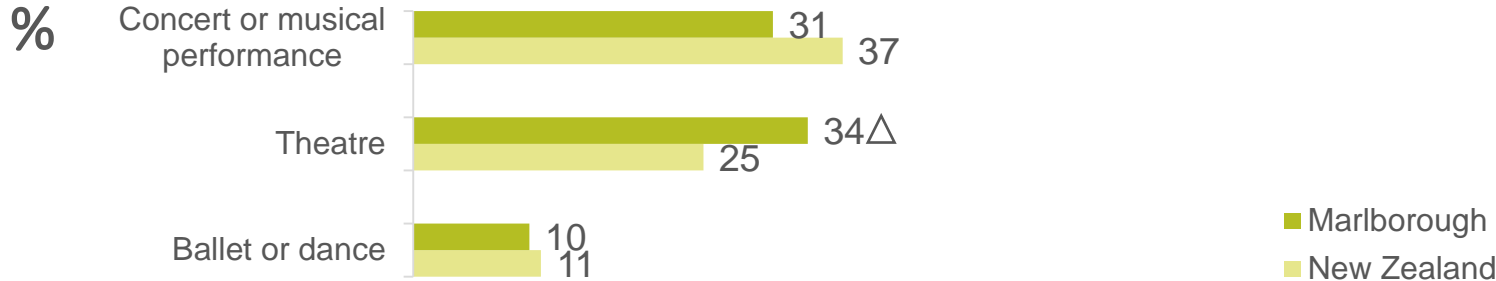
# Performance arts attendance

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



Base: All respondents: Marlborough (152); New Zealand (6,101)

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



Base: All respondents: Marlborough (152); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

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

Looking more specifically at the type of performing arts, the survey shows that 34% of Marlborough residents have attended the theatre, while 31% have attended the a concert or musical performance and 10% ballet or some other form of dance.

Marlborough residents are more likely than average for all New Zealanders to have attended the theatre (34% vs. 25%).

Sub-group differences in Marlborough:

Women are more likely than average to have attended a performing arts event in the last 12 months (57% vs. 49%).

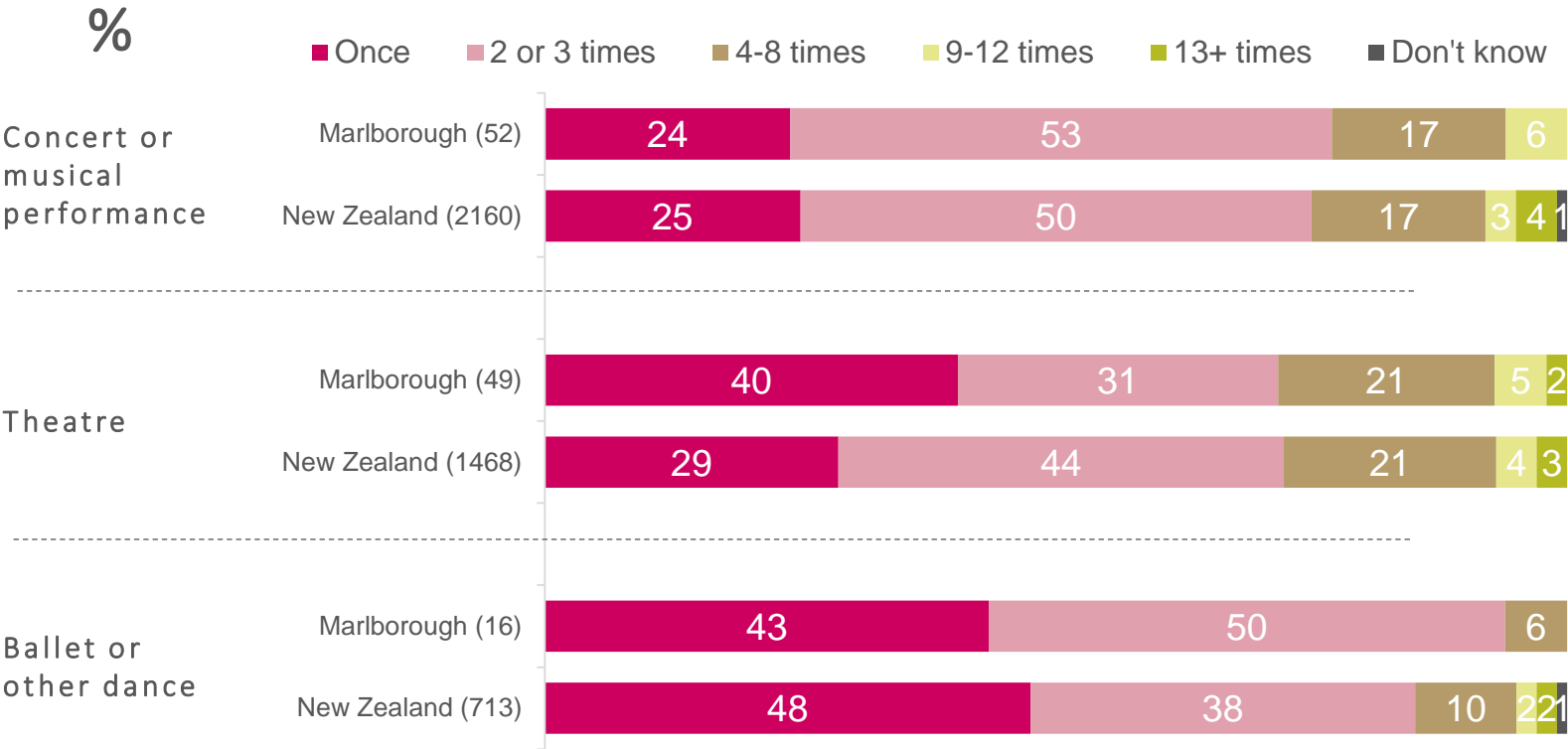
The following groups are more likely than average (31%) to have a concert of musical performance:

- Older people, aged 60+ (43%)
- Women (42%).

Women are also more likely than average to have attended the theatre (41% vs. 34%) and the ballet or other dance performance (15% vs. 10%).

# 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%).

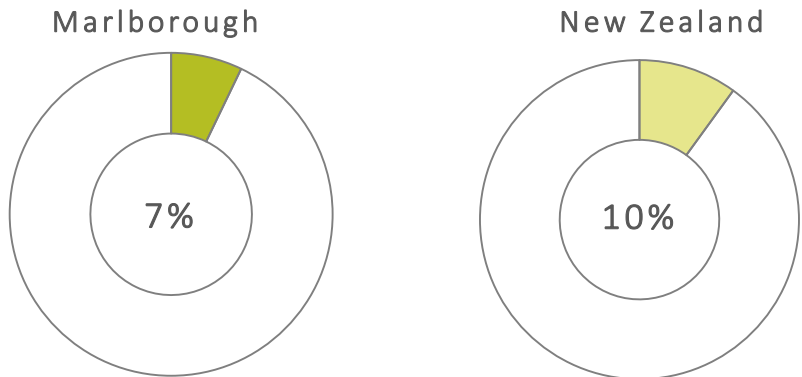
Similarly, the majority (71%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Marlborough who have attended ballet or other dance performances have also done so between one and three times (83%). This is in line with all New Zealanders (86%). The finding for Marlborough should also be treated with extreme caution due to the low base size (16 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?



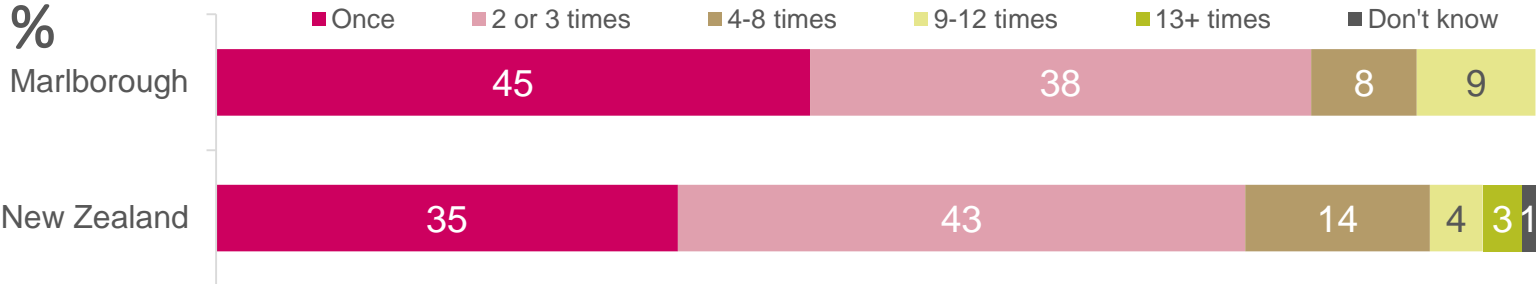
Base: All respondents: Marlborough (152); New Zealand (6,101)

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

Only eleven respondents in Marlborough 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?

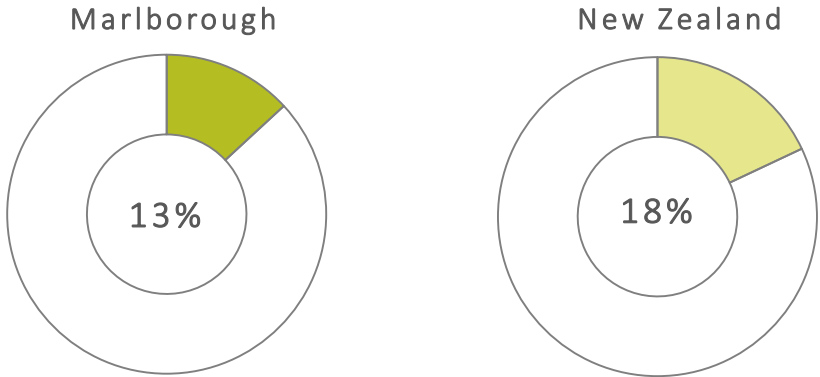


Base: All who have attended the literary arts - Marlborough (11); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

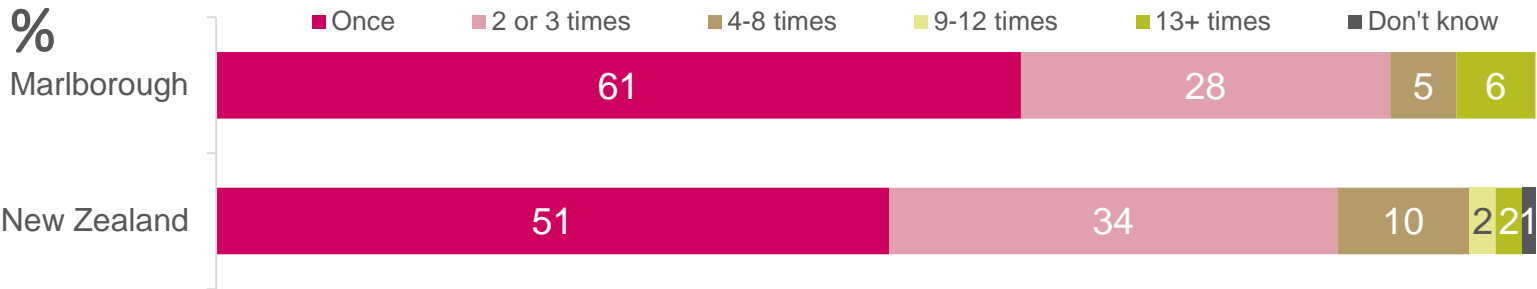
# Pacific arts attendance

**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: Marlborough (152); New Zealand (6,101)

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



Base: All who have attended the Pacific arts - Marlborough (21); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

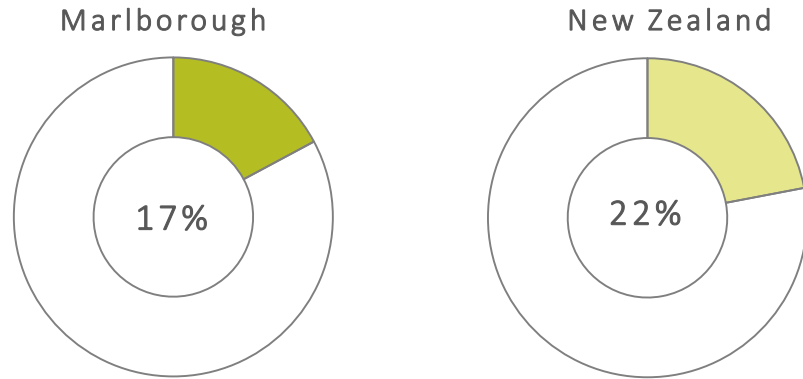
Thirteen percent of Marlborough residents have attended a Pacific arts event in the last 12 months. This is largely in line with the national level of attendance (18%).

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%). The finding for Marlborough should also be treated with caution due to the low base size (21 respondents).

Sub-group differences in Marlborough:  
Households with an annual income of up to \$50k are less likely than average to have attended a Pacific arts event in the last 12 months (6% vs. 13%).  
Please note there are too few Pacific respondents in the survey in Marlborough to test for statistical significance.

# Māori arts attendance

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



Base: All respondents: Marlborough (152); New Zealand (6,101)

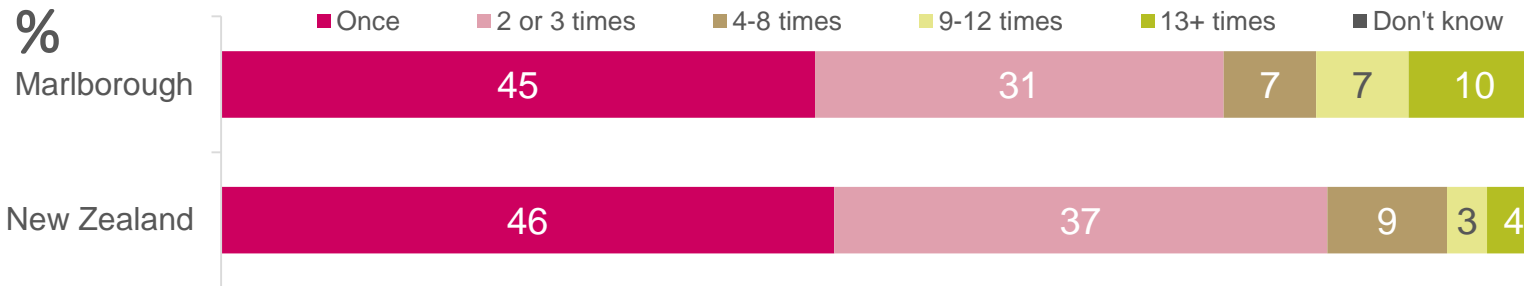
Seventeen percent of Marlborough residents have attended a Māori arts event in the last 12 months. This is broadly in line with the national level of attendance (22%).

Seventy-six percent of those who have attended have done so between one and three times. This is largely in line with the proportion of all New Zealanders (83%).

Sub-group differences in Marlborough:

Women are more likely than average to have attended a Māori arts event in the last 12 months (30% vs. 17%).

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



Base: All who have attended Māori arts - Marlborough (30); New Zealand (1,318)

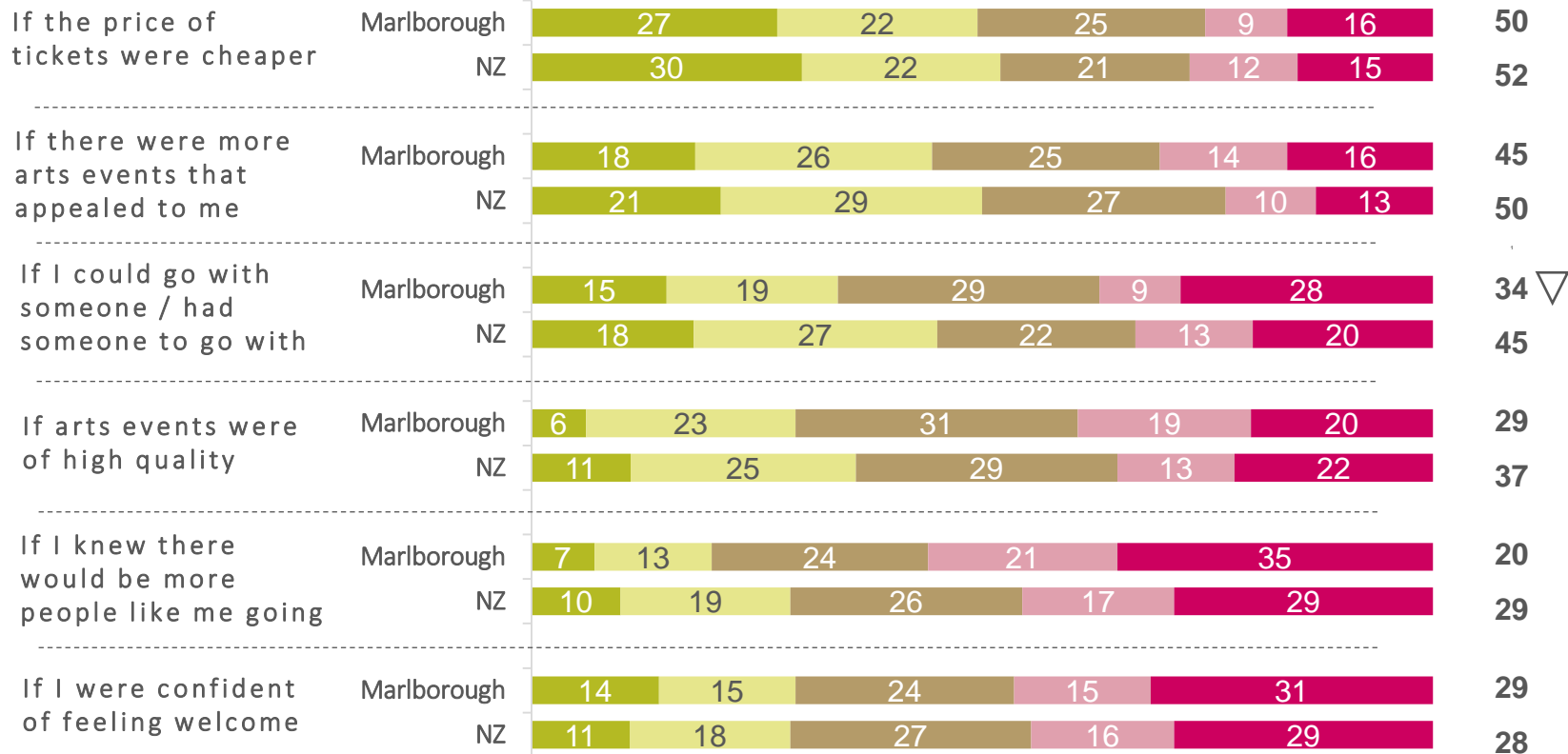
△▽ = significantly higher / lower than New Zealand

# 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?

%

■ 5 - A big difference ■ 4 ■ 3 ■ 2 ■ 1 - No difference at all **Nett 4-5**



Three in five Marlborough residents (60%) 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, 45% indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can prove a barrier for 34% of residents; however this is lower than the national average of 45%.

Quality is a concern for 29% of residents; who indicated that higher quality arts events would make a big difference.

Finally, there is evidence that a minority find the arts elitist. Two in five (20%) indicated that knowing there were more people like them going would make a big difference, while 29% point to being made to feeling welcome.

Sub-group differences in Marlborough:  
 Women are more likely than average to indicate cheaper tickets would make the difference (63% vs. 50%). In contrast, men are less likely to agree ticket price would make a difference (36% vs. 50%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Marlborough (100); New Zealand (3,822)



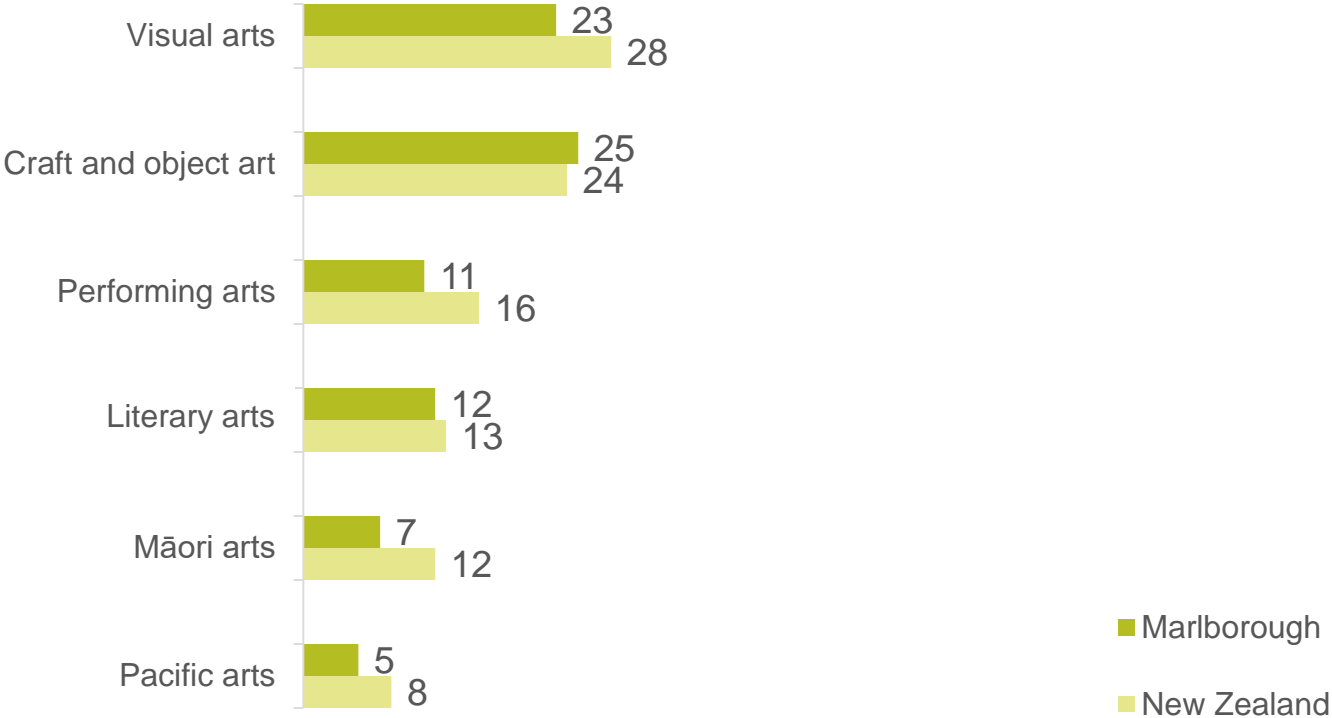


# PARTICIPATION BY ARTFORM

# Participation by art form

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

%



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

The most popular art forms for participation are the craft and object art and visual arts. One in four Marlborough residents (25%) have participated in craft and object art and a similar proportion (23%) have participated in visual arts in the last 12 months.

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

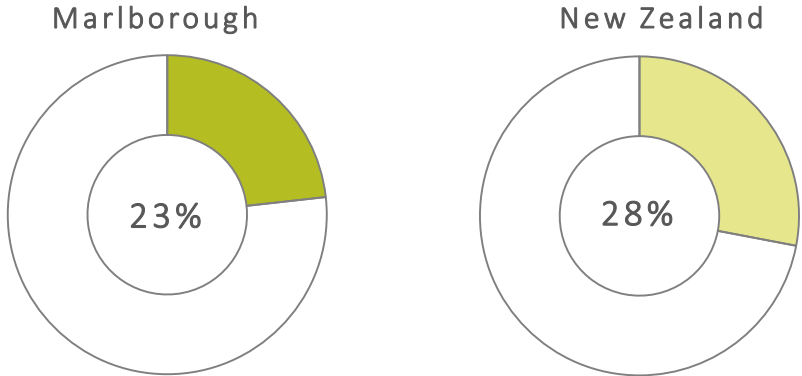
Participation among Marlborough residents in all art forms are broadly in line with the average for all New Zealanders.

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

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); 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: Marlborough (152); New Zealand (6,101)

Twenty-three percent of Marlborough residents have participated in the visual arts in the last 12 months. This is largely in line with all New Zealanders (28%).

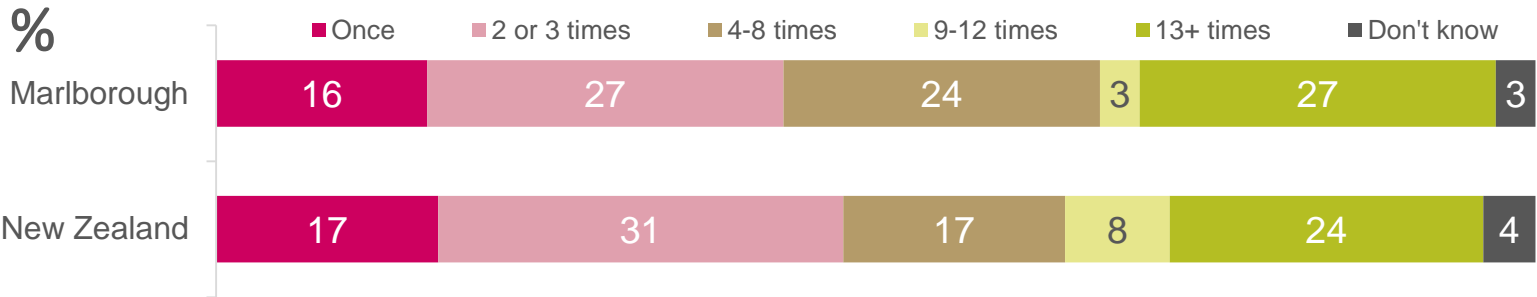
Of those who participate, 30% do so on a regular basis (at least nine times in the last 12 months). Is compares to 32% participation amongst all New Zealanders.

Sub-group differences in Marlborough:

The following groups are more likely than average (23%) to have participated in visual arts in the last 12 months:

- Households with an annual income between \$51k - \$80k (49%)
- Women (31%).

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

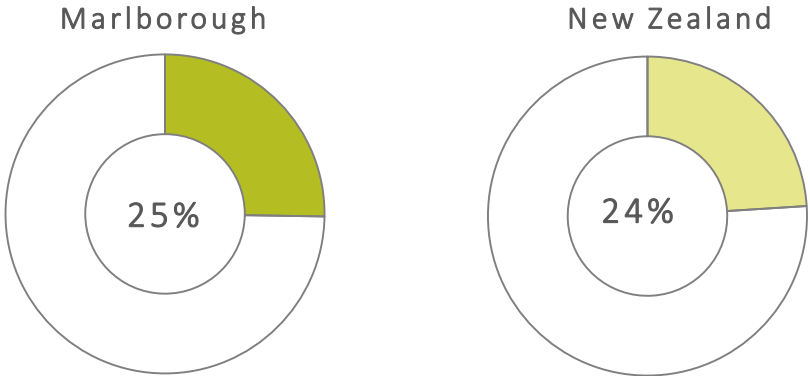


Base: All those who have participated in the visual arts - Marlborough (39); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

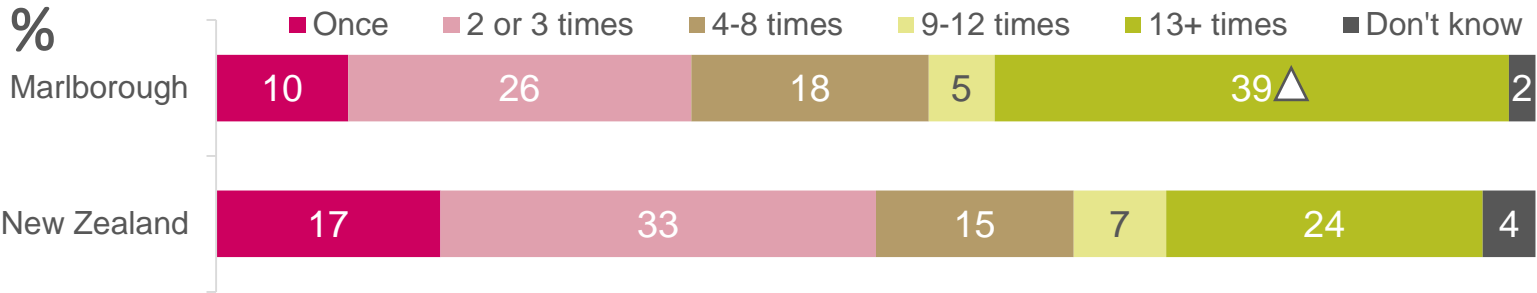
# Craft and object art participation

**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: Marlborough (152); 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 - Marlborough (41); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

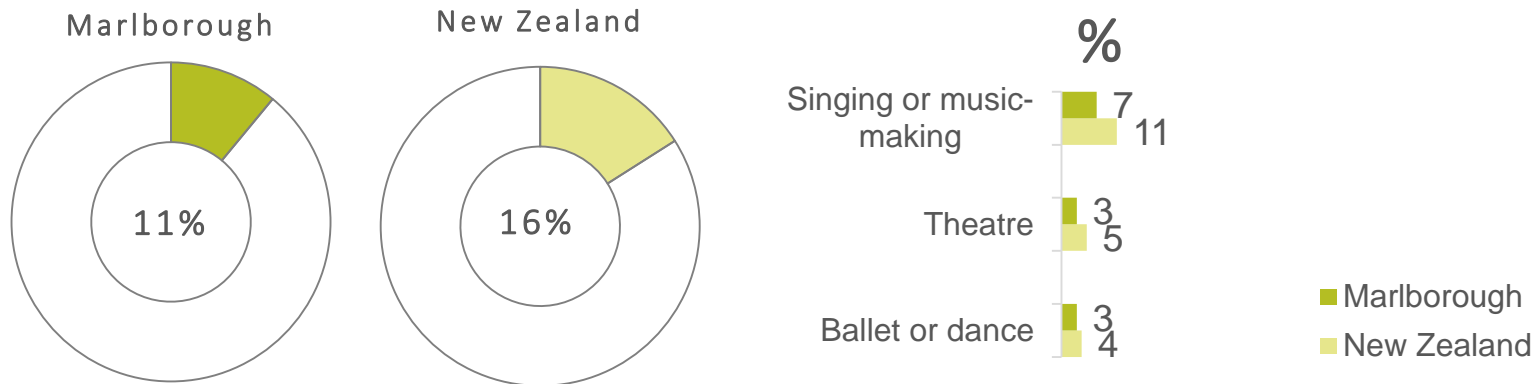
One in four (25%) of Marlborough residents have participated in craft and object art in the last 12 months. This is consistent with the average for all New Zealanders (24%).

Of those who participate, 44% do so on a regular basis (at least nine times in the last 12 months). A higher proportion of Marlborough residents have participated more than 12 times in the last 12 months, compared to the average for all New Zealanders (39% vs. 24%).

Sub-group differences in Marlborough:  
 Women are more likely than average to have participated in craft and object art in the last 12 months (41% vs. 25%). Conversely, men are less likely than average to have participated (9% vs. 25%).

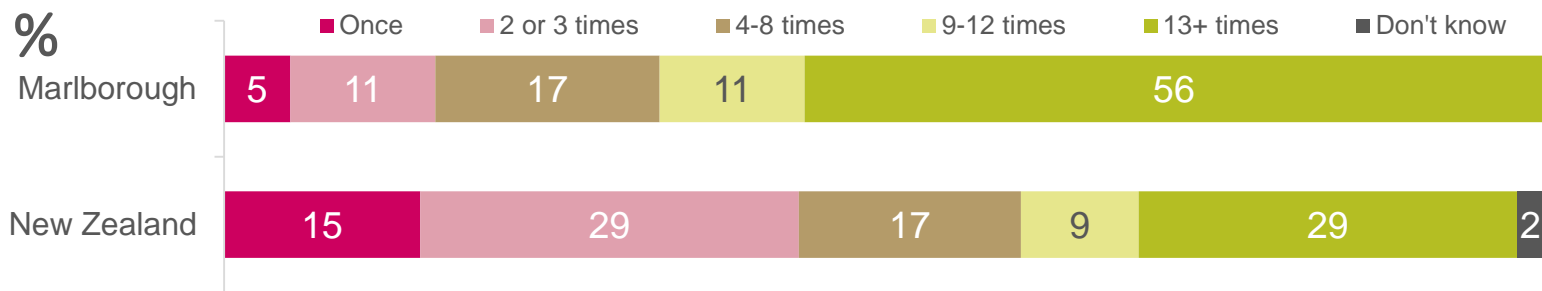
# Performance arts participation

**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: Marlborough (152); 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 - Marlborough (18); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

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

Looking more specifically at the type of performing arts, the survey shows that 7% of Marlborough residents have participated in singing or music making, while 3% have participated in the theatre and 3% ballet or some other form of dance.

Of those who participate in the performing arts, 67% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

Sub-group differences in Marlborough:

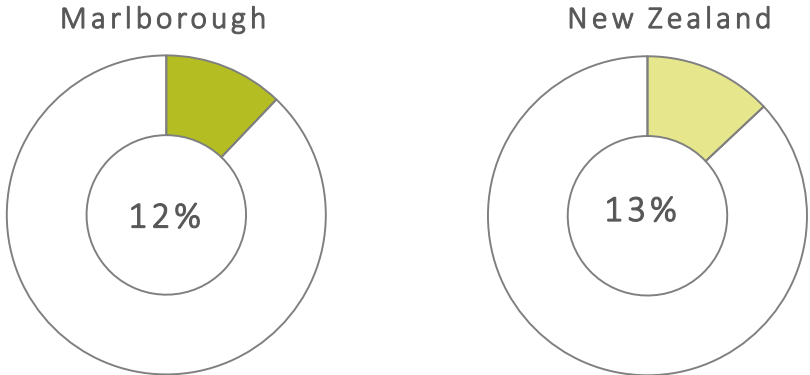
The following groups are more likely than average (11%) to have participated in the performing arts in the last 12 months:

- Households with an annual income of up to \$50k (19%)
- Women (16%).

Those with an annual household income of up to \$50k are more likely than average to have participated in singing or music making (16% vs. 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?



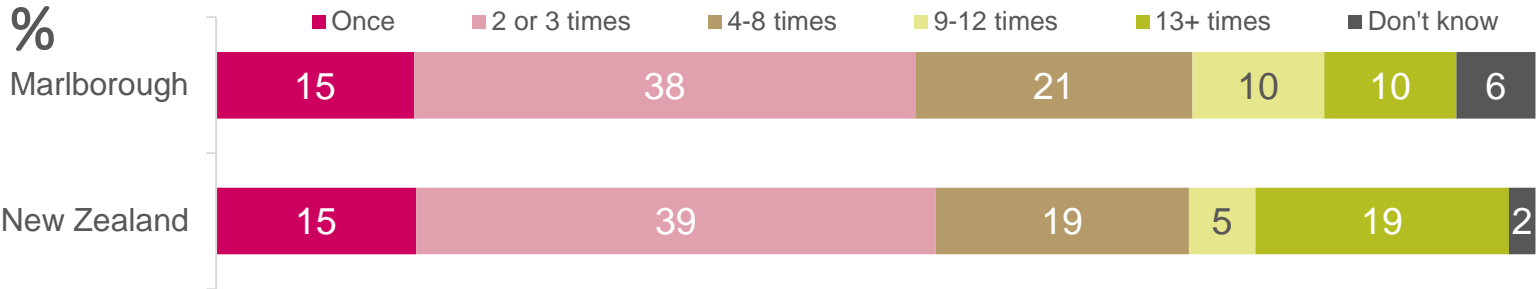
Base: All respondents: Marlborough (152); New Zealand (6,101)

Twelve percent of Marlborough 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, 20% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (19 respondents).

Sub-group differences in Marlborough:  
 Women are more likely than average to have participated in literary arts in the last 12 months (17% vs. 12%).

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

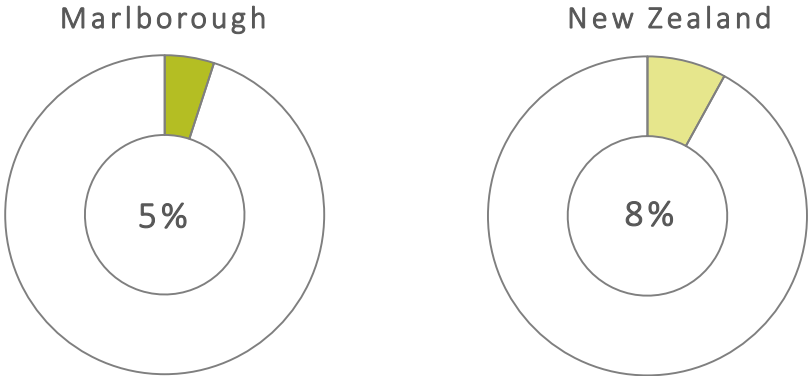


Base: All those who have participated in the literary arts - Marlborough (19); New Zealand (746)

△▽ = 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?



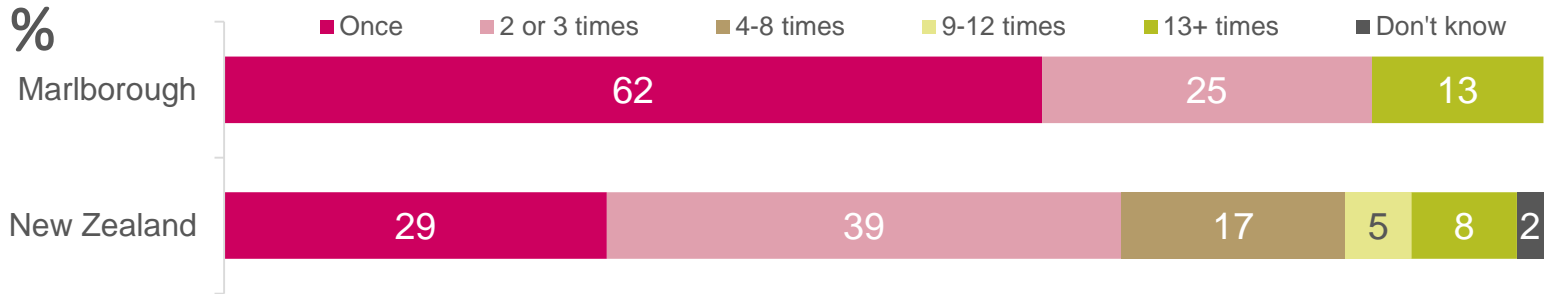
Base: All respondents: Marlborough (152); New Zealand (6,101)

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

Only eight respondents in Marlborough reported having participated in the Pacific arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

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

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

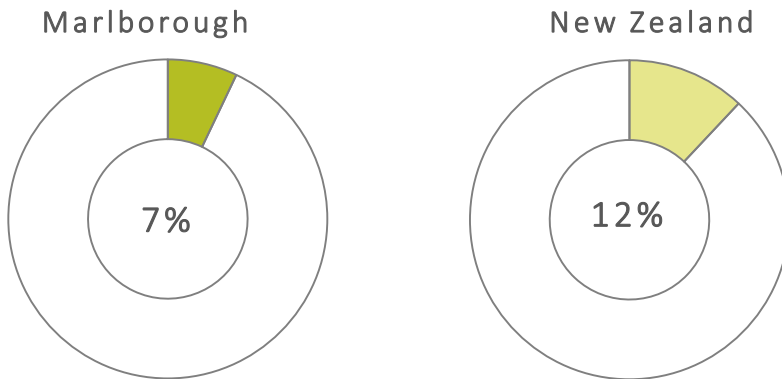


Base: All those who have participated in the Pacific arts - Marlborough (8); New Zealand (429)

△▽ = 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?**



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

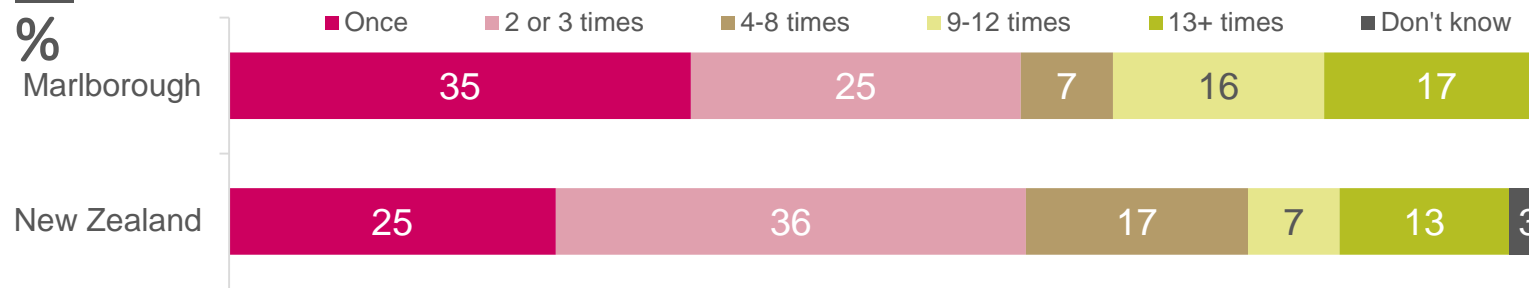
Only twelve respondents in Marlborough reported having participated in the Māori arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

Sub-group differences in Marlborough:

Women are more likely than average to have participated in Māori arts in the last 12 months (11% vs. 7%).

Base: All respondents: Marlborough (152); New Zealand (6,101)

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



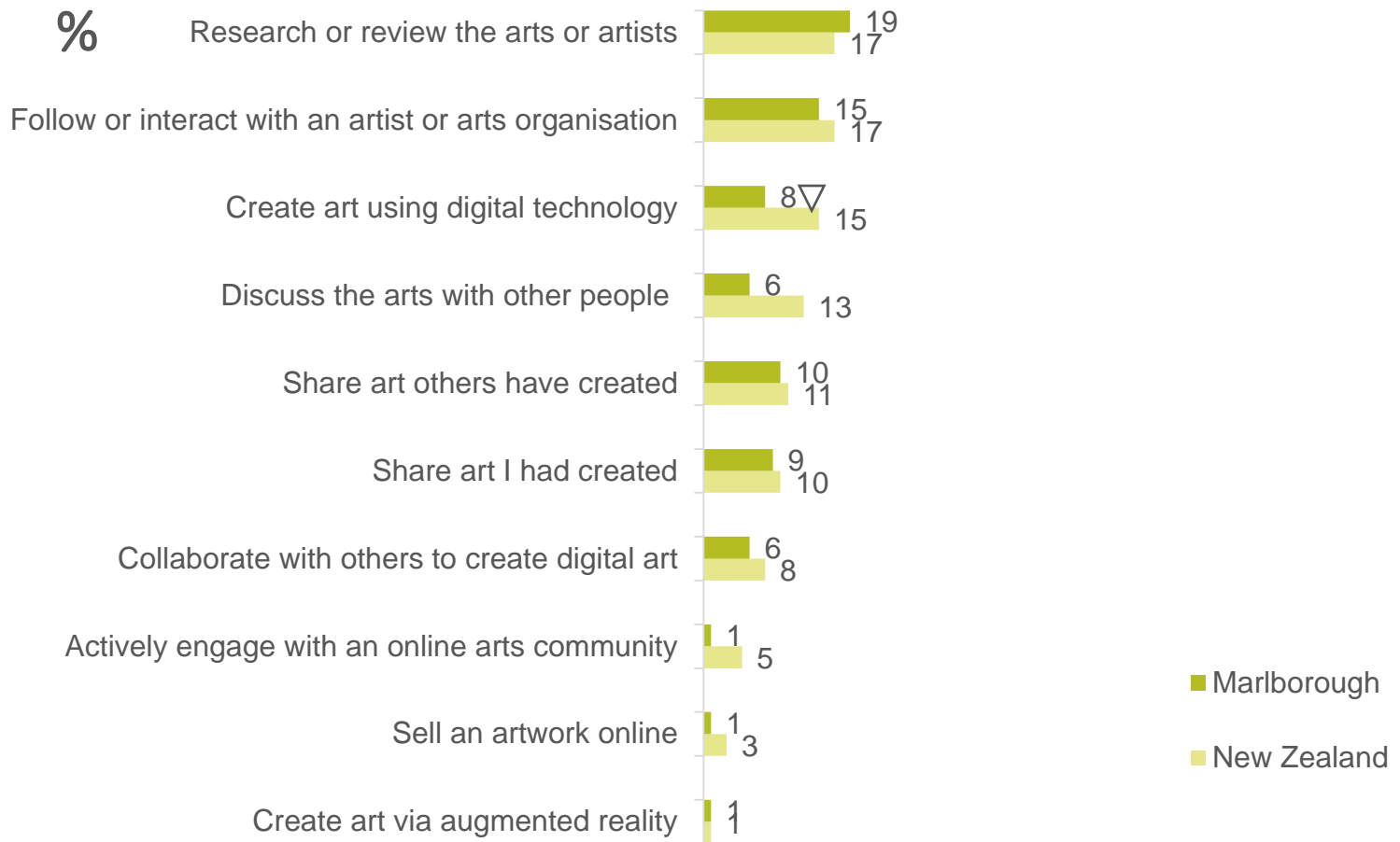
Base: All those who have participated in the visual arts - Marlborough (12); New Zealand (655)

△▽ = 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.



△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Marlborough (152); New Zealand (6,101)

Digital technology is enabling greater engagement in the arts for a significant minority in Marlborough. Thirty-three percent of Marlborough residents have used digital technology for arts activities. This is significantly lower than the average for all New Zealanders (43%).

The most popular activities are researching or reviewing the arts or artists (19%), followed by following or interacting with an artist or arts organisation (15%).

Marlborough residents are less likely to create art using digital technology compared with the average for New Zealand (8% vs. 15%).

Sub-group differences in Marlborough:

Women are more likely than average to have used digital technology for arts activities in the last 12 months (43% vs. 33%).

Women are more likely than average to have used digital technology to do the following:

- Follow or interact with an artist or organisation (24% vs. 15%)
- Share art that others have created (15% vs. 10%)
- Discuss the arts with other people (10% vs. 6%).

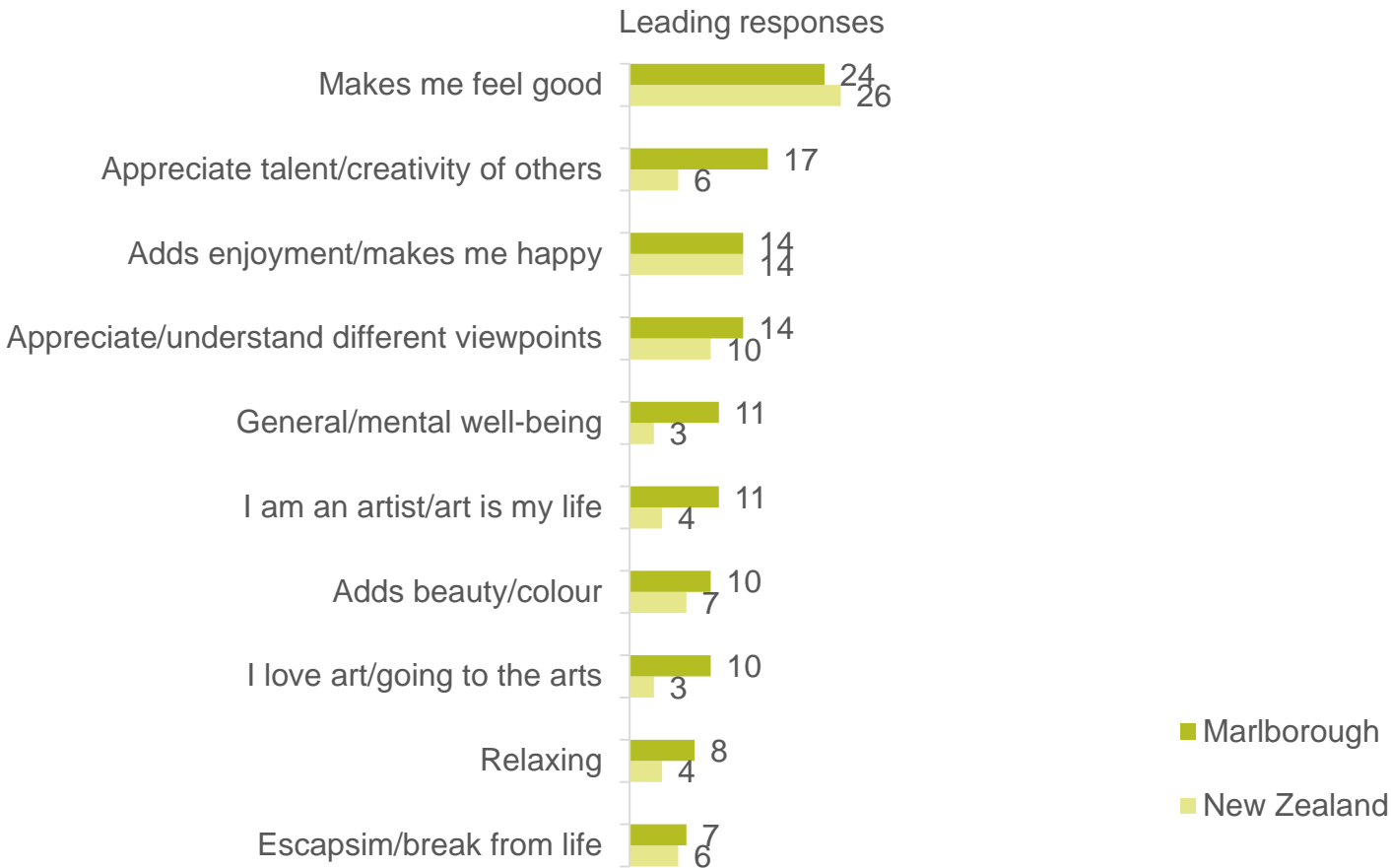


# ADVOCACY OF THE ARTS

# 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 one of the follow-up questions.

The chart opposite shows the leading responses. The key reasons why residents in Marlborough feel the arts improve how they feel about life in general is simply that it makes them feel good (24%), and they appreciate the talent and creativity of others (17%).

These results should be treated with caution due to the low base size (29 respondents).

“

*Seeing all the beautiful creations, performances and music makes me happy.*

*I follow a lot of people online and view their artwork. Art is always something I can turn to when I'm bored or feeling like I need something to do.*

*I like to look at how clever people are to create such interesting pieces. That makes me feel good..*

*It fascinates me that someone was able to create eg sculpture/draw or do eg dance/music what they do.*

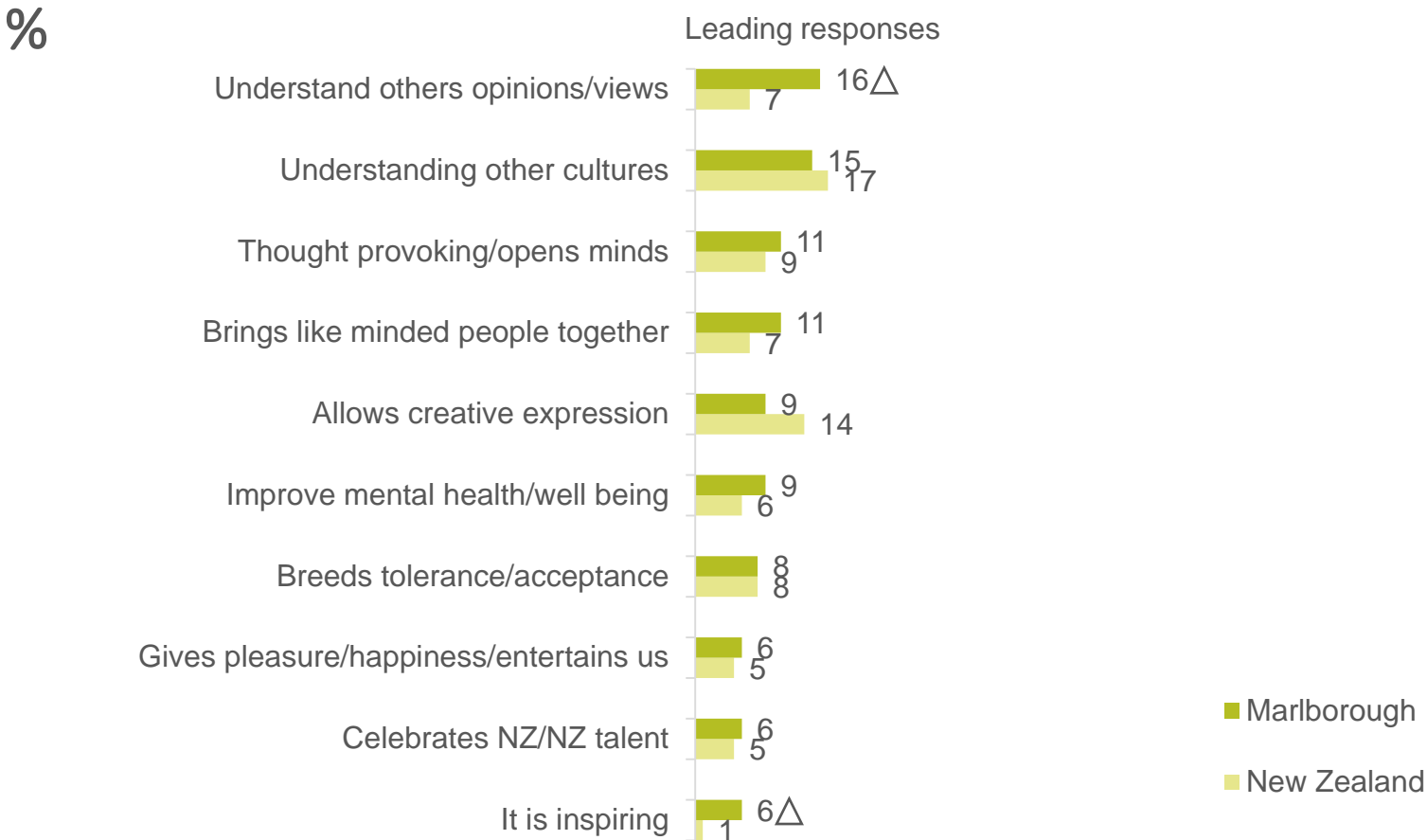
”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Marlborough (29); 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?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Marlborough (54); New Zealand (2,323)

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

The key reasons is that they help in understanding others views and opinions (16%), and understanding other cultures (15%).

Marlborough residents are more likely to mention that arts allow an understanding of others views/opinions compared to the national average (16% vs. 7%).

Marlborough residents are also more likely than the New Zealand average to mention that arts are inspiring (6% vs. 1%).

**“**  
*It gives us a greater understanding of the various ethnic groups in NZ.*  
*They help express emotion and show how people feel towards society culture and the environment.*  
*It is a shared pleasure. It gives performers a platform and audiences an opportunity to show appreciation.*  
*Creation of a common bond other than drinking beer and watching rugby.*  
*I think the arts promote diversity and tolerance of others and different opinions.*  
**”**



FOR FURTHER  
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