

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR THE WEST COAST

INTRODUCTION

Background and objectives of the research

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

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

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

This report presents findings on public attitudes, attendance and participation in the arts in the West Coast. 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



110

ONLINE INTERVIEWS

With adults aged 15+ living in the West Coast



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 the West Coast was 150 interviews. In order to achieve a representative sample of residents in the West Coast, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of these targets due to a lack of available panellists.

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

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 110 respondents the margin of error is up to +/- 9.3 percentage points.

We have used statistical tests to determine whether the survey findings between the West Coast 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: Although attendance of the arts is lower than the New Zealand average, residents in the West Coast are by in large engaged with the arts. Lower levels of attendance reflects a perceived lack of opportunity to engage with the arts. Overall West Coast, residents express more positive than negative attitudes about the arts.

ENGAGEMENT IN THE ARTS

The majority of residents in the West Coast are engaged with the arts (75%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** or have **participated** in the arts in the last 12 months. Compared to the New Zealand average, West Coast residents are less likely to have attended any arts event in the last 12 months (61% vs. 73%). Forty-seven percent have participated in the last 12 months.

Attendance is highest for craft and object arts (40%). Attendance for performing arts (38%), visual arts (31%) and Pacific arts (6%) are lower than the national averages.

Participation is highest for craft and object art (31%). Participation in visual arts is lower than for all New Zealanders (16% vs. 28%).

The lower than average levels of attendance, reflect a perceived lack of. Thirty-one percent agree they have access to a range of arts and artistic activities, compared to 46% nationally.

ADVOCACY OF THE ARTS

In line with all New Zealanders, West Coast residents generally express more positive than negative attitudes about the arts.

Residents believe the arts benefit the nation. They help define who we are as New Zealanders (57% agree), contribute positively to the economy (53%) and improve New Zealand society (52%).

In recognition of these benefits, 44% agree the arts should receive public funding and 42% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Close to two thirds of West Coast residents (64%) 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-one percent of the respondents indicate that reducing the price of tickets would make a difference to their likelihood to attend. In addition, 45% feel a greater range of events that appealed to them would make a big difference.

Quality is a concern for around three in ten (29%), who indicate that higher quality arts events would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women generally express greater levels of attendance and participation with the arts than average in the West Coast, or hold more positive attitudes about the arts.

Households of one or two persons and residents generally express lower engagement with the arts than the average, or hold less positive attitudes.

“ Broaden our acceptance of other cultures.

The arts enhance what it means to be human and enrich our lived experience.

They provide a lens for viewing the world and its diversity. ”

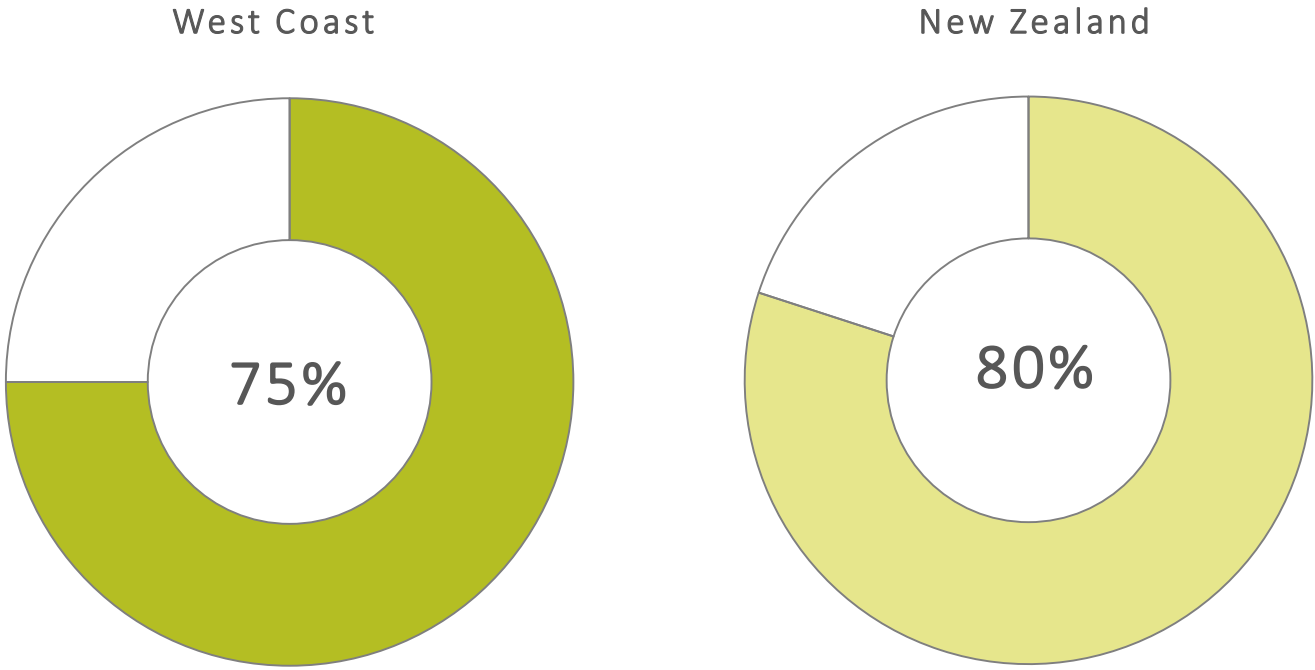


OVERALL ENGAGEMENT

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, 75% of residents in the West Coast engaged with the arts in the last 12 months. This is broadly consistent with all New Zealanders (80%).

Sub-group differences in the West Coast:

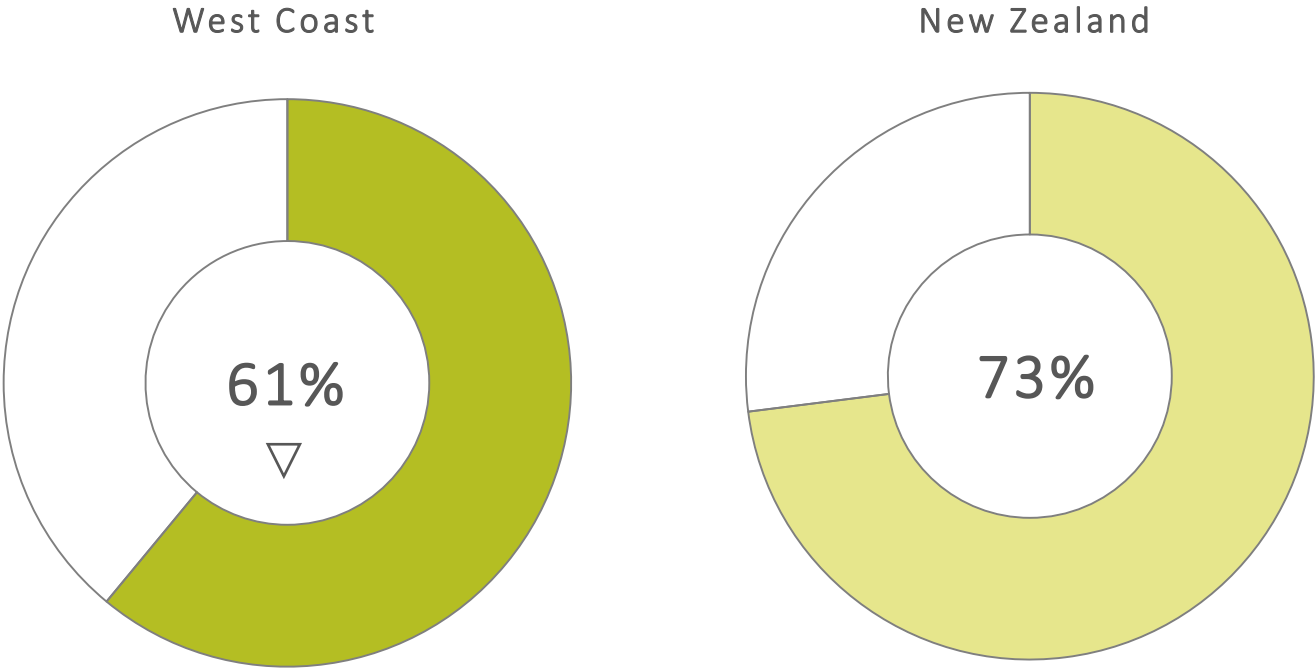
Those living in households with one or two members are less likely than average to have engaged in the arts in the last 12 months (71% vs. 75%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: West Coast (110); 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 61% of residents in the West Coast have attended at least one arts event or location in the last 12 months. This is lower compared with the average for all New Zealanders (73%).

Sub-group differences in the West Coast:

Those living in households with one or two members are less likely than average to have attended an arts events in the last 12 months (52% vs. 61%).

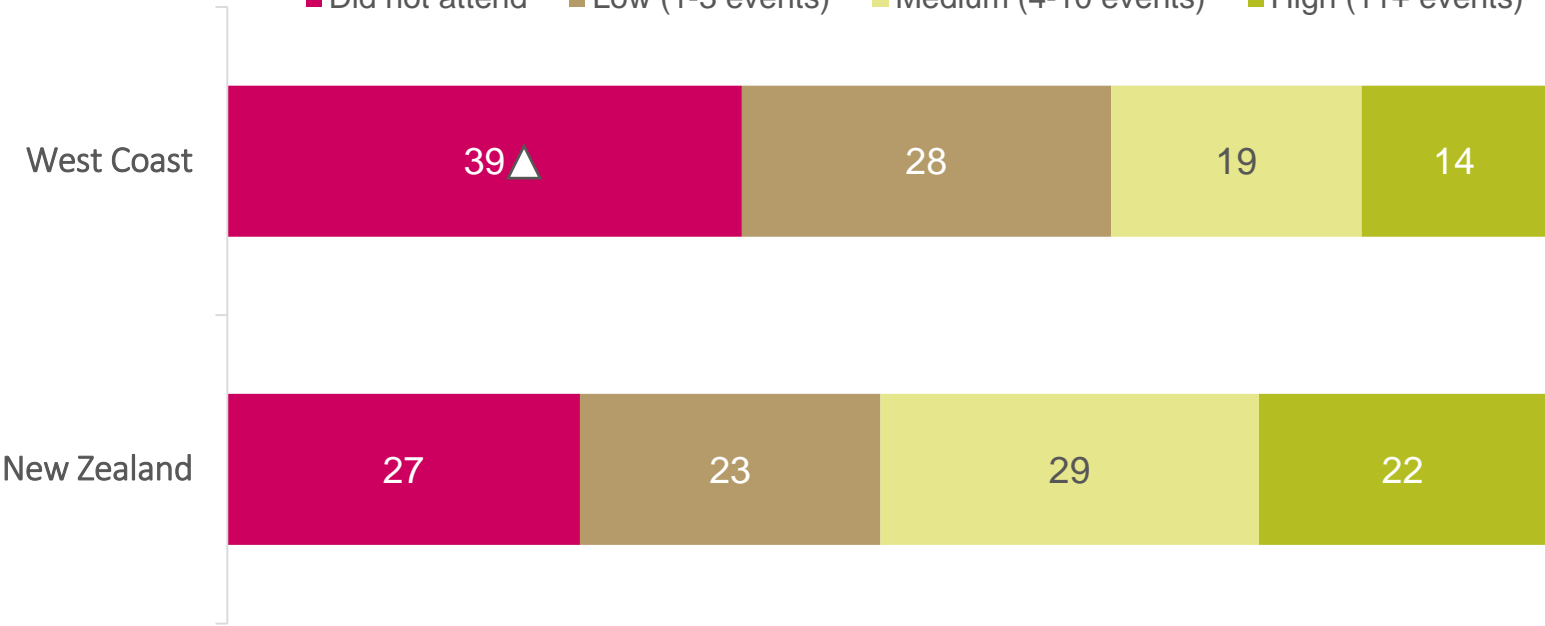
△▽ = significantly higher / lower than New Zealand
Base: All respondents: West Coast (110); New Zealand (6,101)

Frequency of attendance

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

%

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



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: West Coast (110); New Zealand (6,101)

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

Significantly higher than the national average, two in five of West Coast residents indicate to have not attended any arts events in the last 12 months (39% vs. 27%).

One third of residents in the West Coast (33%) attend the arts four or more times a year.

There are no sub-group differences of any note.

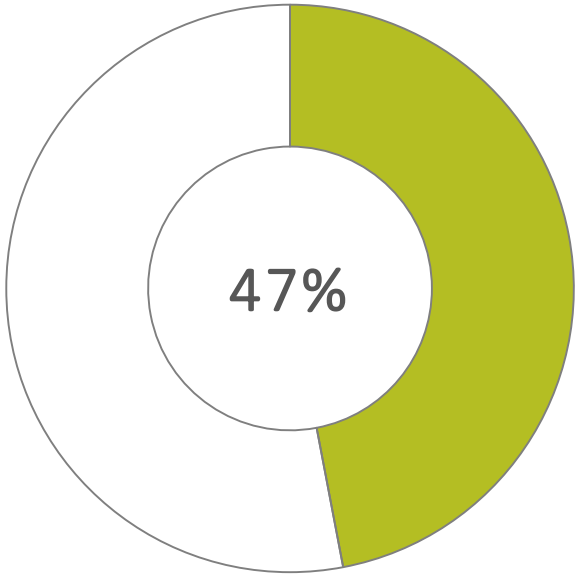
Overall participation

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

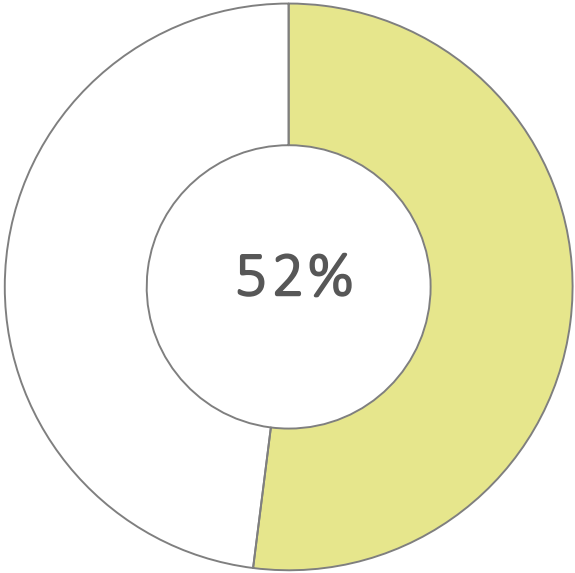
A total of 47% of residents in the West Coast have participated in at least one art form in the last 12 months. This is largely in line with all New Zealanders (52%).

There are no sub-group differences of any note for overall participation.

West Coast



New Zealand



△▽ = significantly higher / lower than New Zealand

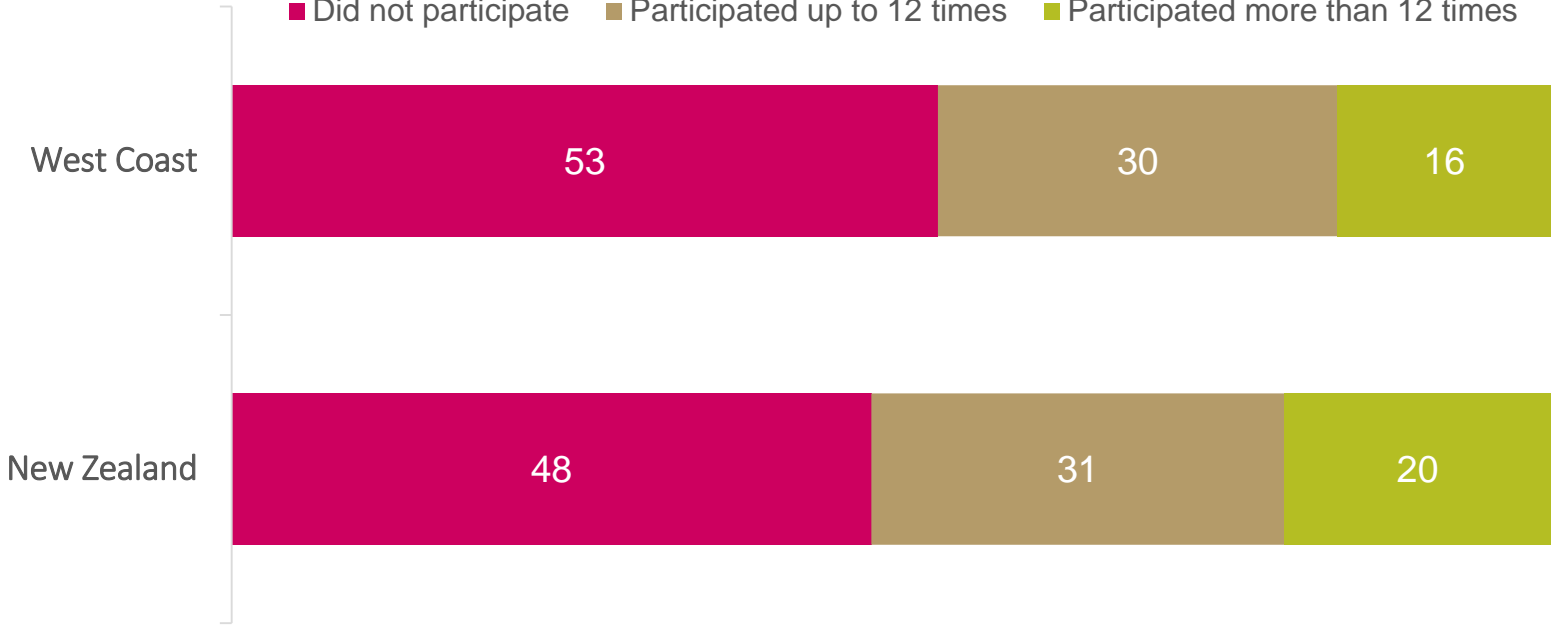
Base: All respondents: West Coast (110); New Zealand (6,101)

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.

More than half of the respondents (53%) have not participated in any art form in the last 12 months.

Sixteen percent of residents in the West Coast participate on a regular basis (more than 12 times a year). This is broadly in line with all New Zealanders (20%).

There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand

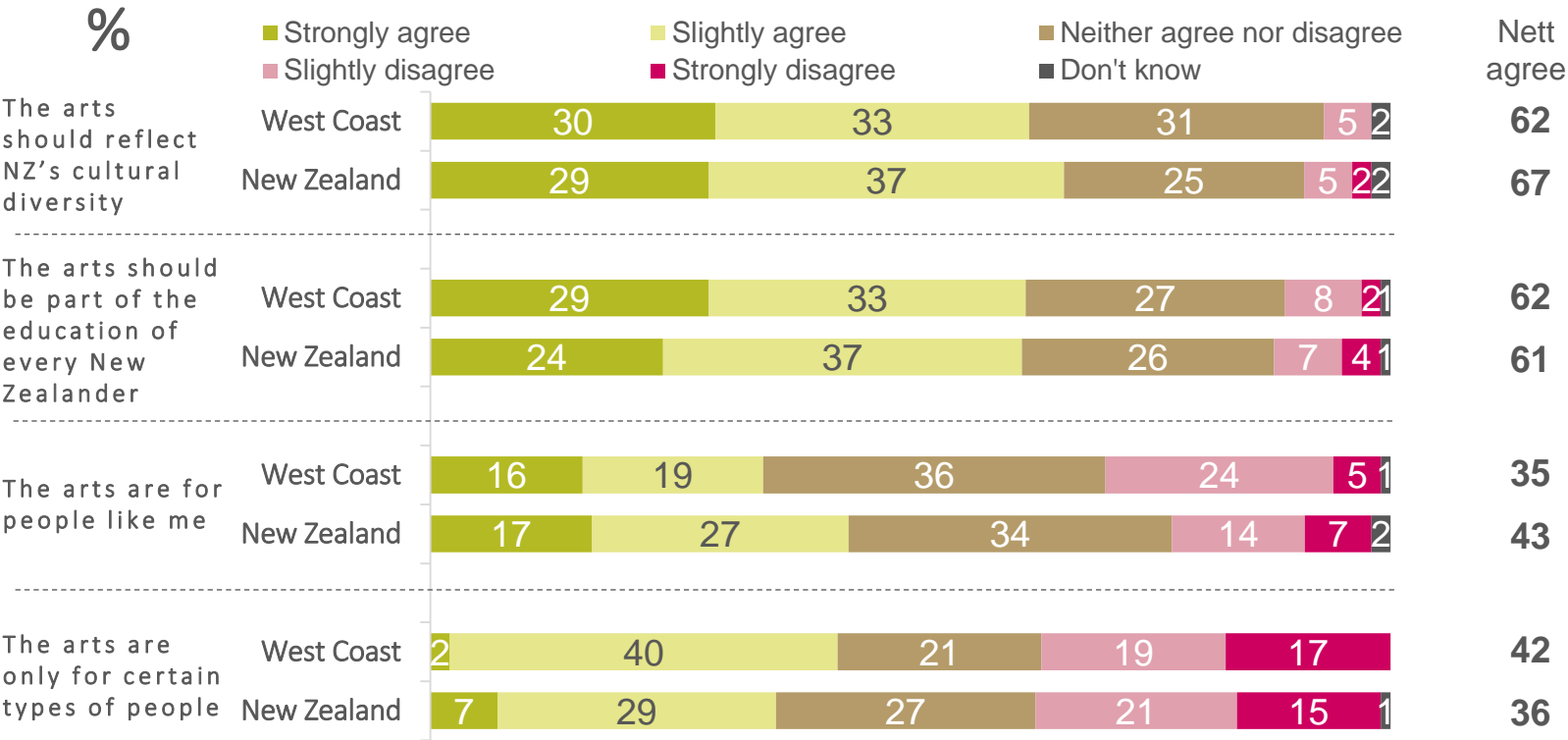
Base: All respondents: West Coast (110); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst West Coast residents for the arts to reflect New Zealand's cultural diversity and to be part of the education of every New Zealander. (62%)

In line with the views of all New Zealanders, the majority of residents in the West Coast agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Twenty-nine percent disagree that the 'arts are for people like me', while at the same time 42% agree 'the arts are only for certain types of people'.

The differences between the views expressed by residents in the West Coast and the average for all New Zealanders are not statistically significant.

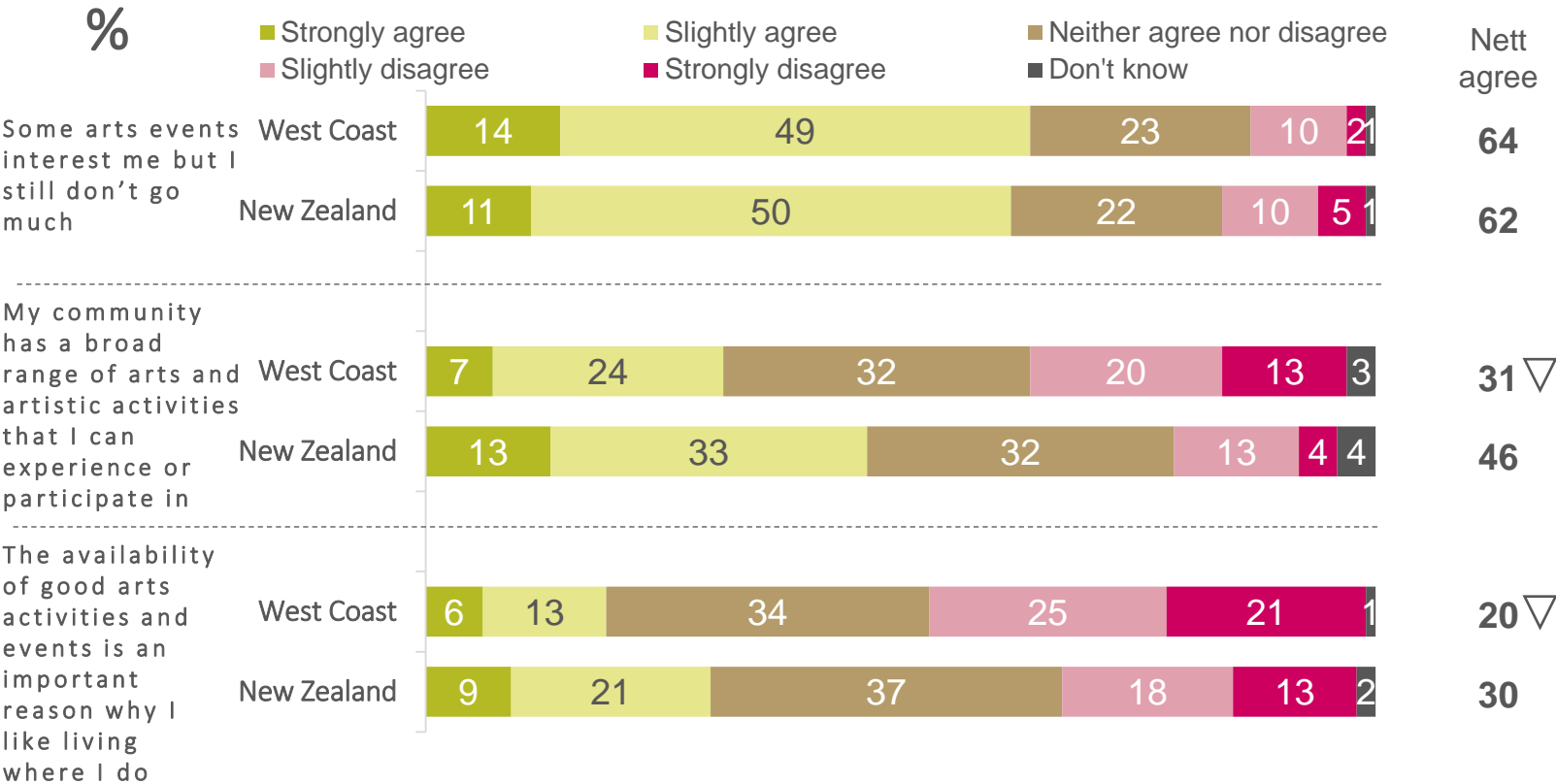
Sub-group differences in the West Coast:

- Women are more likely than average to agree that arts should reflect New Zealand's cultural diversity (70% vs. 62%).
- Those living in households with one or two members are more likely than average to disagree that arts are for people like them (35% vs. 29%).
- Women are less likely than average to agree that the arts are only for certain types of people (31% vs. 42%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); 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. Close to two thirds of residents in the West Coast (64%) agree some arts events interest them but they still don't go much.

There is strong evidence to suggest that residents in the West Coast believe they do not have access to a range of arts and artistic activities, with only 31% of residents agreeing that they do. This is lower than the national average (46%).

One in five residents (20%) feel the arts and arts activities is an important reason in why they like living in the West Coast. This is lower compared to all New Zealanders (30%). It could be that other reasons (such as the natural environment) are of greater importance to West Coast residents in determining this.

Sub-group differences in the West Coast:

Those living in households with one or two members are less likely than average to agree that the community has a range of arts available (24% vs. 31%). They are also less likely to agree that the availability of artistic activities and events is an important reason for living in the region (16% vs. 20%).

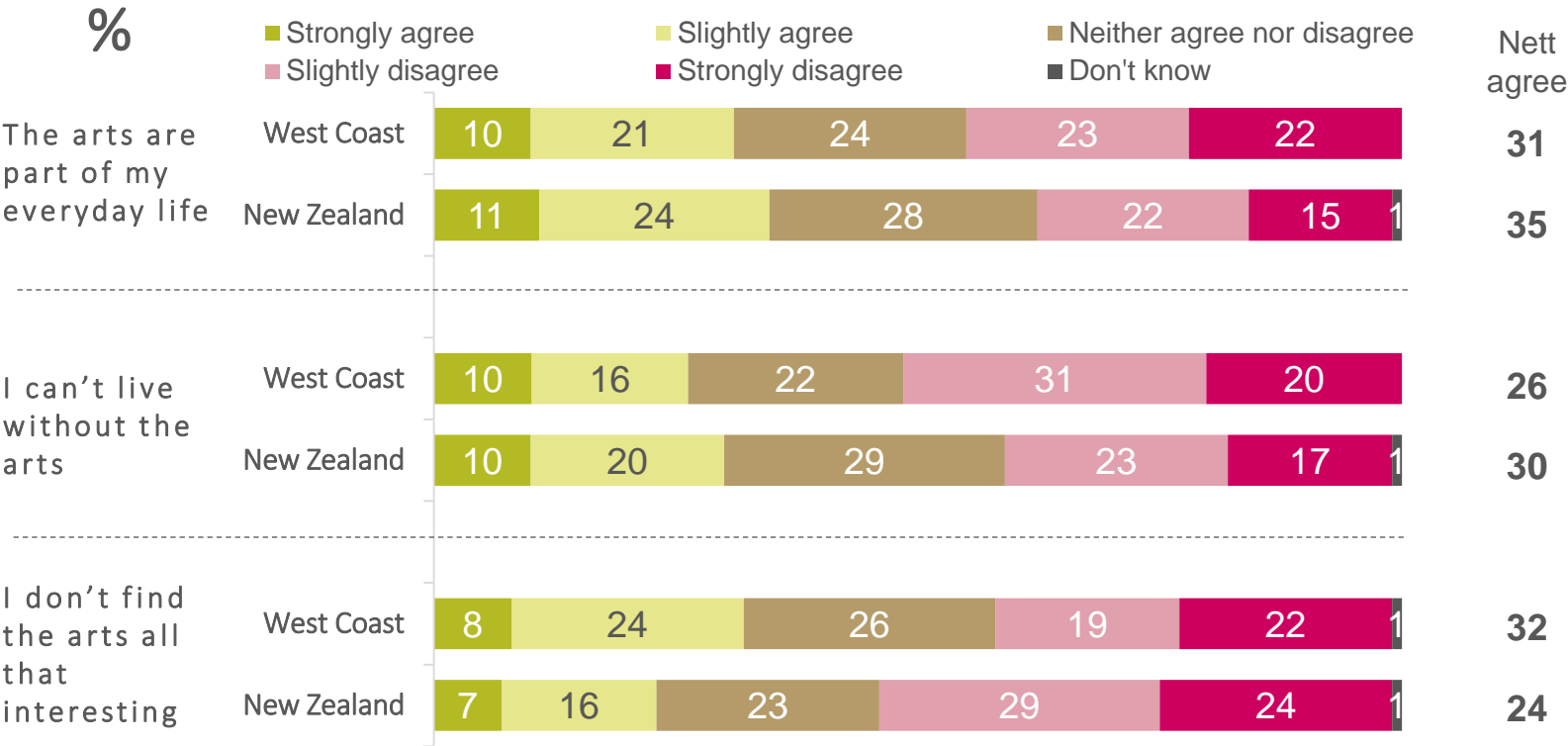
There are no significant sub-group differences of note for the other statement.

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: West Coast (110); 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 the West Coast. In line with all New Zealanders, thirty-one percent agree the arts are part of their everyday life while one in four (26%) agree they can't live without the arts. However, the proportion of West Coast residents who disagree that they cannot live without the arts is greater than the national average (52% vs. 40%).

More residents are interested in the arts than not. While 32% of residents in the West Coast agree they don't find the arts all that interesting, 41% disagree. This proportion of residents who disagree that they don't find arts all that interesting is lower than the national average (41% vs. 53%).

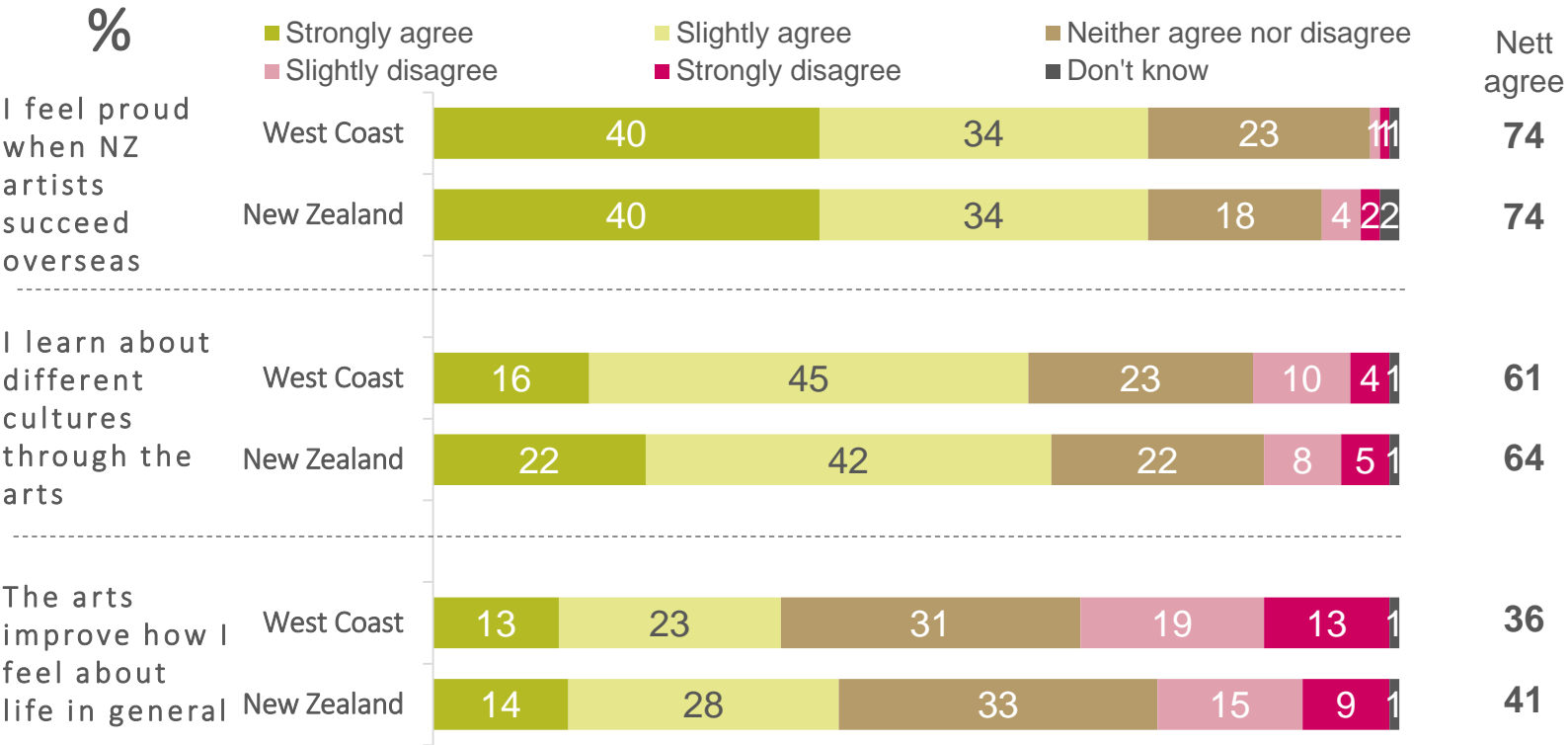
Sub-group differences in the West Coast:

- Those living in households with one or two members are more likely than average to agree that they don't find arts all that interesting (40% vs. 32%).
- Women are more likely than average to disagree that they don't find arts all that interesting (49% vs. 41%).
- There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The arts provide personal benefits to most residents in the West Coast. Around three in four (74%) agree they feel proud when New Zealand artists succeed overseas.

Three in five West Coast residents (61%) feel they learn about different cultures through the arts.

In addition, 36% of West Coast residents agree the arts improve how they feel about life in general, compared to 32% who disagree.

The views expressed by residents in the West Coast are in line with all New Zealanders.

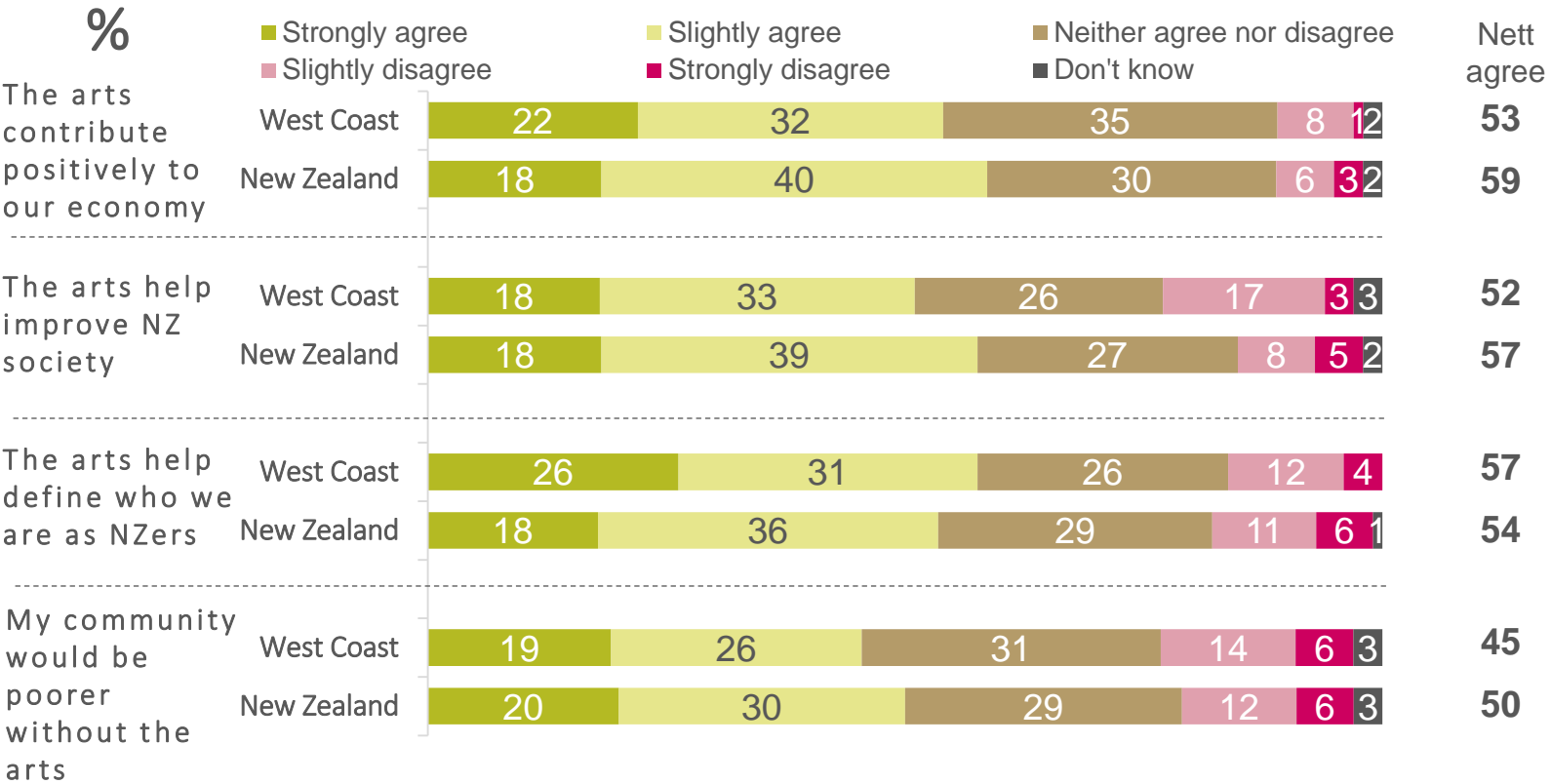
Sub-group differences in the West Coast:

- Women are more likely than average to agree feel proud when New Zealand artists succeed overseas (83% vs. 74%).
- Those living in households with one or two members are less likely than average to agree that arts improve how they feel about life in general (31% vs. 36%).
- There are no significant sub-group differences of note for the other statement.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); 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 the West Coast recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (53%), improve New Zealand society (52%) and help define who we are as New Zealanders (57%). These views are all broadly in line with all New Zealanders.

In addition, 45% agree their community would be poorer without the arts. This is also largely in line with all New Zealanders.

Sub-group differences in the West Coast:

Those living in households with one or two members are less likely than average to agree that arts contribute positively to our economy (48% vs. 53%).

The following groups are less likely than average (57%) to agree that art helps define who we are as New Zealanders:

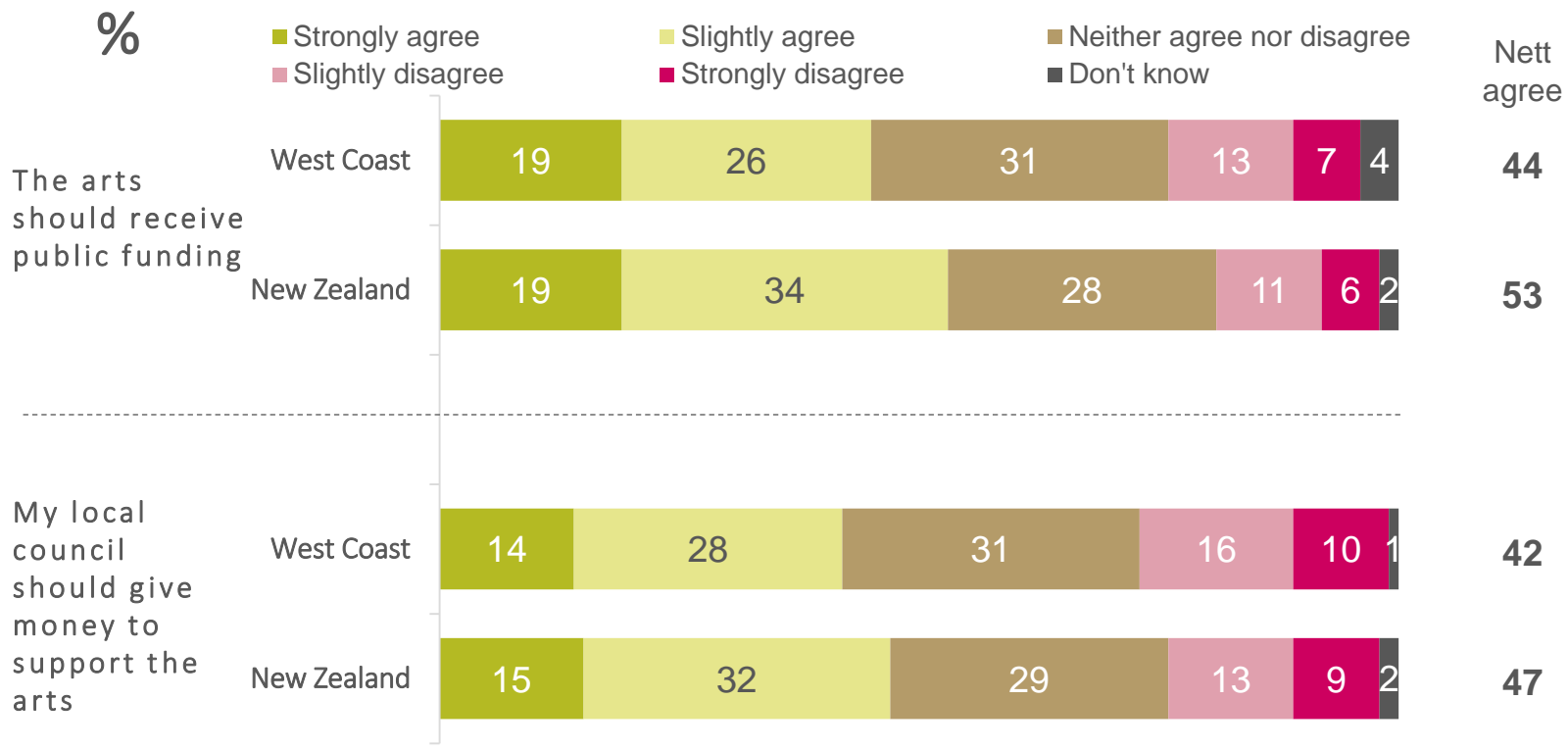
- One or two person households (48%)
- Women (47%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); 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. Forty-four percent of West Coast residents agree the arts should receive public funding. In contrast, 20% disagree, while the remainder are on the fence or do not express an opinion.

Just over two in five of all residents (42%) in the West Coast feel the local council should give money to support the arts. This compares to 26% who disagree.

The differences between the views expressed by residents in the West Coast and the average for all New Zealanders are not statistically significant.

Sub-group differences in the West Coast:

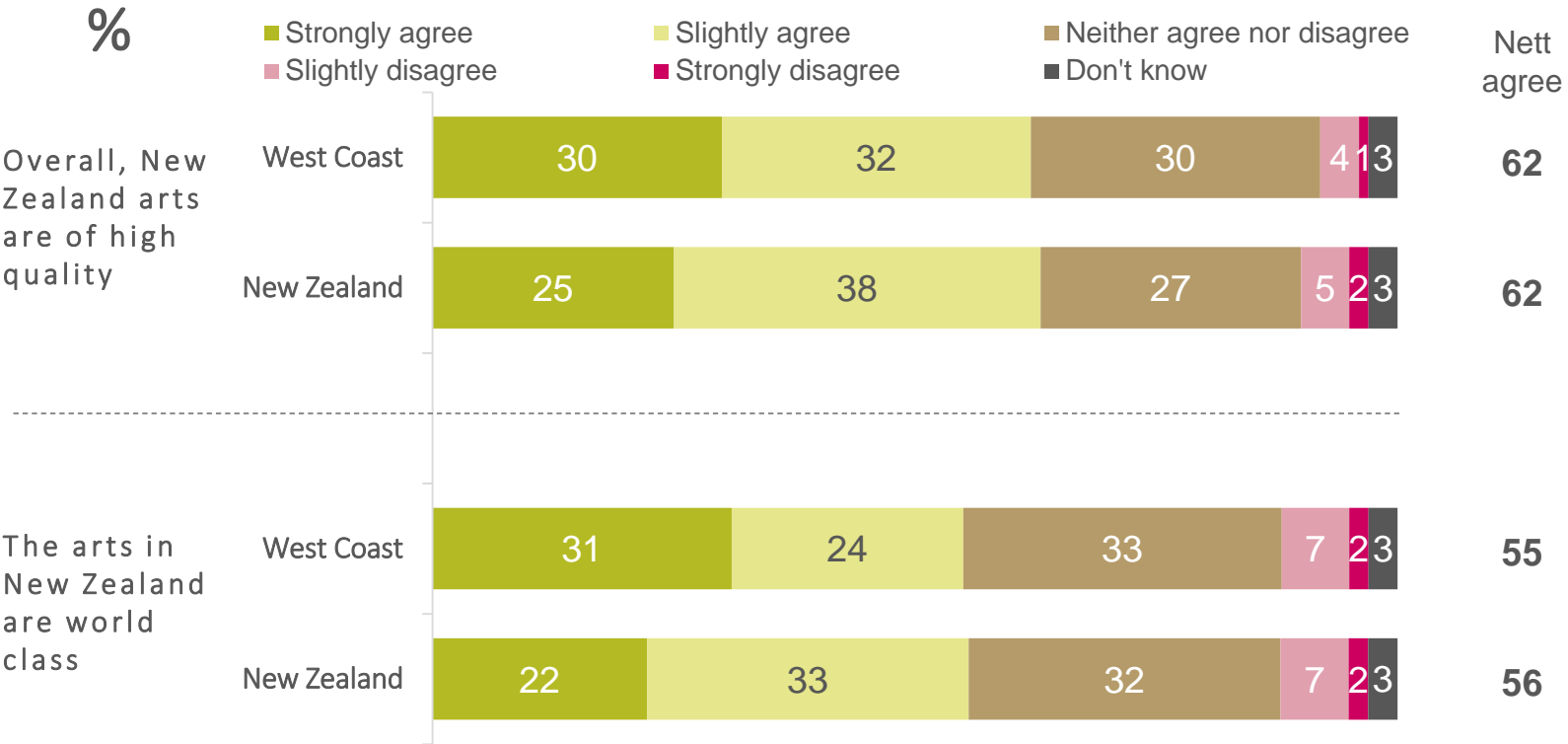
Those living in households with one or two members are less likely than average to agree that arts should receive public funding (39% vs. 44%).

In addition, this group are also less likely than average to agree that the local council should give money to support the arts (35% vs. 42%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); 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 the West Coast are positive about the quality of New Zealand arts. Over three in five agree the New Zealand arts of high quality (62%) while over half feel they are world class (55%).

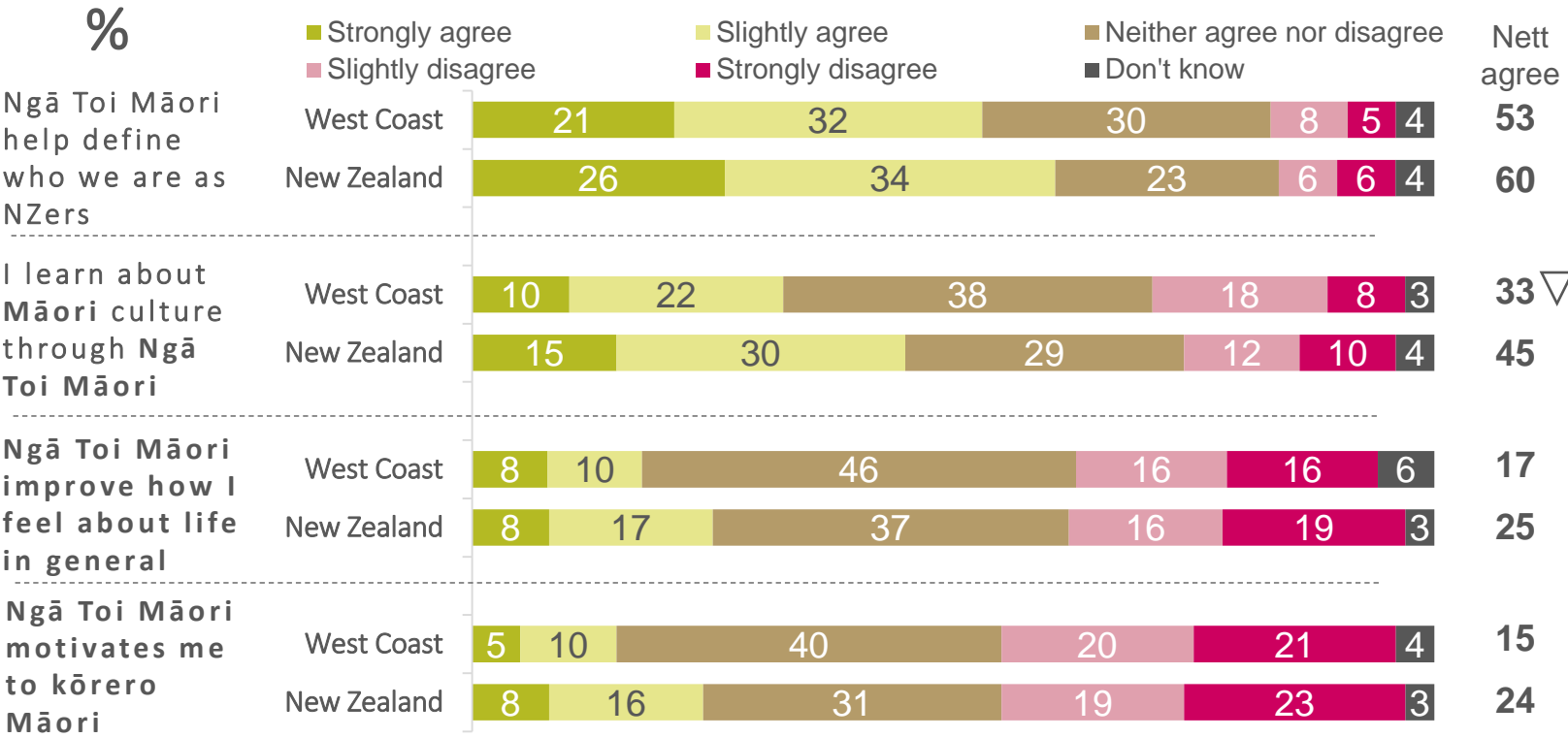
These views are in line with those expressed by all New Zealanders.

There are no sub-group differences of note.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); 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 West Coast residents express toward the impact of Ngā Toi Māori varies. Just over half of West Coasts residents (53%) agree Ngā Toi Māori help define who we are as New Zealanders.

One third (33%) agree they learn about Māori culture through Ngā Toi Māori, this is lower than the average for all New Zealanders (45%).

A small minority also agree Ngā Toi Māori improve how they feel about life in general (17%) and that Ngā Toi Māori motivates them to speak Māori (15%). The differences between the views expressed by residents in the West Coast and the average for all New Zealanders for these two statements are not statistically significant.

Sub-group differences in the West Coast:

- Women are more likely than average to agree Ngā Toi Māori help define who we are as New Zealanders (61% vs. 53%).
- Women are more likely than average to agree they learn about Māori culture through Ngā Toi Māori (49% vs. 33%). In contrast, older people, aged 60+, and men, are less likely to agree with this (22% and 18% respectively).
- Women are also more likely than average to agree that Ngā Toi Māori improve how they feel about life in general (25% vs. 17%).
- The following groups are more likely than average (15%) to agree that Ngā Toi Māori motivates them to speak Māori:
 - Households with an annual income of up to \$50k (26%)
 - Women (25%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: West Coast (110); New Zealand (6,101)

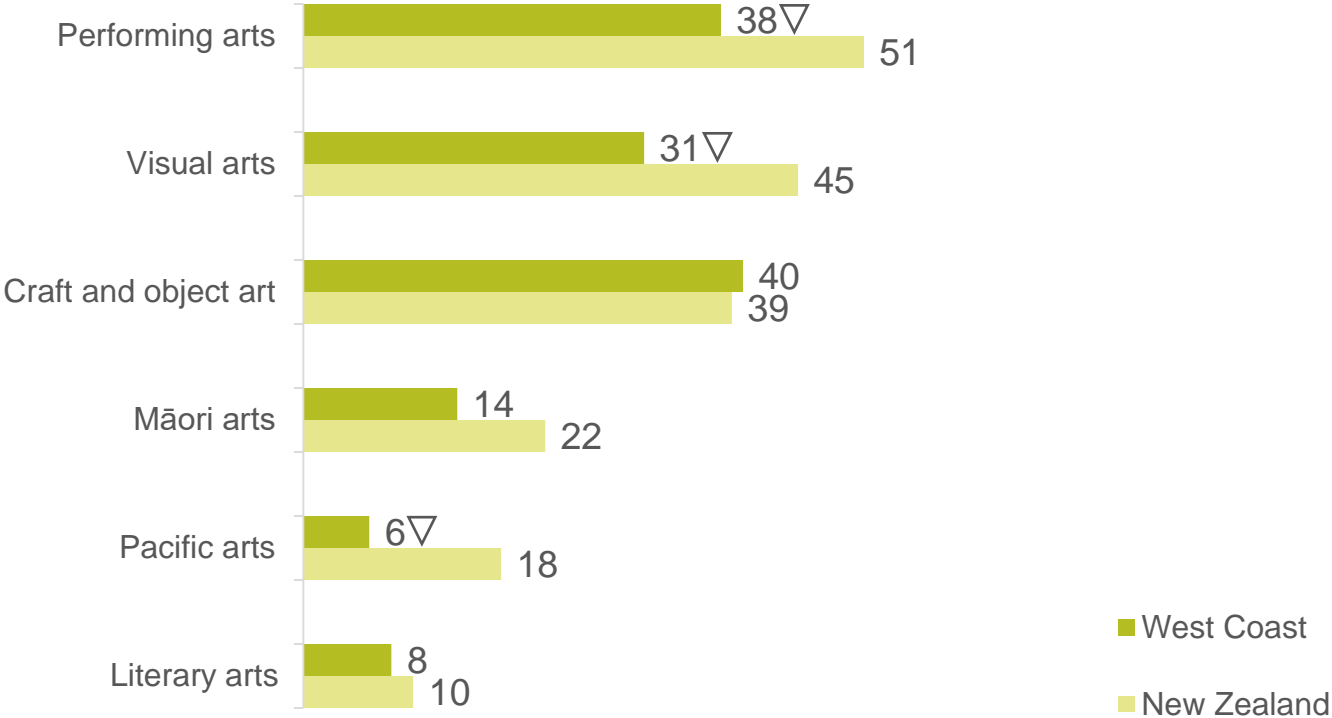


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

In contrast to the national picture, the most popular art form in the West Coast is craft and object art. Forty percent of all West Coast residents have attended an event in the last 12 months.

This is followed by performing arts (38%), and visual arts (31%). However, attendance of these art forms are both lower than the national average.

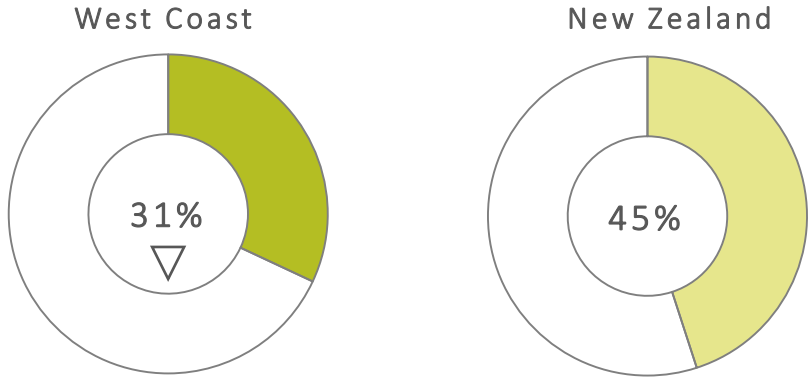
The least popular art form is Pacific arts. Only 6% have attended a literary arts event or festival in the last 12 months. This is also lower than the average for all New Zealanders.

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: West Coast (110); New Zealand (6,101)

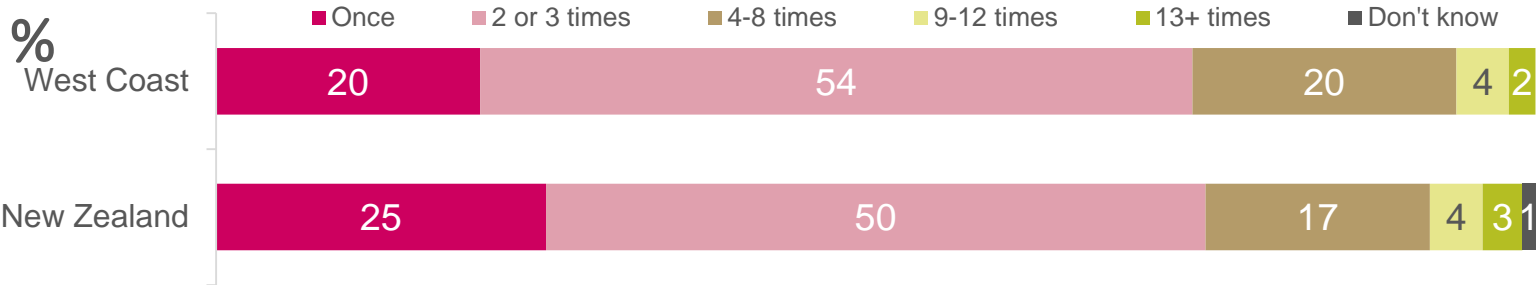
Visual arts attendance

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: West Coast (110); 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 - West Coast (33); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Thirty-one percent of West Coast residents have attended a visual arts event in the last 12 months. This is lower than the national average of 45%.

The majority (74%) of those who have attended have done so between one and three times. This is consistent with the New Zealand average (75%).

Sub-group differences in the West Coast:

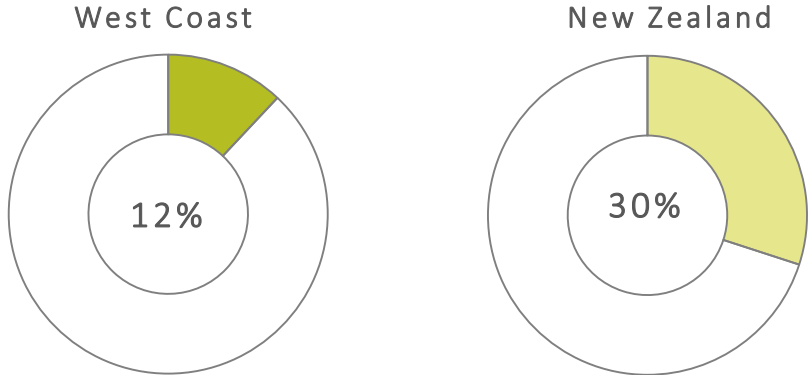
The following groups are less likely than average (31%) to have attended a visual arts event or location in the last 12 months:

- One or two person households (26%)
- Older people, aged 60+ (21%).

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

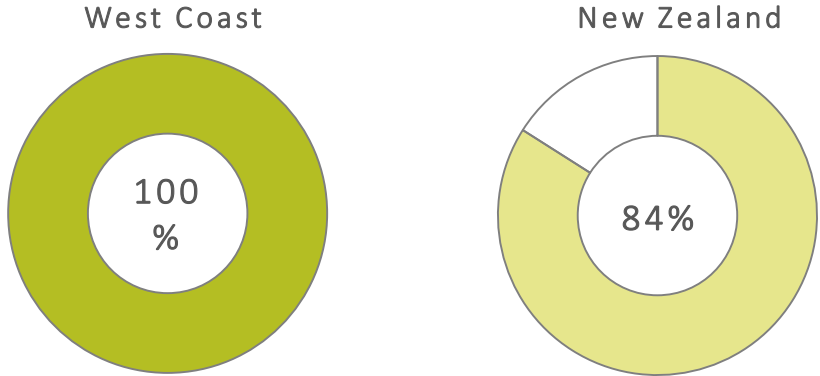
Visual arts attendance: impact of film festivals

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 - West Coast (33); 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 - West Coast (5); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

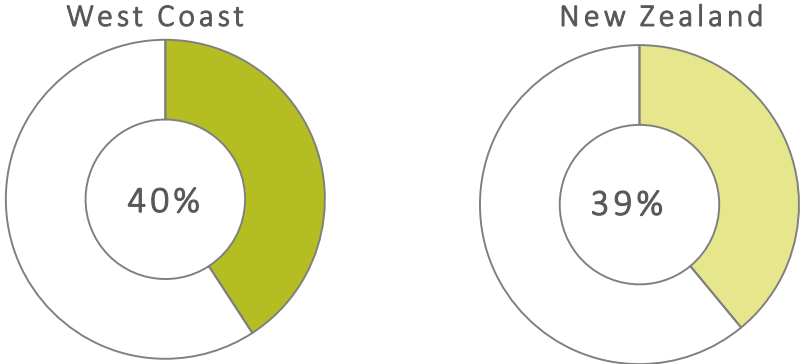
Of those who have attended the visual arts, 12% have attended film festivals in the last 12 months.

Only five respondents in the West Coast reported having attended a film festival in the last 12 months. As such the results for other visual arts attended need to be treated with extreme caution, but they indicate the majority have also attended other visual arts events other than film festivals.

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

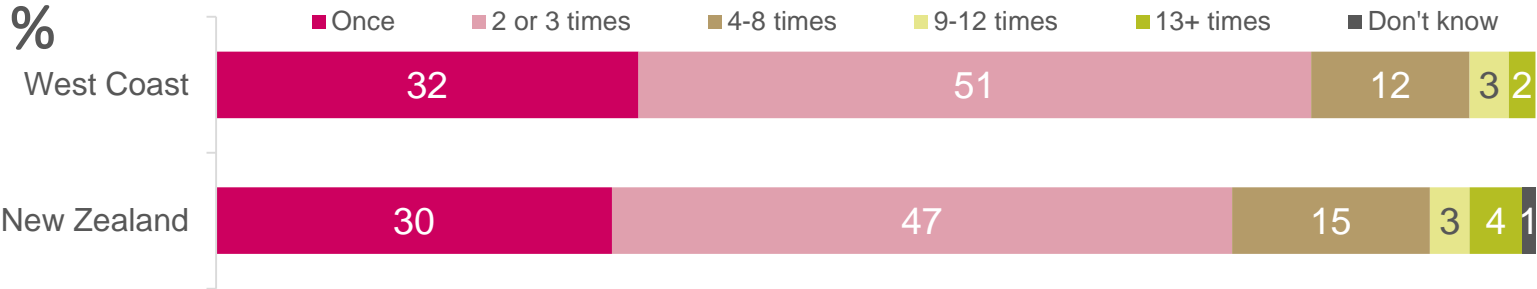
Craft and object art attendance

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: West Coast (110); 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 - West Coast (47); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty percent of West Coast 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 (77%).

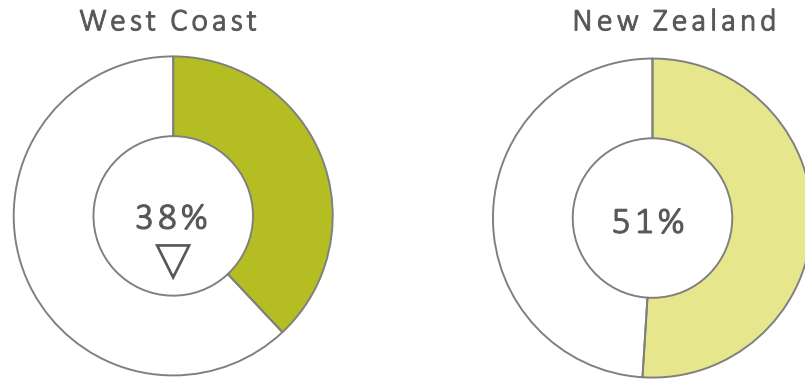
Sub-group differences in the West Coast:

Women are more likely than average to have attended a craft and object art event in the last 12 months (49% vs. 40%). In contrast, those living in one or two person households, are less likely to have attended a craft or object art event in the last 12 months (35%).

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

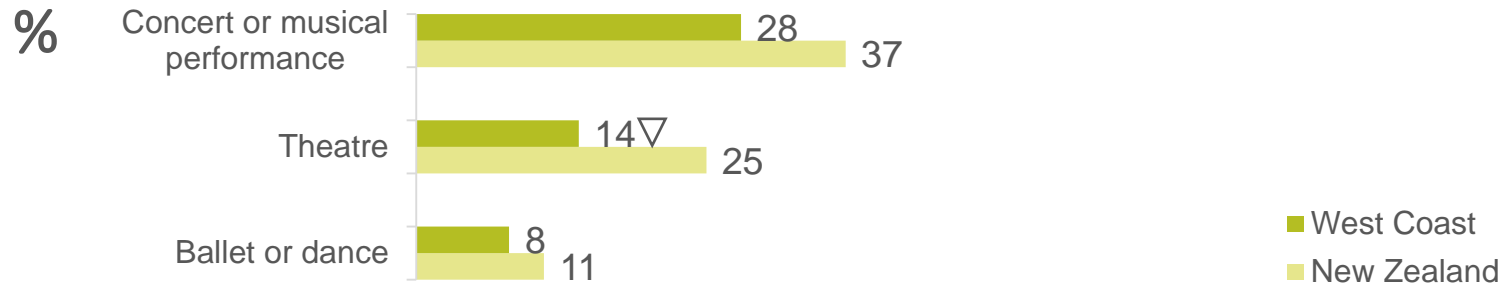
Performance arts attendance

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: West Coast (110); New Zealand (6,101)

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



Base: All respondents: West Coast (110); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Thirty-eight percent of West Coast residents have attended a performing arts event in the last 12 months. This is lower than the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 28% of West Coast residents have attended a concert or musical performance, while 14% have attended the theatre and 8% ballet or some other form of dance.

West Coast residents are less likely than all New Zealanders to have attended the theatre (14% vs. 25%).

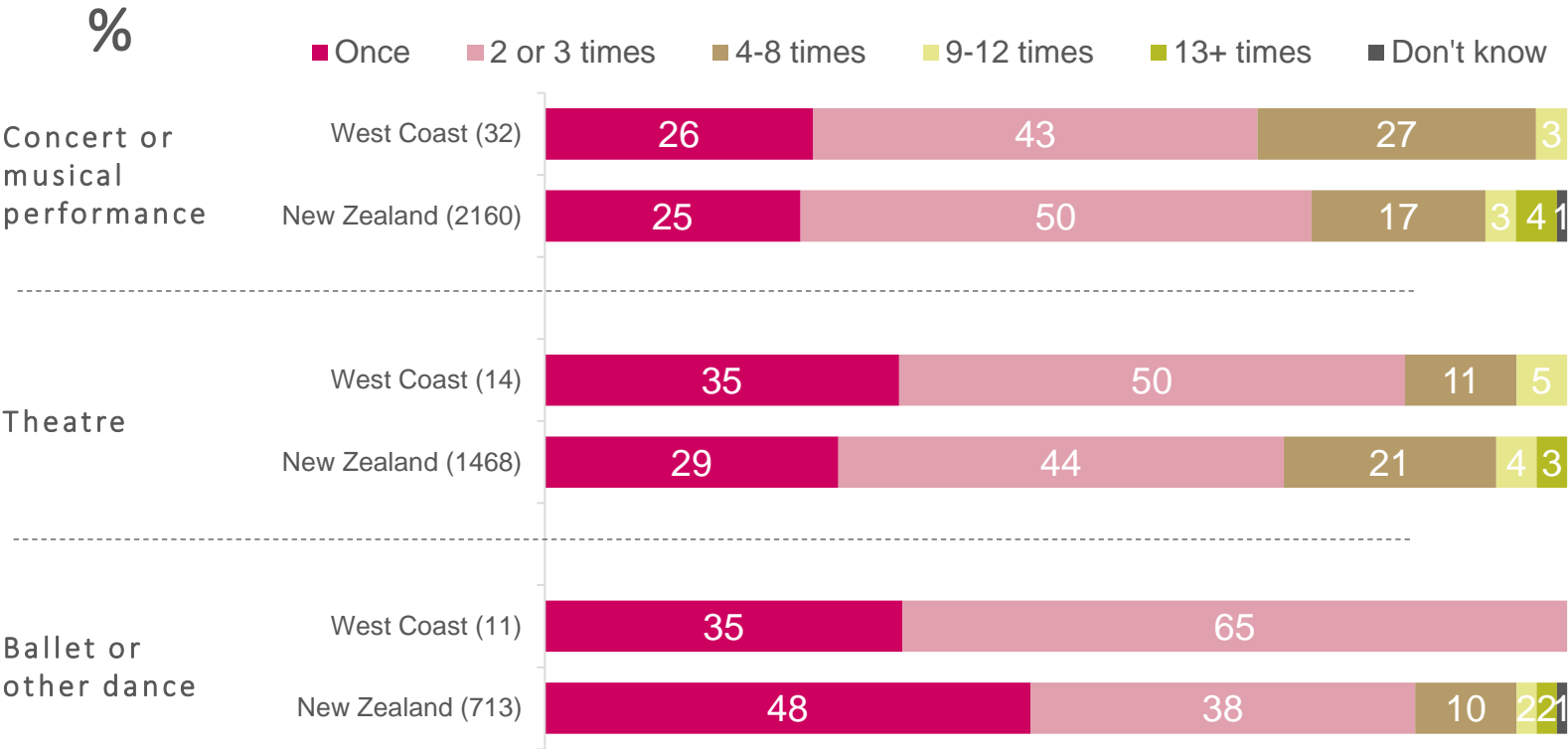
Sub-group differences in the West Coast:

Women are more likely than average to have attended a performing arts event in the last 12 months (46% vs. 38%). In comparison, those living in one or two person households are less likely to have attended a performing arts event (34%).

Women are also more likely than average to have attended ballet or some other form of dance (15% vs. 8%).

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 (69%) 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%).

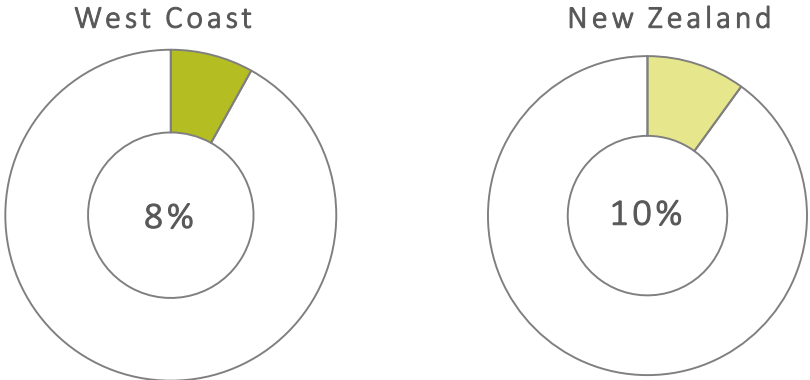
Similarly, the majority (85%) of those who have attended theatre performances have done so between one and three times. Please note this result should be treated with extreme caution due to the low base size (14 respondents). Results suggest attendance is consistent with all New Zealanders.

Finally, only 11 respondents in the West Coast reported having attended the ballet or other dance form 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.

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?



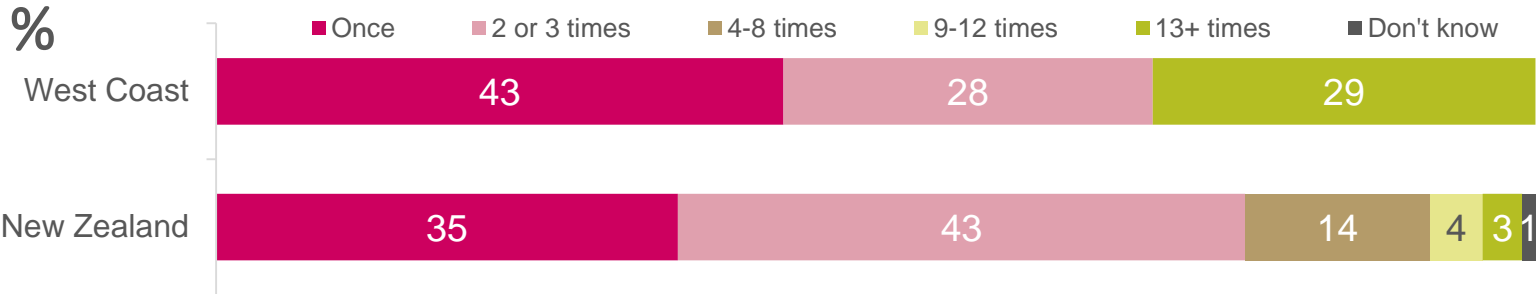
Base: All respondents: West Coast (110); New Zealand (6,101)

Eight percent of West Coast 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 eight respondents in the West Coast 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?

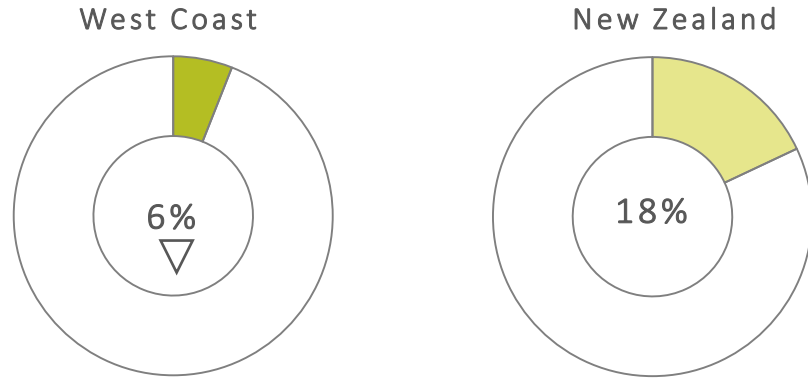


Base: All who have attended the literary arts - West Coast (8); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

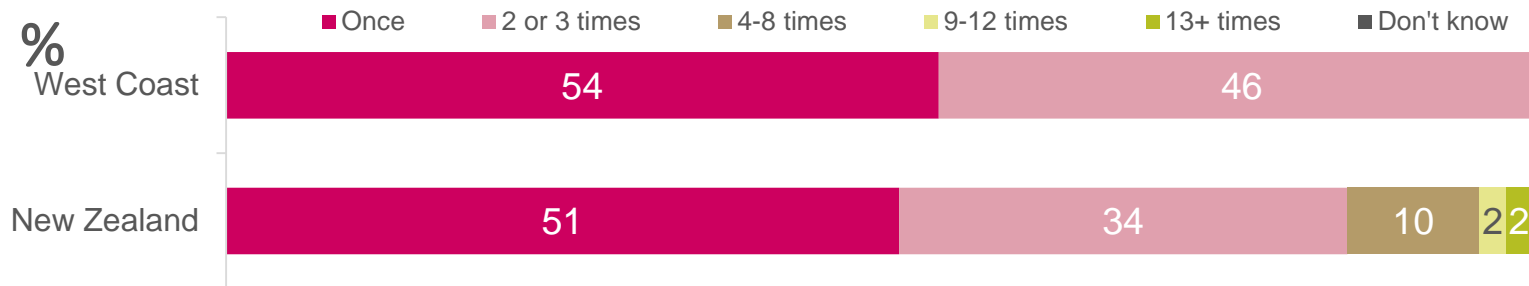
Pacific arts attendance

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: West Coast (110); 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 - West Coast (9); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Six percent of West Coast residents have attended a Pacific arts event in the last 12 months. This is lower than the national level of attendance (18%).

Only nine respondents in the West Coast reported having attended a Pacific arts 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.

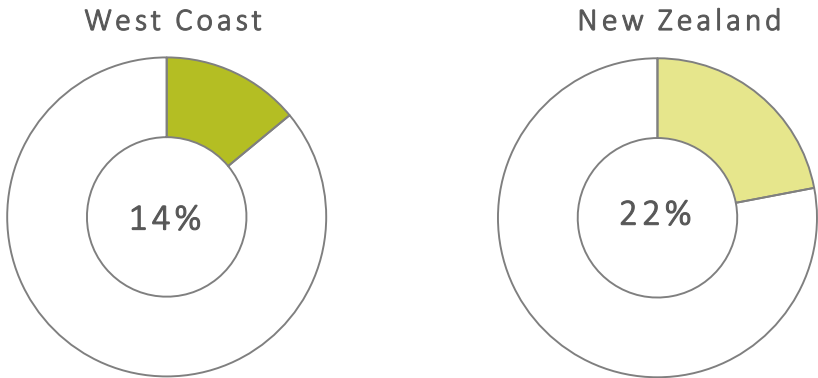
Sub-group differences in the West Coast:

Women are more likely than average to have attended a Pacific arts event in the last 12 months (13% vs. 6%).

Please note there are too few Pacific respondents in the survey in the West Coast 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?



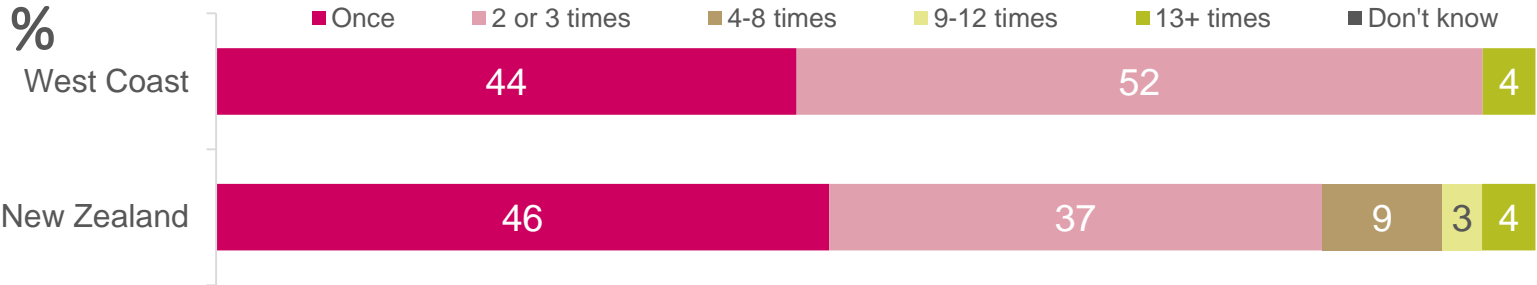
Base: All respondents: West Coast (110); New Zealand (6,101)

Fourteen percent of West Coast residents have attended a Māori arts event in the last 12 months. The difference in attendance between residents in the West Coast and the average for all New Zealanders are not statistically significant.

The majority of those who have attended have done so between one and three times. The finding for the West Coast should also be treated with caution due to the low base size (20 respondents). This is consistent with the findings for all New Zealanders.

Sub-group differences in the West Coast:
 Women are more likely than average to have attended a Māori arts event in the last 12 months (24% vs. 14%). Conversely, men are less likely to have attended a Māori arts event in the last 12 months (2%).
 There are no sub-group differences of note in terms of frequency of attendance.

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

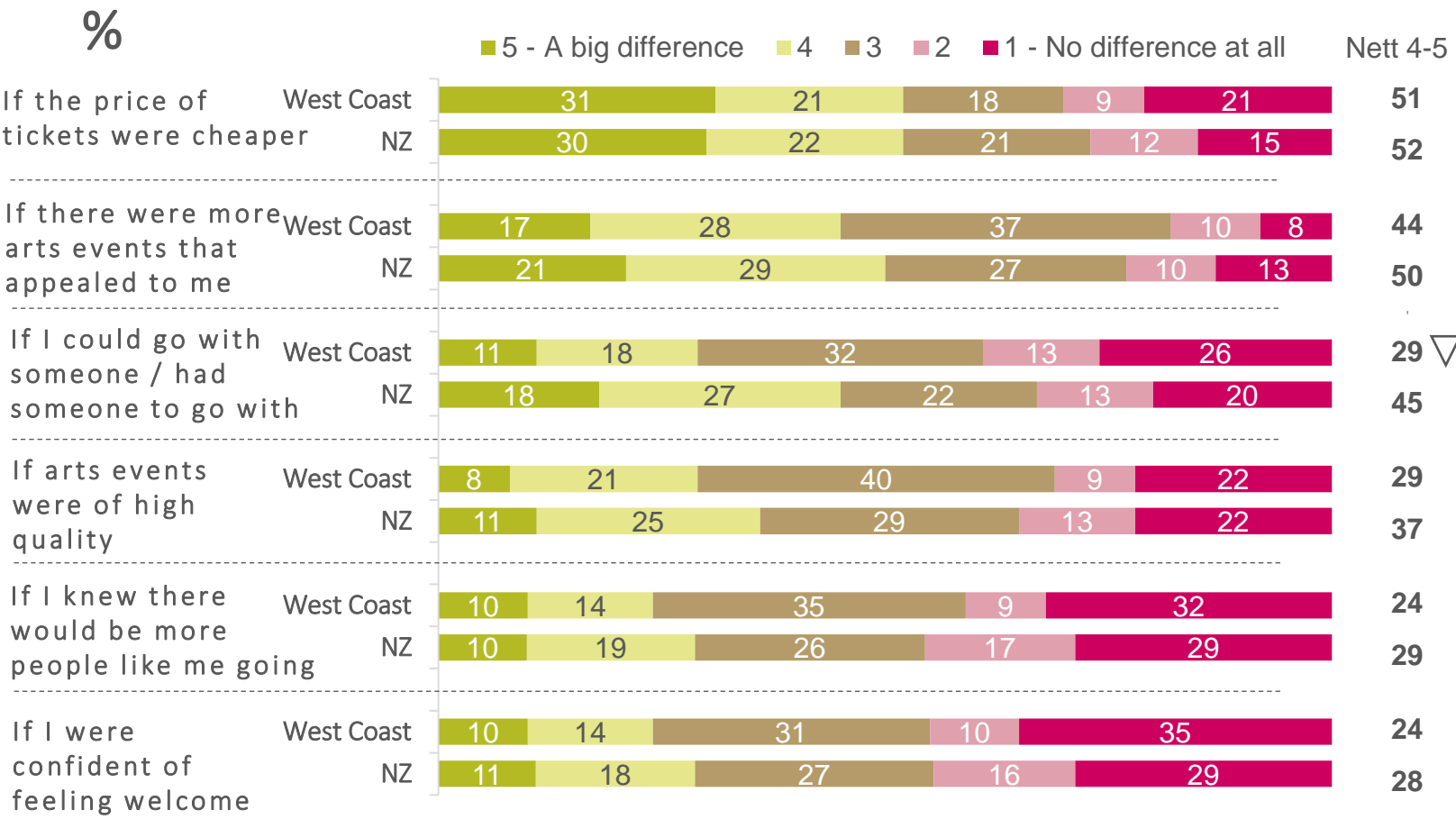


Base: All who have attended Māori arts - West Coast (20); New Zealand (1,318)

△▽ = 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?



Sixty-four percent of West Coast residents 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. Just over half of the respondents (51%) indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, 44% percent indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can prove a barrier for 29% of residents; however this is lower than the national average of 45%.

Quality is a concern for around three in ten (29%); who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. Two in four (24%) indicate that knowing there are more people like them going, or being made to feeling welcome would make a big difference. These findings are in line with the national picture.

Sub-group differences in the West Coast:

The following groups are less likely than average (29%) to say the quality of the events would make a big difference to their attendance:

- One or two person households (22%)
- Women (17%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents who are interested in the arts but don't go much: West Coast (69); New Zealand (3,822)

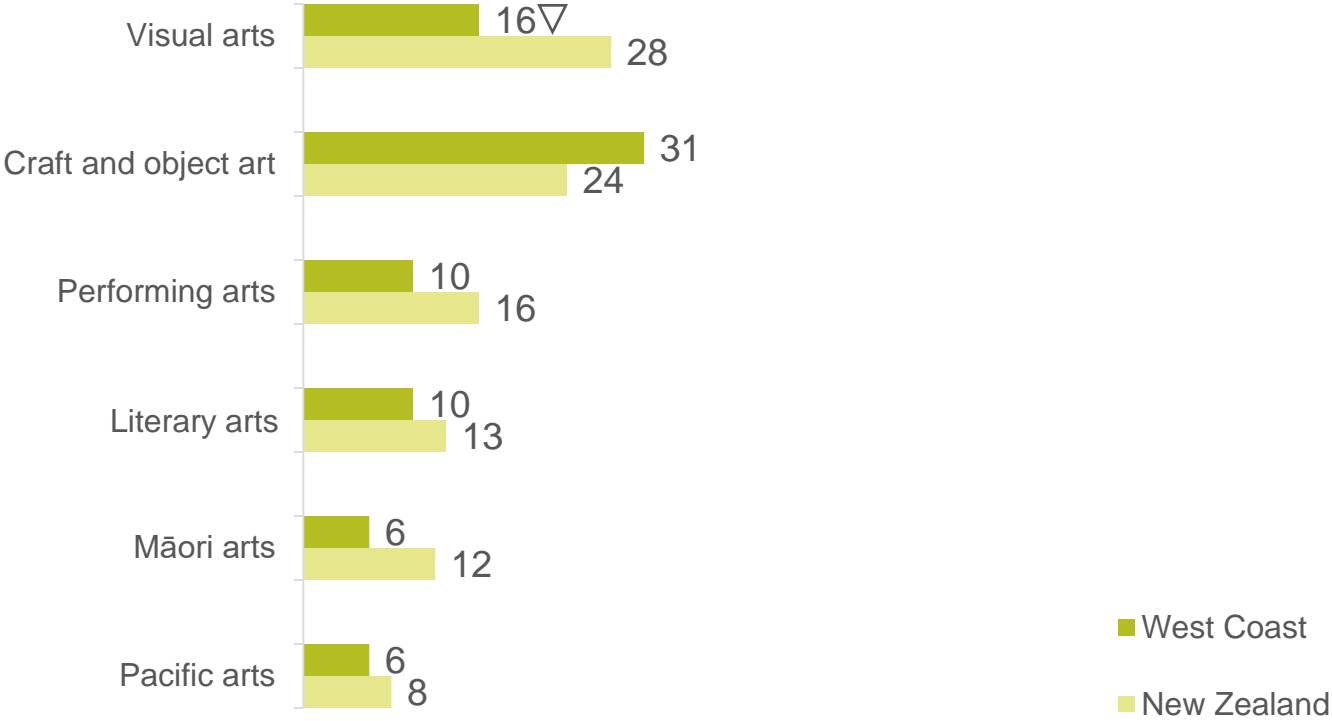


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of West Coast 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 craft and object art followed by the visual arts. Three in ten West Coast residents (31%) have participated in craft and object arts and 16% have participated in visual arts in the last 12 months.

Residents of the West Coast are less likely to have participated in visual arts compared to the national average (16% vs. 28%).

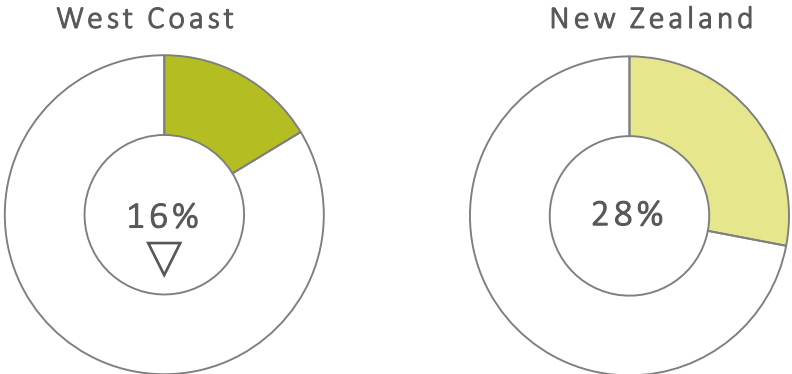
The least popular art forms are Pacific arts and Māori. Only 6% have participated in each of these.

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: West Coast (110); 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?



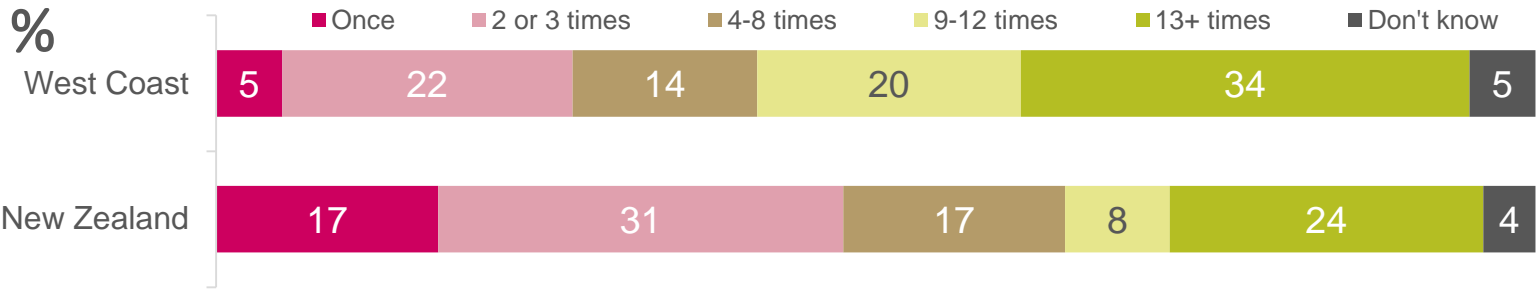
Base: All respondents: West Coast (110); New Zealand (6,101)

Sixteen percent of West Coast residents have participated in the visual arts in the last 12 months. This is lower than the average for all New Zealanders (28%).

Of those who participate, 54% do so on a regular basis (at least nine times in the last 12 months). Please note this result should be treated with extreme caution due to the low base size (19 respondents).

There are no sub-group differences of note for levels of participation in visual arts.

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

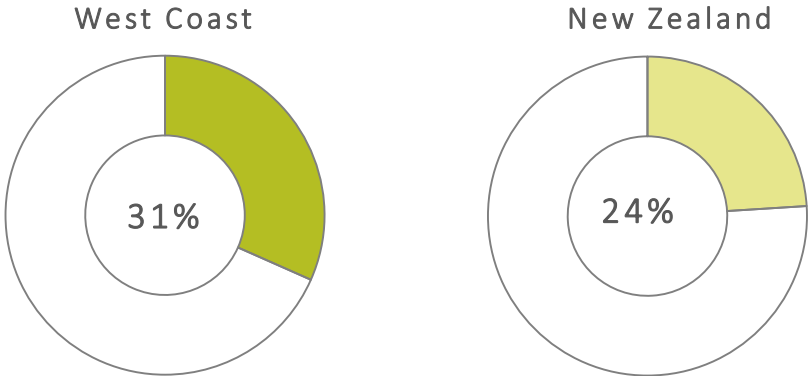


Base: All those who have participated in the visual arts - West Coast (19); New Zealand (1,604)

△▽ = 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.



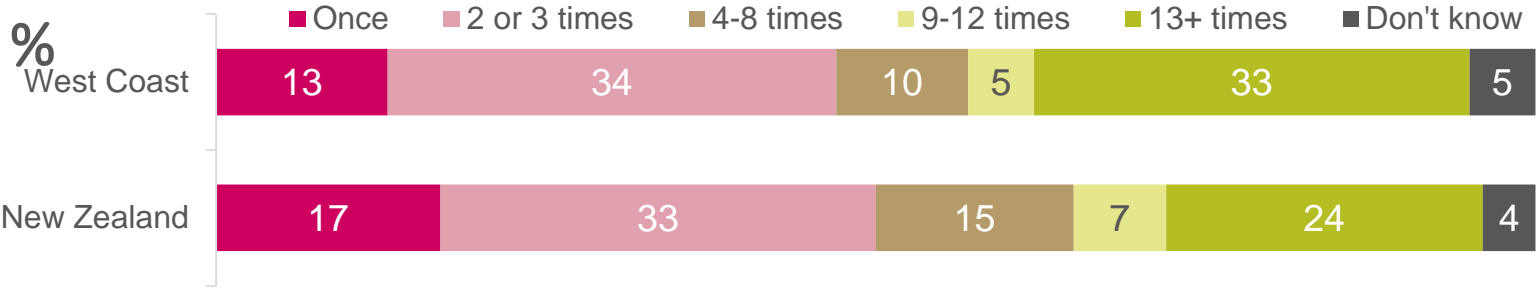
Base: All respondents: West Coast (110); New Zealand (6,101)

Thirty-one percent of West Coast residents have participated in craft and object art in the last 12 months. This compares to 24% for all New Zealanders, although the difference is not statistically significant.

Of those who participate, 38% do so on a regular basis (at least nine times in the last 12 months). The difference between West Coast residents and all New Zealanders (31%) is not statistically significant.

Sub-group differences in the West Coast:
 Women are more likely than average to have participated in craft and object art in the last 12 months (40% vs. 31%).

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

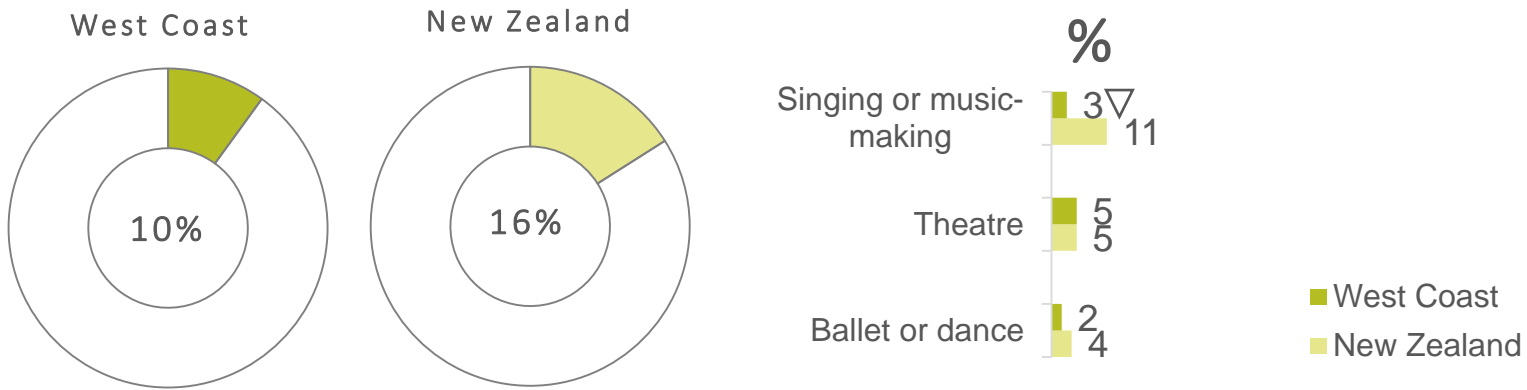


Base: All those who have participated in craft and object art - West Coast (40); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

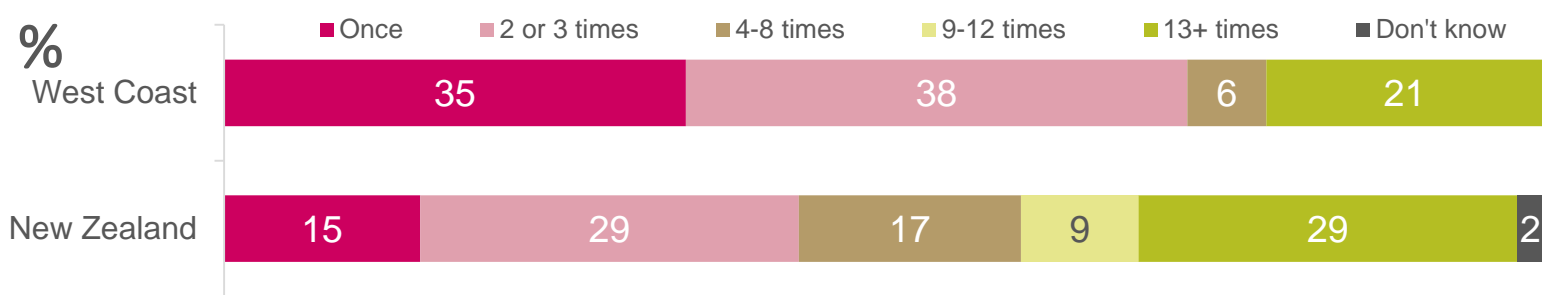
Performance arts participation

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: West Coast (110); 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 - West Coast (12); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Ten percent of West Coast residents have participated in the performing arts in the last 12 months. This is broadly in line with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 5% of West Coast residents have participated in theatre, while 3% have participated in singing or music making and 2% ballet or some other form of dance.

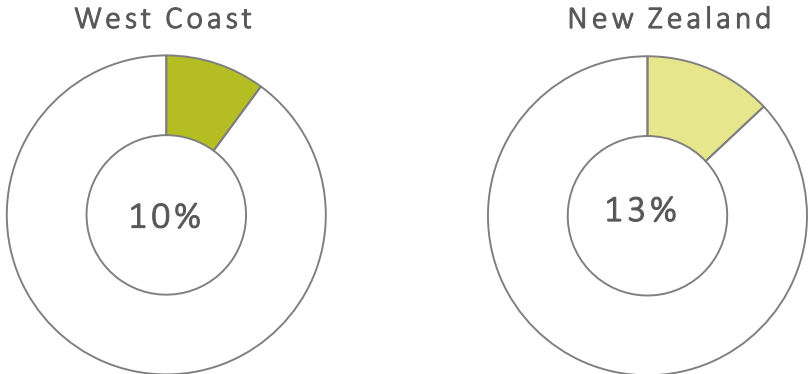
West Coast residents are less likely to have participated in singing or music making compared to the average for all New Zealanders (3% vs. 11%).

Of those who participate in the performing arts, 27% 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 (12 respondents).

Sub-group differences in the West Coast:
Those in a one or two person household are less likely than average to have participated in the performing arts in the last 12 months (7% vs. 10%).

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?



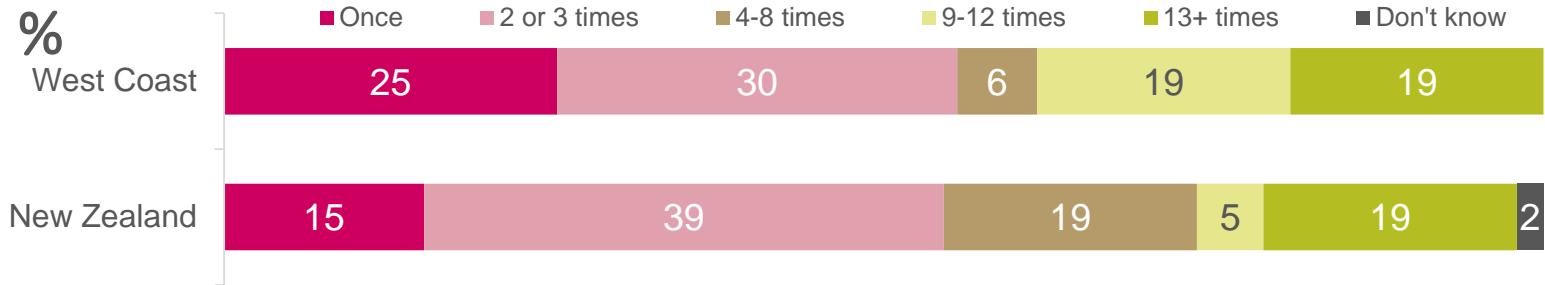
Base: All respondents: West Coast (110); New Zealand (6,101)

Ten percent of West Coast residents have participated in the literary arts in the last 12 months. This is largely in line with all New Zealanders (13%).

Of those who participate in the literary arts, 38% 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 (13 respondents).

There are no sub-group differences of note for levels of participation in literary arts.

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

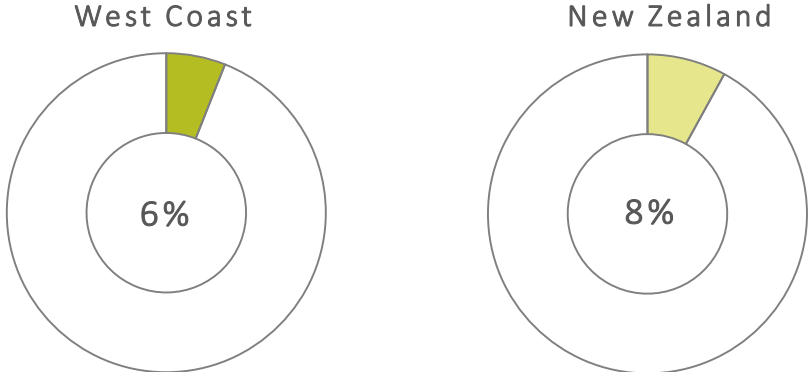


Base: All those who have participated in the literary arts - West Coast (13); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

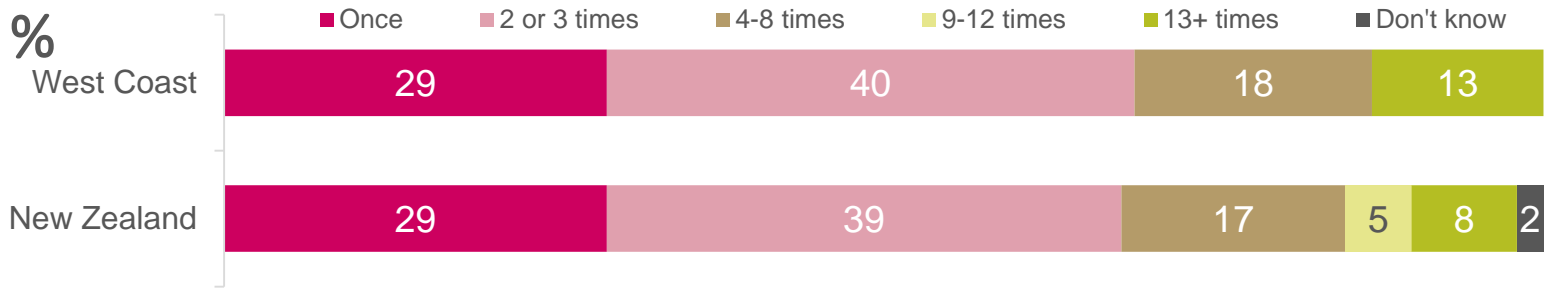
Pacific arts participation

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: West Coast (110); New Zealand (6,101)

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



Base: All those who have participated in the Pacific arts - West Coast (10); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

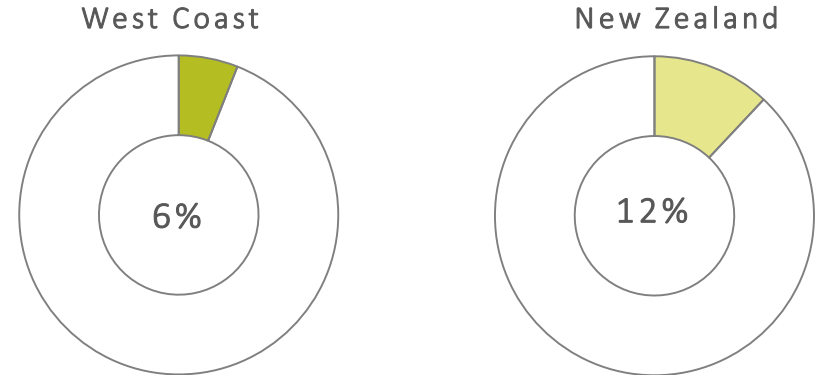
Six percent of West Coast residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Only 10 respondents in the West Coast reported having participated in the Pacific arts event 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 participated between one and three times, in line with all New Zealanders.

Sub-group differences in the West Coast:
 Women are more likely than average to have participated in Pacific arts in the last 12 months (11% vs. 6%).

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?**



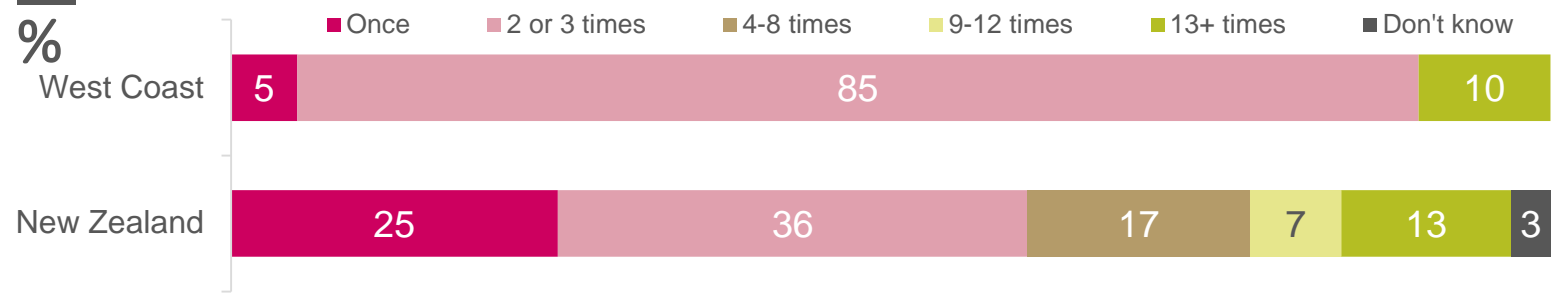
Base: All respondents: West Coast (110); New Zealand (6,101)

Six percent of West Coast residents have participated in Māori arts in the last 12 months. The difference in participation between West Coast residents and all New Zealanders (12%) is not statistically significant.

Only nine respondents in the West Coast reported having participated in 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 participated between one and three times.

There are no sub-group differences of note for levels of participation in Māori arts.

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

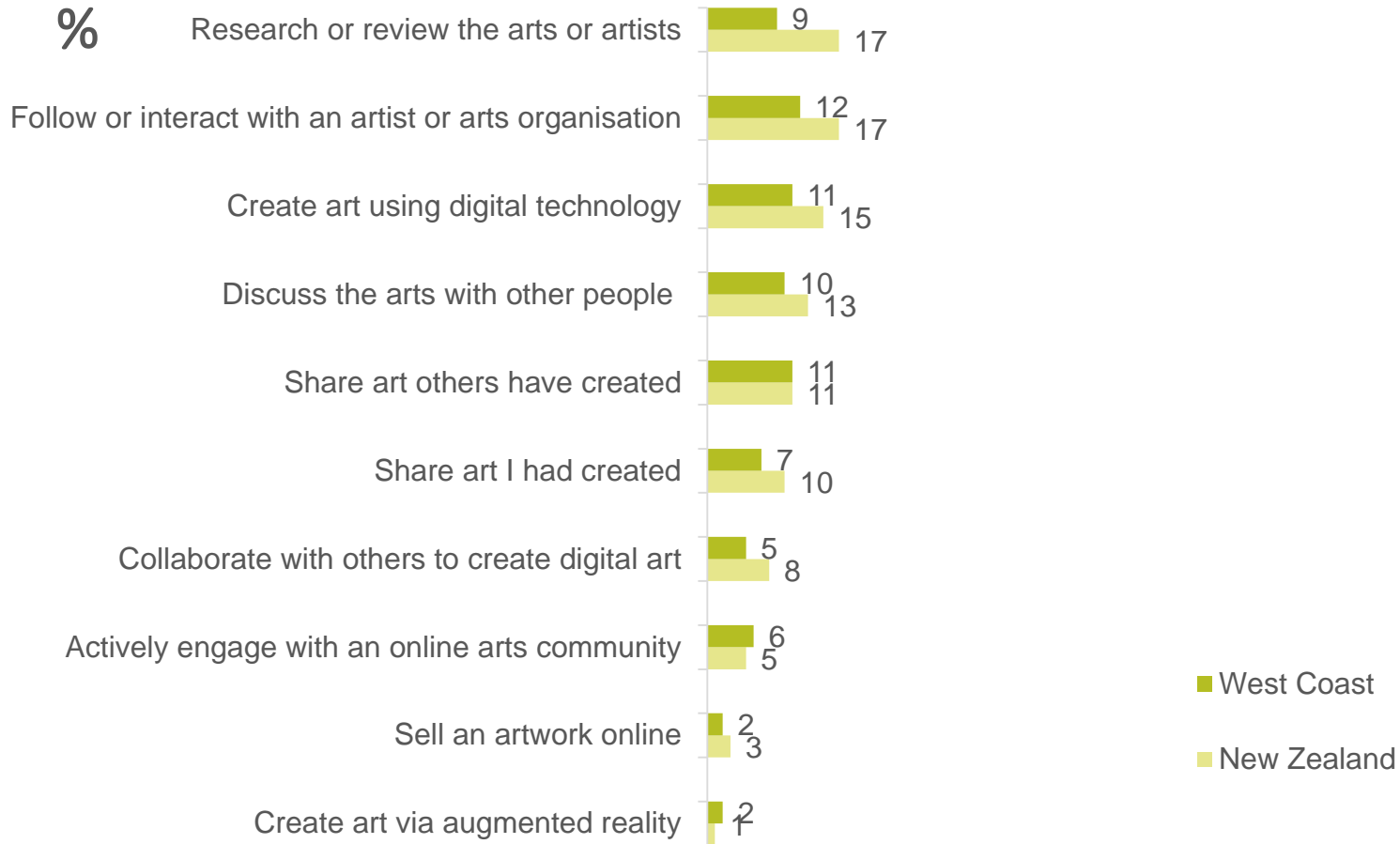


Base: All those who have participated in the visual arts - West Coast (9); New Zealand (655)

△▽ = 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.



Digital technology is enabling greater engagement in the arts for a significant minority in Gisborne. Thirty-two percent of West Coast residents have used digital technology for arts activities. The difference in technology usage between West Coast residents and all New Zealanders (43%) is not statistically significant.

The most popular activities are following or interacting with an artist or arts organisation (12%) followed by using digital technology to create art (11%), and share art that others have created (11%).

Sub-group differences in the West Coast:

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

- Create art using digital technology (20% vs. 12%)
- Research or review arts or artists (19% vs. 9%)
- Share art that they had created (13% vs. 7%)
- Collaborate with others to create digital art (10% vs. 5%).

The following groups are less likely than average (32%) to have used digital technology for art activities:

- Older people, aged 60+ (21%)
- One or two person households (21%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: West Coast (110); New Zealand (6,101)

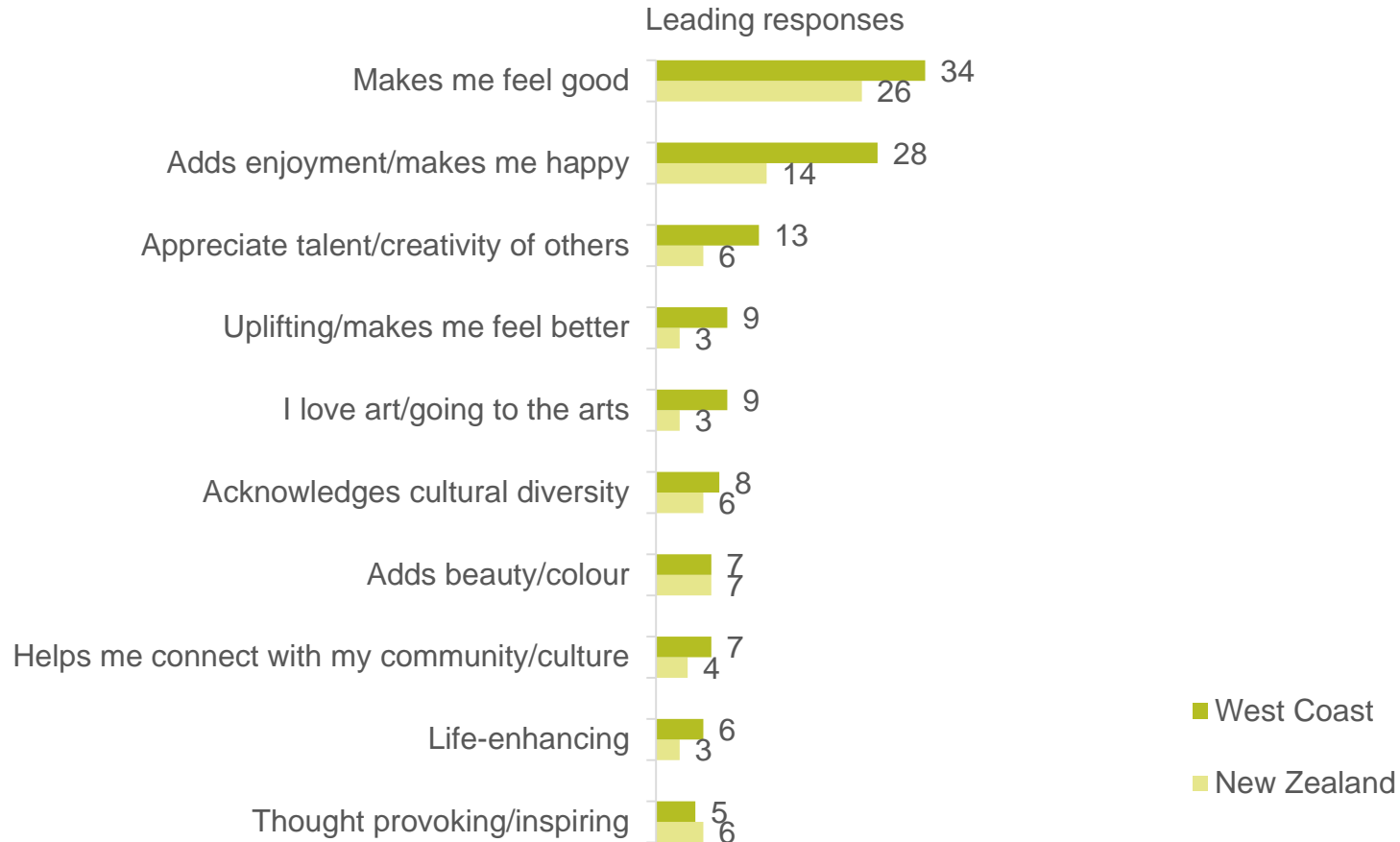


ADVOCACY OF THE ARTS

Reasons why the arts improve how New Zealanders feel about life

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

%



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

The chart opposite shows the leading responses. The key reasons why residents in the West Coast feel the arts improve how they feel about life in general is simply that it makes them feel good (34%) and it adds enjoyment to life and makes them feel happy (28%).

Due to the low base size (29 respondents) we cannot test for differences between the West Coast residents and all New Zealanders.

“

Encourage me to think about different viewpoints. Make me feel more hopeful about the better side of humanity.

Seeing the ability and talent of people expressed in different art forms gives me joy in life.

Life is too money focussed and peoples status too tied to their career for me. I like that anyone can enjoy or be an artist.

Everyone needs arts - makes people feel good about themselves.

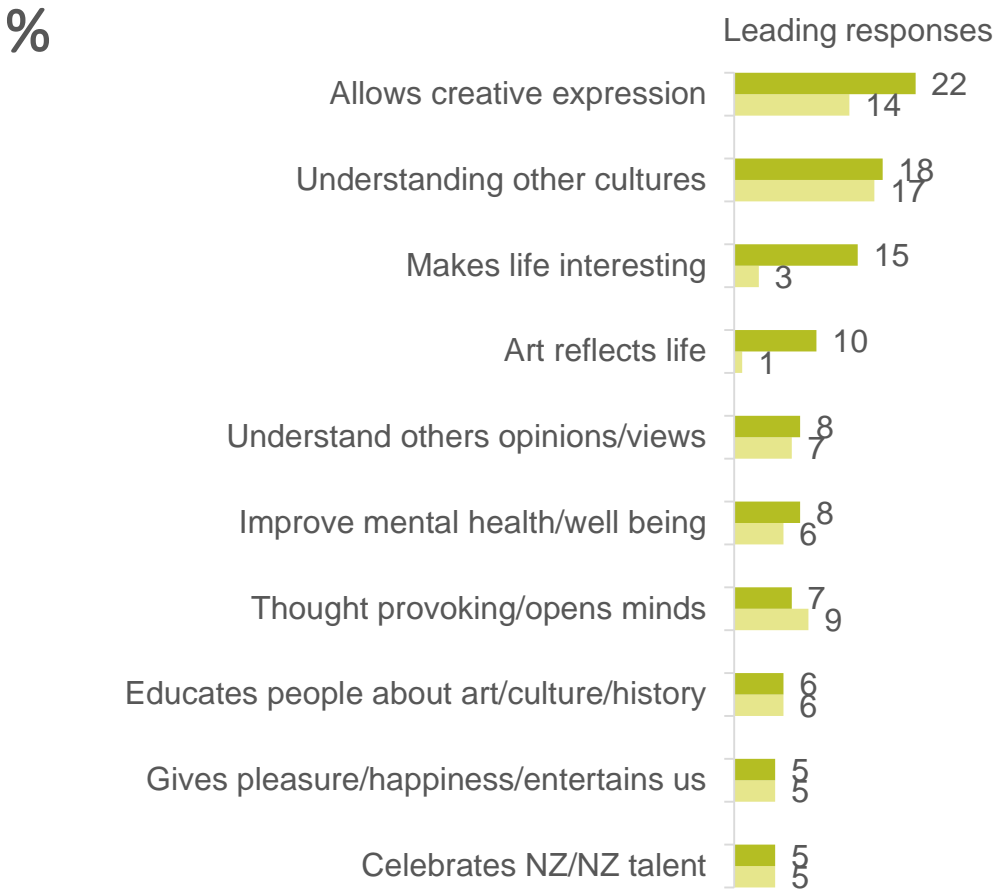
”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - West Coast (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 - West Coast (32); New Zealand (2,323)

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

The key reasons is that they allow creative expression (22%) and understanding of other cultures (18%). These reasons are inline with the average for New Zealand.

The differences in reasons expressed between residents in the West Coast and the average for all New Zealanders are not statistically significant.

"

Society reflects the arts and the arts reflect society. A society is defined by its arts, not by its politics (which change) or by its military prowess (which some time in history will wane). Arts will always live on.

I think that it gives certain people an interest, and helps them to achieve, which in turn helps society.

Broaden our acceptance of other cultures, view points as part of my and the communities enrichment.

It reflects the diversity and cultures within New Zealand.

it stops us from becoming a boring standardised country and makes our society creative.

"



FOR FURTHER INFORMATION PLEASE CONTACT:

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