

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR CANTERBURY

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 Canterbury. 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



151

ONLINE INTERVIEWS

With adults aged 15+ living in Canterbury



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

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

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 151 respondents the margin of error is up to +/- 8 percentage points.

We have used statistical tests to determine whether the survey findings between Canterbury 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 Canterbury are engaged with the arts. They generally express more positive than negative attitudes about the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Canterbury are engaged with the arts (81%). 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 (79%) or have **participated** in the arts in the last 12 months (54%).

Attendance is highest for performing arts (59%), followed by the visual arts (42%). In line with the national average (10%), attendance is lowest for literary arts (9%).

Participation is highest for the visual arts (33%) and craft and object art (25%). Participation by Canterbury residents in all art forms are in line with the participation levels by all New Zealanders.

ADVOCACY OF THE ARTS

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

There are a number of ways in which residents believe we benefit from the arts. They are a source of national pride (74% agree), contribute positively to the economy (58%) and help improve New Zealand society (57%).

In recognition of these benefits, 53% agree the arts should receive public funding and 44% agree the local council should provide funding.

Among residents of Christchurch City, the arts are felt to be particularly important. Seven in ten agree they play a vital role in the rebuild (72%), and are important in creating a vibrant city (68%). Three in five (63%) believe the arts have an important contribution to the communities resilience and well-being.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Two thirds of Canterbury residents (67%) 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 social isolation emerged as key barriers. Fifty-three percent of the respondents said that reducing the price of tickets would make a difference to their likelihood to attending. Additionally, 53% said that if they had someone to attend the arts with that would make a big difference.

A lack of choice (43%) and the quality of the arts available (38%) are also barriers to some Canterbury residents.

KEY DEMOGRAPHIC DIFFERENCES

Women in Canterbury are more likely than average to hold positive views about the arts.

Asian New Zealanders, are more likely than average to place value the arts, but are also more likely than average to be critical of the quality of the arts in New Zealand. This raises the question as the extent to which the arts is meeting their needs.

“ They provide entertainment and are often thought provoking.
The arts are a reflection on our society at that time.
The right use of art in all fields can improve people's happiness in general. ”

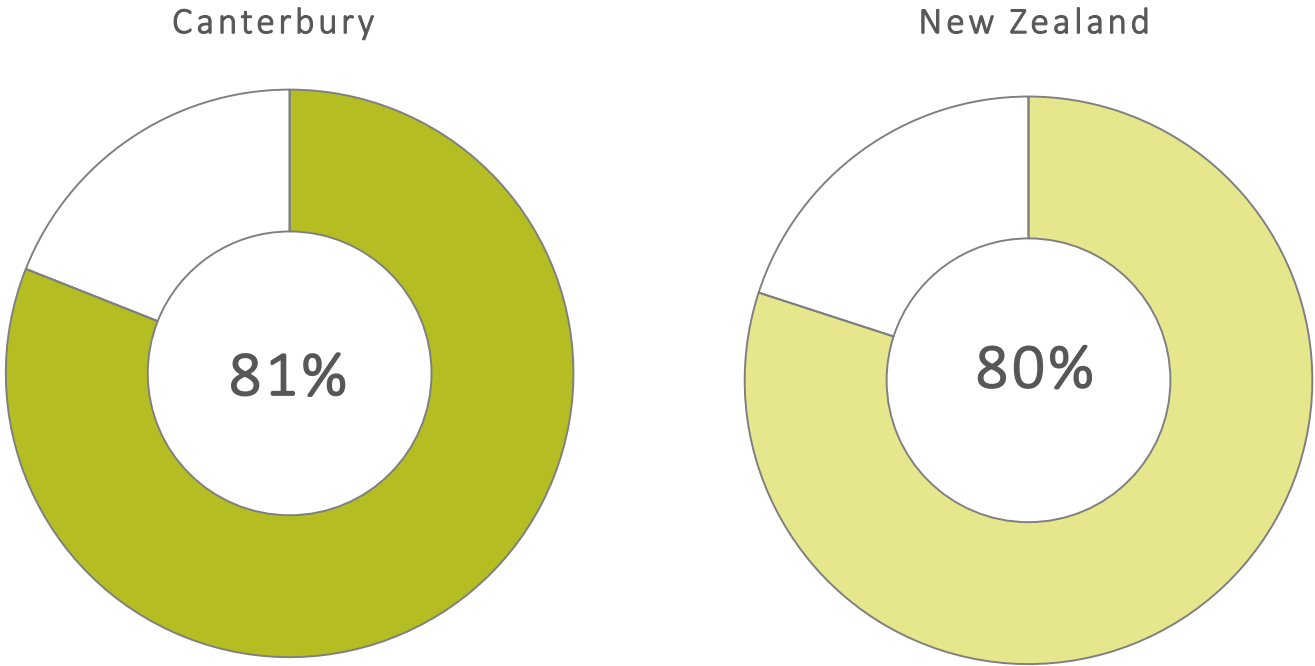


OVERALL ENGAGEMENT

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.

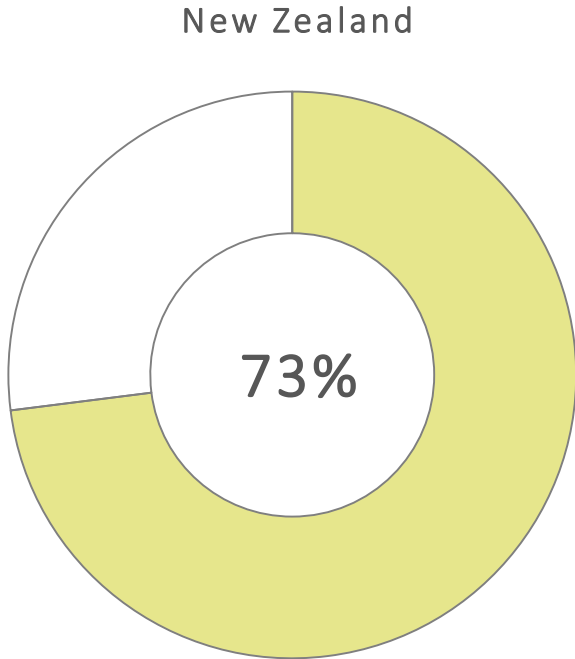
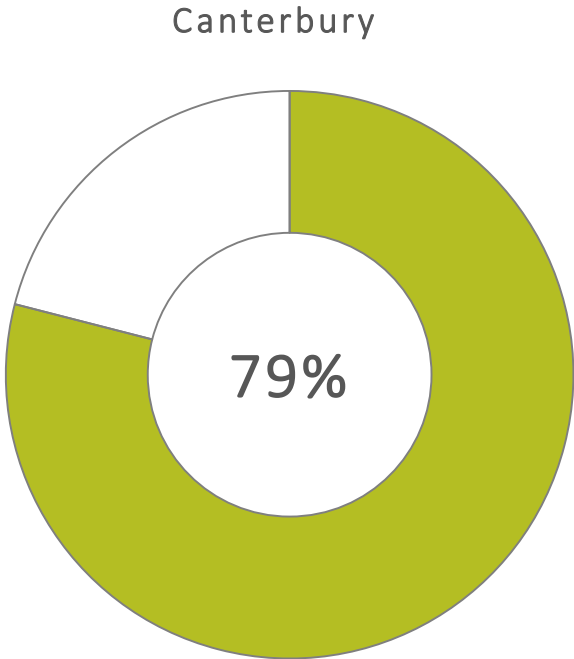
In total, 81% of residents in Canterbury engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Canterbury (151); 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 79% of residents in Canterbury have attended at least one arts event or location in the last 12 months. This is not significantly different from all New Zealanders (73%).

There are no sub-group differences of any note.

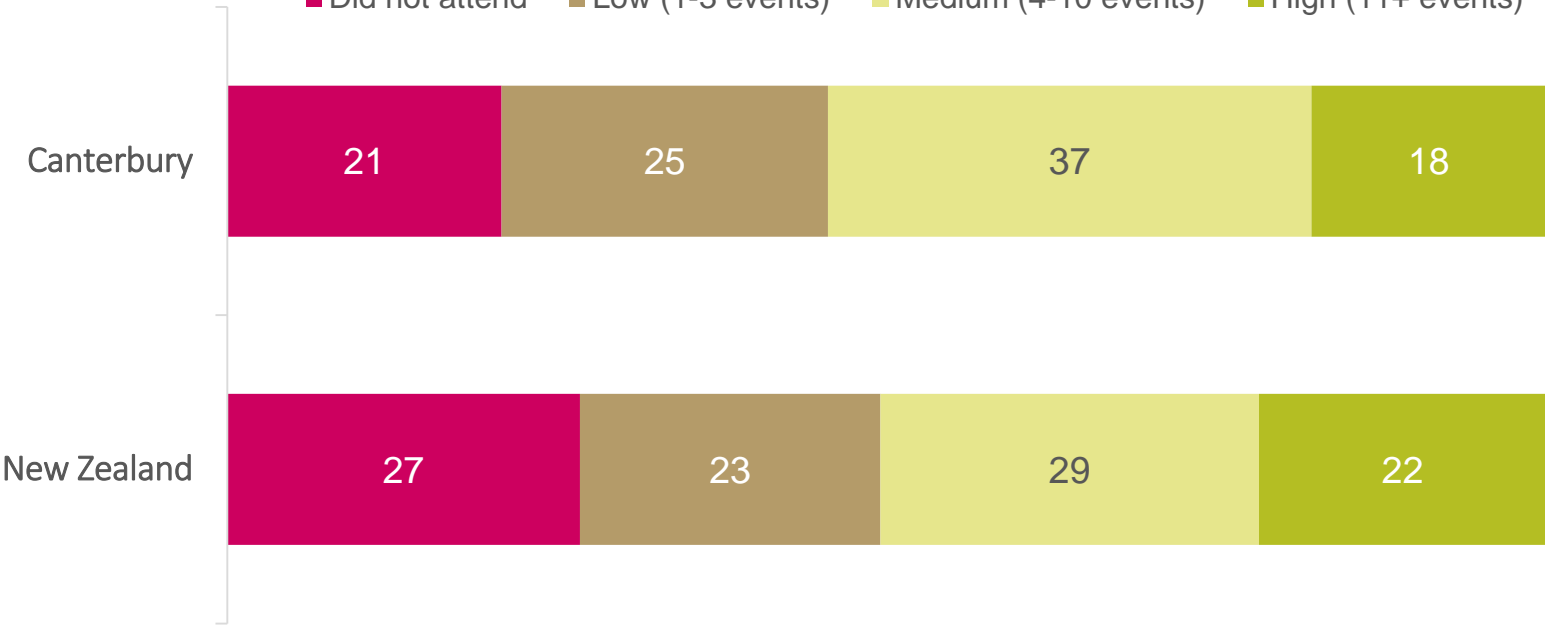
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Canterbury (151); New Zealand (6,101)

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: Canterbury (151); New Zealand (6,101)

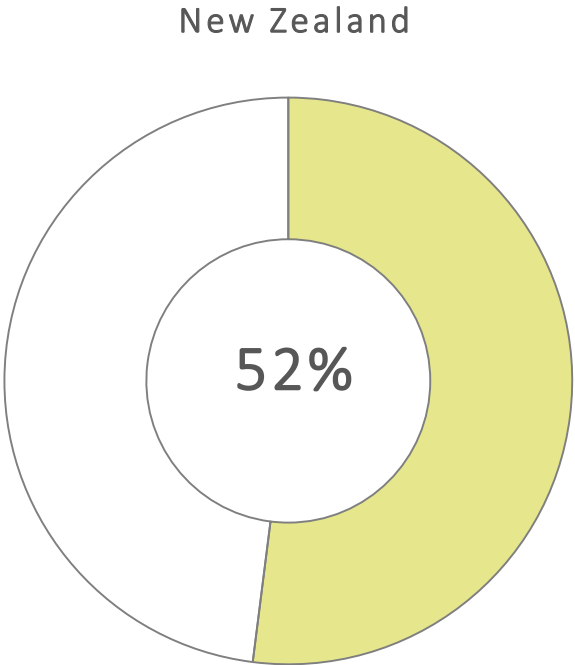
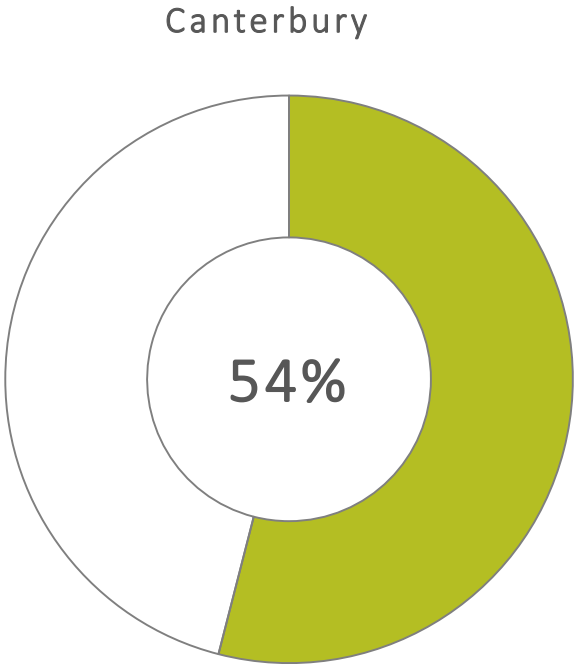
We have identified four groups in terms of the frequency with which they attend any art form.

Close to one in five residents in Canterbury (18%) attend the arts on a regular basis (more than ten times a year). This is broadly in line with all New Zealanders (22%).

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



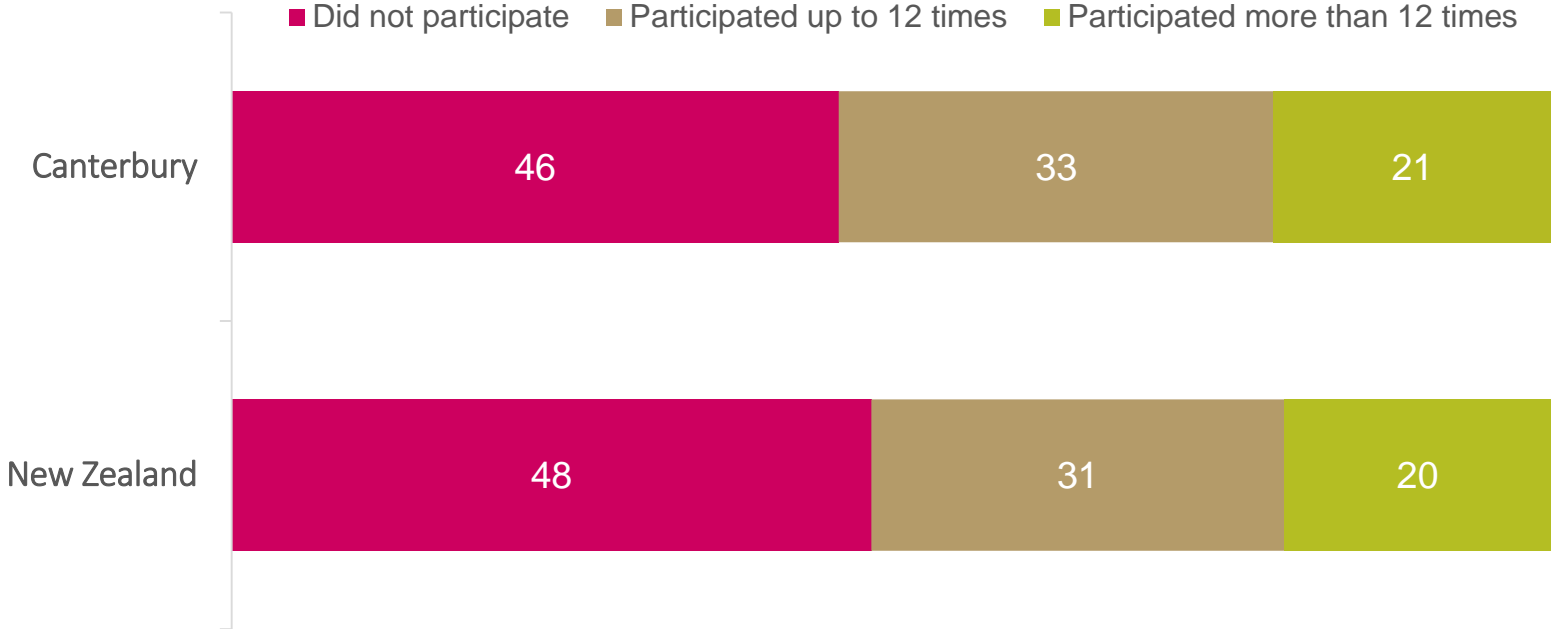
A total of 54% of residents in Canterbury have participated in at least one art form in the last 12 months. This is consistent with all New Zealanders (52%). There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Canterbury (151); New Zealand (6,101)

Frequency of participation

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

%



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

One in five residents in Canterbury (21%) participate on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand

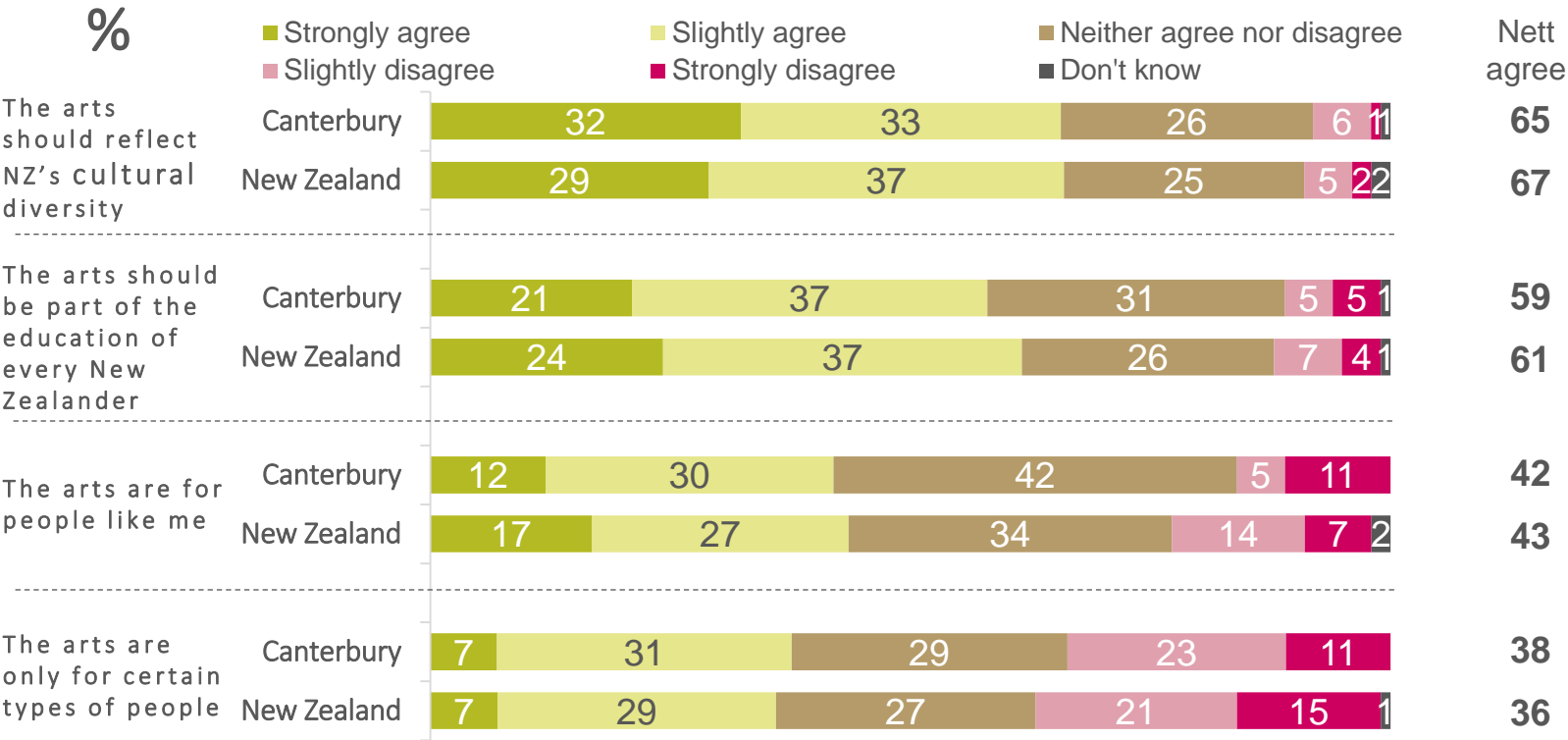
Base: All respondents: Canterbury (151); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



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

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

Two in four (42%) agree that the arts are for people like them, while only 16% disagree. At the same time 38% agree 'the arts are only for certain types of people', 34% disagree with this.

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

Sub-group differences in Canterbury:

Respondents who identify as Asian are more likely than average to agree that the arts should be part of the education of every New Zealander (69% vs. 59%).

Women are more likely than average to strongly agree that the arts should be part of every New Zealanders education (32% vs. 21%). In contrast men are less likely to strongly agree with this statement (11% vs. 21%).

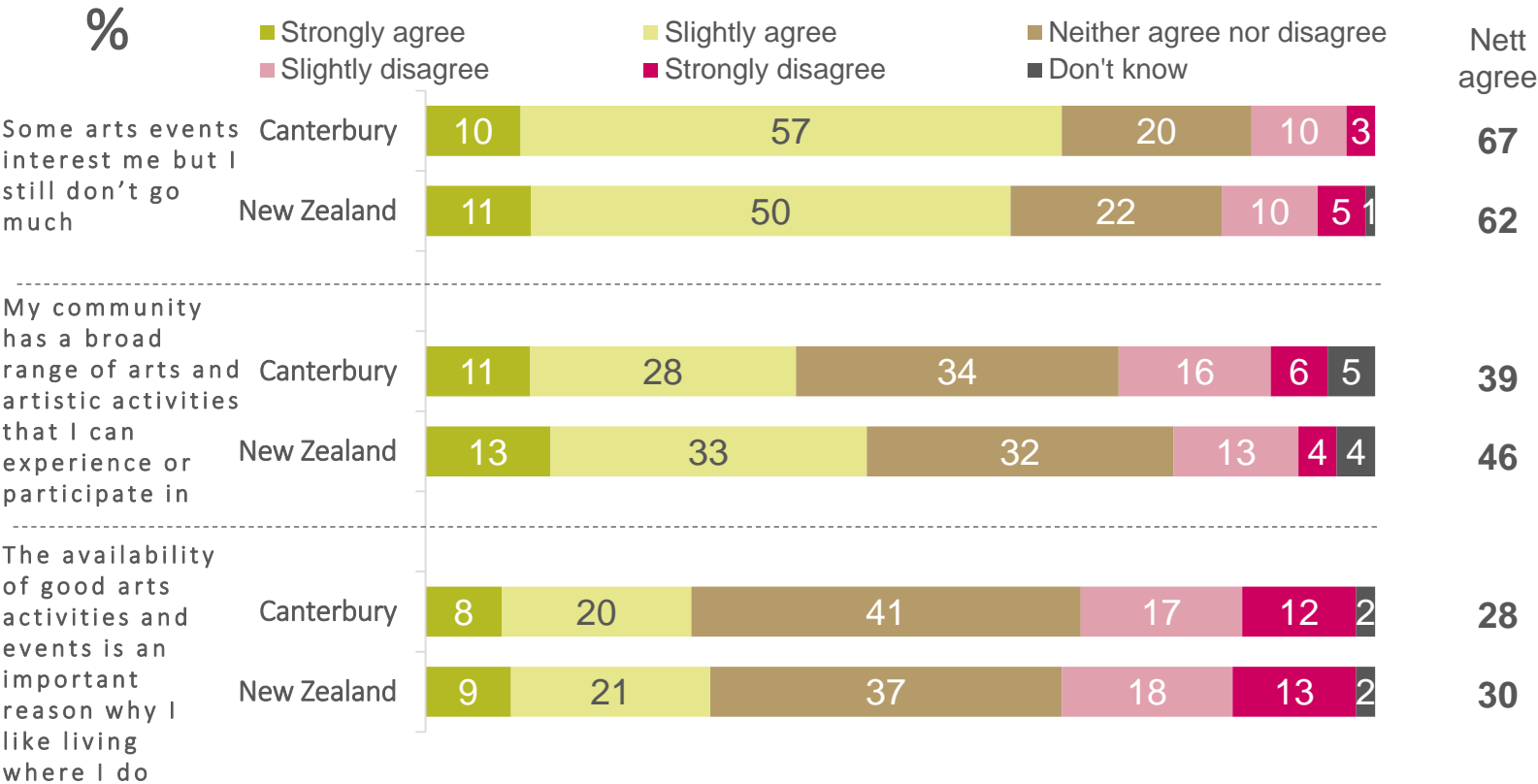
There are no significant sub-group differences of note for the other three statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Canterbury (151); 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. Two thirds of residents in Canterbury (67%) agree some arts events interest them but they still don't go much.

Two in five residents (39%) agree that they have access to a range of arts and artistic activities within their region, while 22% disagree and a high proportion remain on the fence, potentially indicating a lack of knowledge of what is available.

Twenty eight percent of residents feel the arts and arts activities is an important reason in why they like living in Canterbury. This is in line with the average for all New Zealanders (30%).

Sub-group differences in Canterbury:

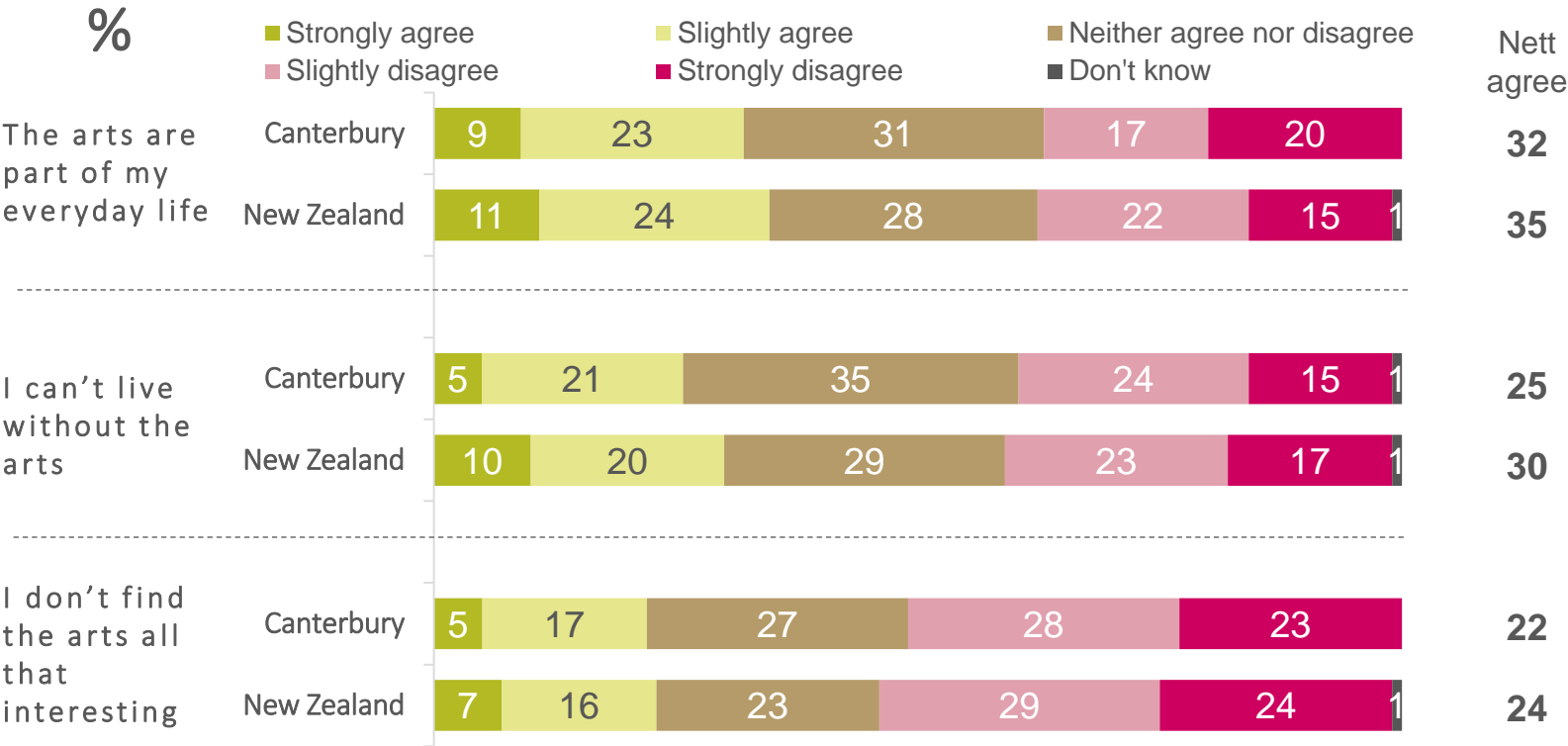
Those who identify as Asian are less likely than average to agree that their community has a broad range of arts that they can participate in (30% vs. 39%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); 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 Canterbury. In line with the national average, 32% agree the arts are part of their everyday life.

Additionally one in four (25%) agree they can't live without the arts. The difference in attitude between residents in Canterbury and New Zealand is not statistically significant.

More residents are interested in the arts than not. While 22% of residents in Canterbury agree they don't find the arts all that interesting, over half (51%) disagree. This is consistent with all New Zealanders.

Sub-group differences in Canterbury:

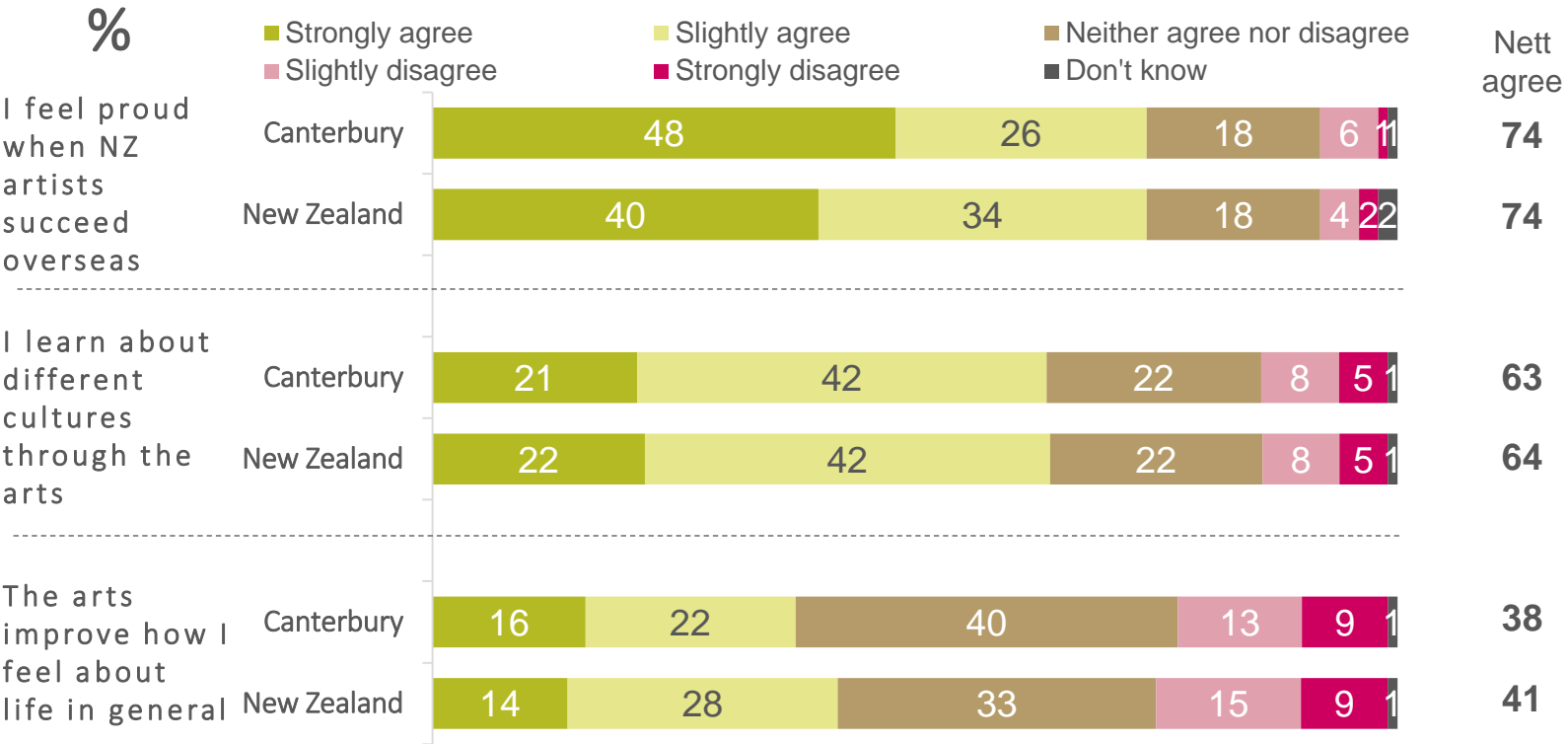
Those who identify as Asian are more likely than average to agree that they can't live without the arts (41% vs. 26%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); 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 Canterbury. Around three quarters (74%) agree they feel proud when New Zealand artists succeed overseas.

Just over three in five of Canterbury residents (63%) feel they learn about different cultures through the arts.

In addition, 38% of Canterbury residents agree the arts improve how they feel about life in general, compared to 22% who disagree.

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

Sub-group differences in Canterbury:

Women are more likely than average to agree they feel proud when New Zealand artists succeed overseas (83% vs. 74%).

Women are also more likely than average to agree they learn about different cultures through the arts (77% vs. 63%). Conversely, men are less likely to agree they learn about different cultures through the arts (49% vs. 63%).

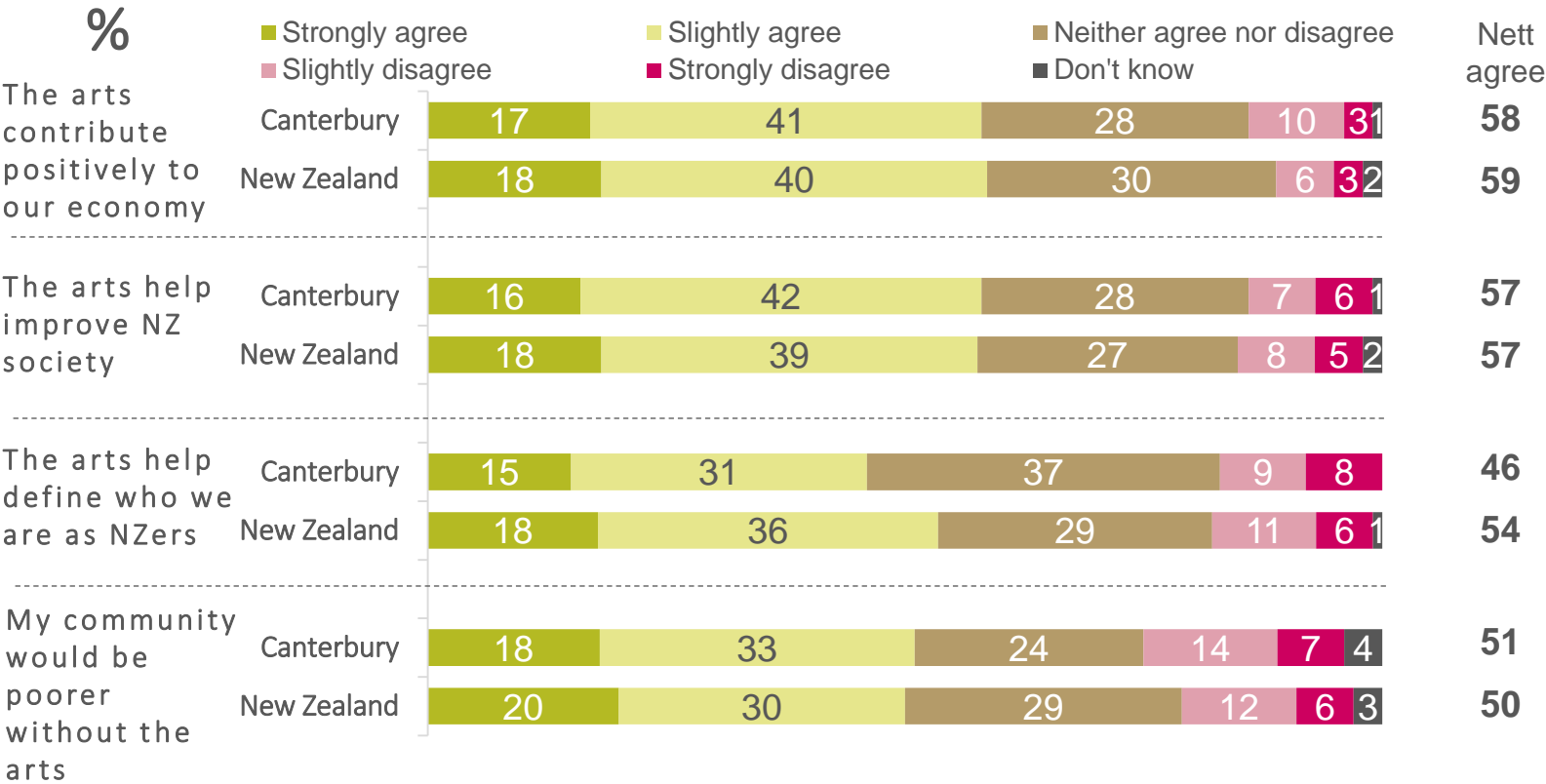
There are no significant sub-group differences of note for the other statement.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Canterbury (151); 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 Canterbury recognise different ways in which the arts benefit New Zealand. Close to three in five agree they contribute positively to the economy (58%) and improve New Zealand society (57%). These views are in line with all New Zealanders.

Forty-six percent agree that the arts help define who we are as New Zealanders. The difference between views expressed by residents of Canterbury and the national average is not statistically significant.

In addition, half (51%) agree their community would be poorer without the arts. This is also in line with all New Zealanders.

Sub-group differences in Canterbury:

Younger people, aged 15-39, are less likely than average to agree that arts help define who we are as New Zealanders (29% vs. 46%).

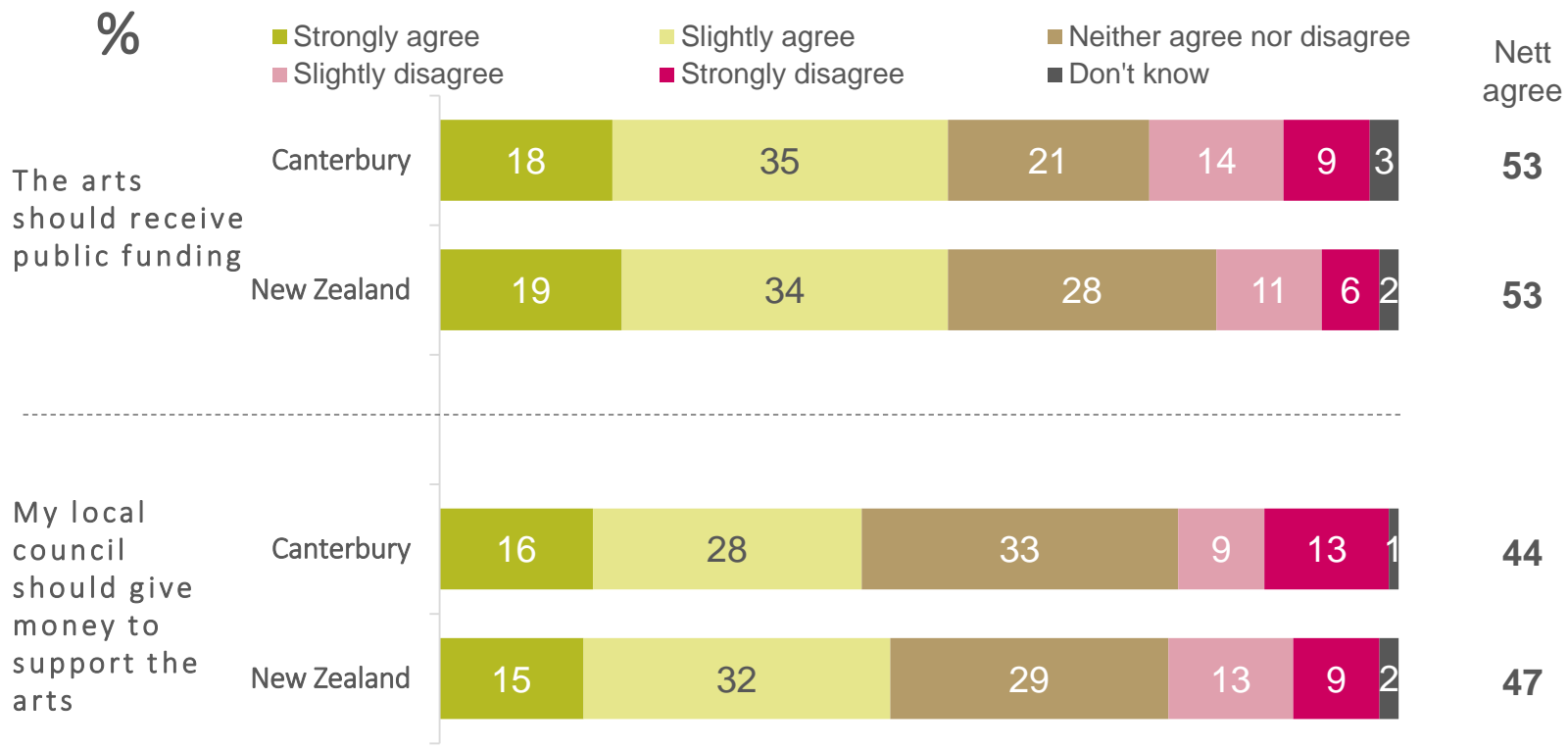
Those who identify as Asian are less likely than average to agree that the community would be poorer without the arts (36% vs. 51%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); 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 over half of Canterbury residents (53%) agree the arts should receive public funding. In contrast, 23% disagree, while the remainder are on the fence or do not express an opinion.

Just over two in five of all residents (44%) in Canterbury feel the local council should give money to support the arts. This compares to 22% who disagree.

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

Sub-group differences in Canterbury:

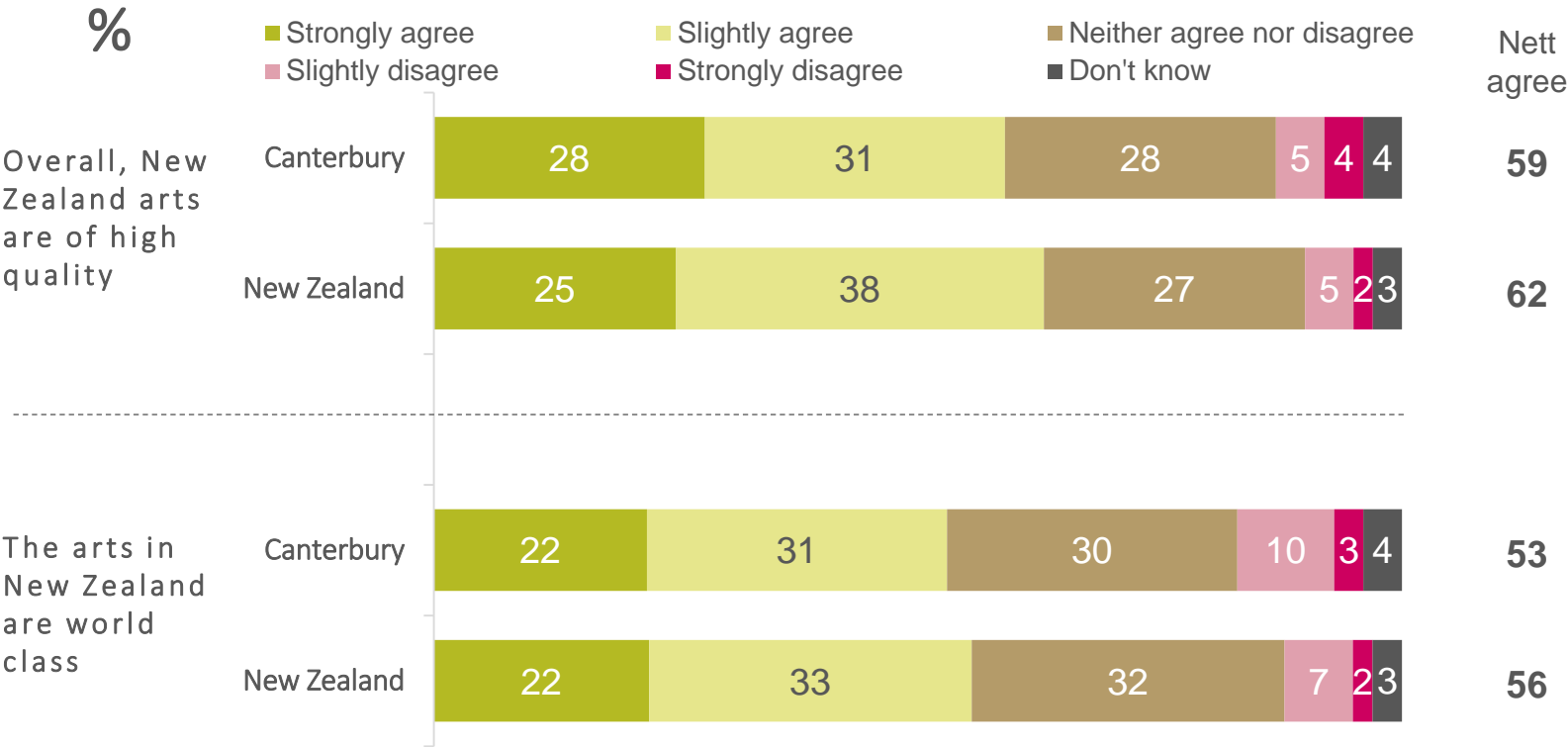
Those who identify as Asian are less likely than average to strongly agree that the arts should receive funding from the local council (9% vs. 16%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); 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 Canterbury are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts are of high quality (59%) while over half feel they are world class (53%).

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

Sub-group differences in Canterbury:

Those who identify as Asian are less likely than average to agree that New Zealand arts are of high quality (50% vs. 59%).

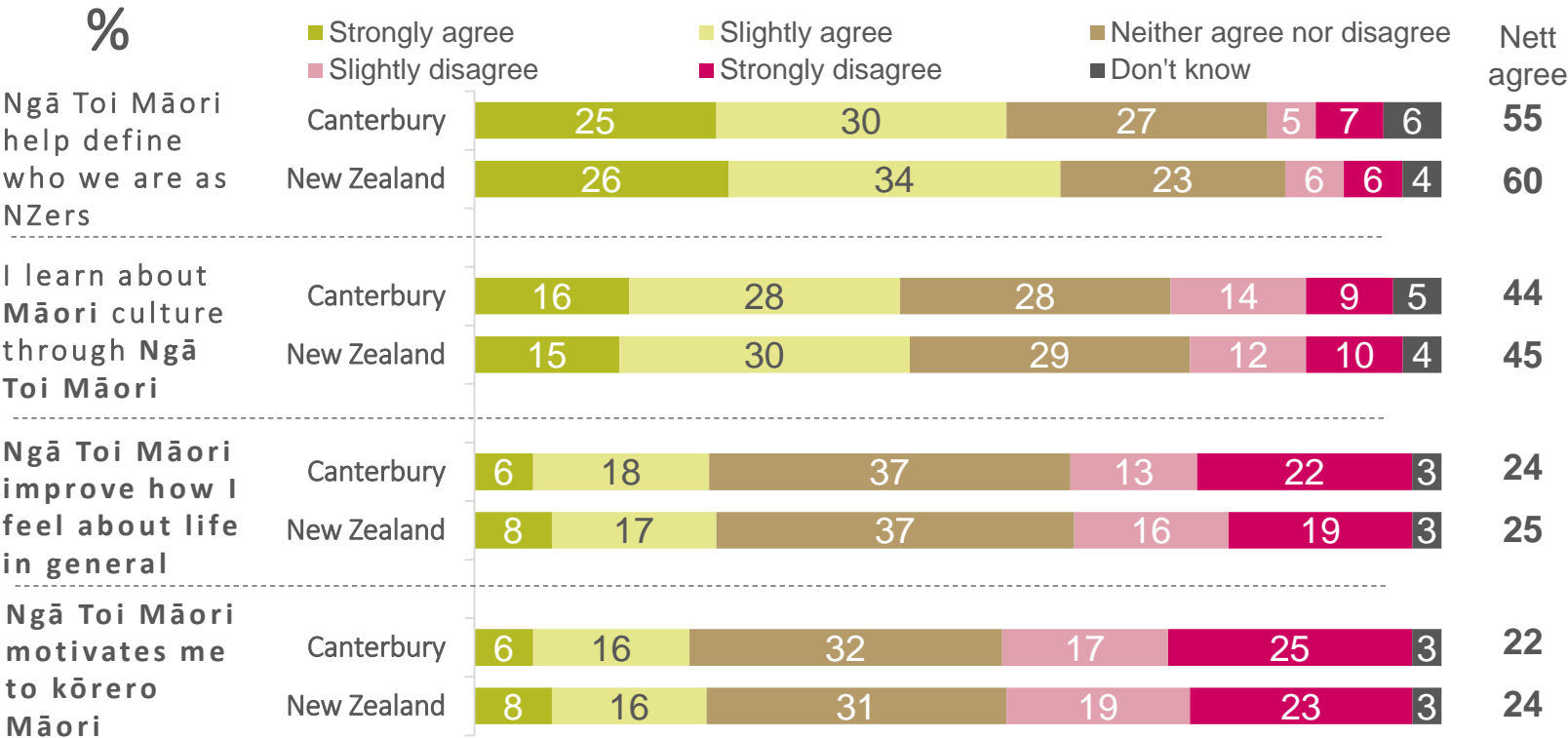
Those who identify as Asian are also less likely than average to agree that the arts in New Zealand are world class (34% vs. 53%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Canterbury (151); 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 Canterbury residents express toward the impact of Ngā Toi Māori varies. Fifty-five percent agree they help define who we are as New Zealanders, whereas two in five (44%) agree they learn about Māori culture through Ngā Toi Māori.

A sizeable minority also agree Ngā Toi Māori improve how they feel about life in general (24%) and that Ngā Toi Māori motivates them to speak Māori (22%).

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

Sub-group differences in Canterbury:

Women are more likely than average to agree they learn about Māori culture through Ngā Toi Māori (56% vs. 44%). In comparison, men are less likely to agree that they learn about Māori culture through Ngā Toi Māori (30% vs. 44%).

Those living in a one or two person household are less likely than average to agree that Ngā Toi Māori motivates them to speak Māori (15% vs. 22%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); New Zealand (6,101)

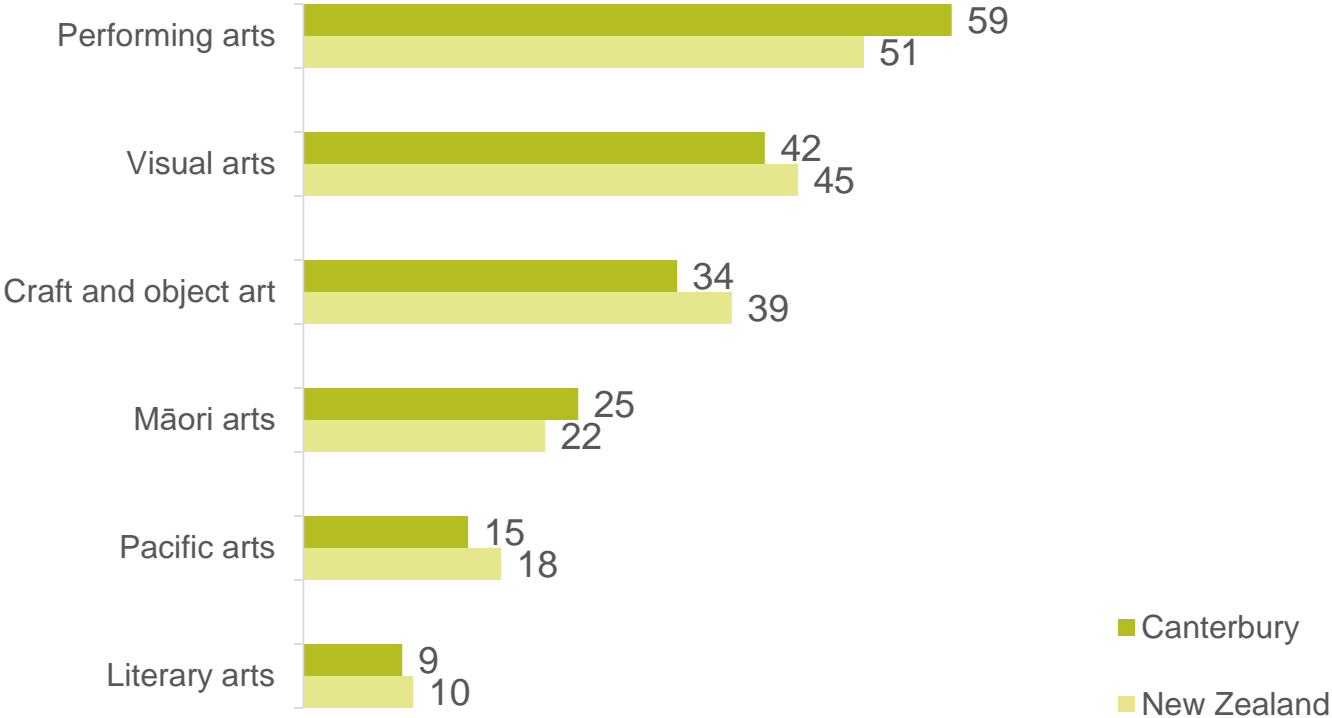


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



The chart shows the proportion of Canterbury 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 Canterbury is performing arts. Fifty-nine percent of all Canterbury residents have attended an event in the last 12 months.

This is followed by visual arts (42%), and craft and object art (34%).

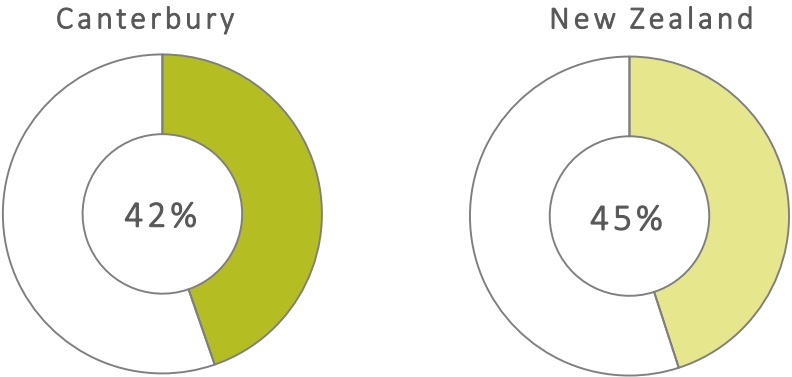
The least popular art form is literary arts. Only 9% have attended a literary arts event or festival in the last 12 months.

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: Canterbury (151); 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?



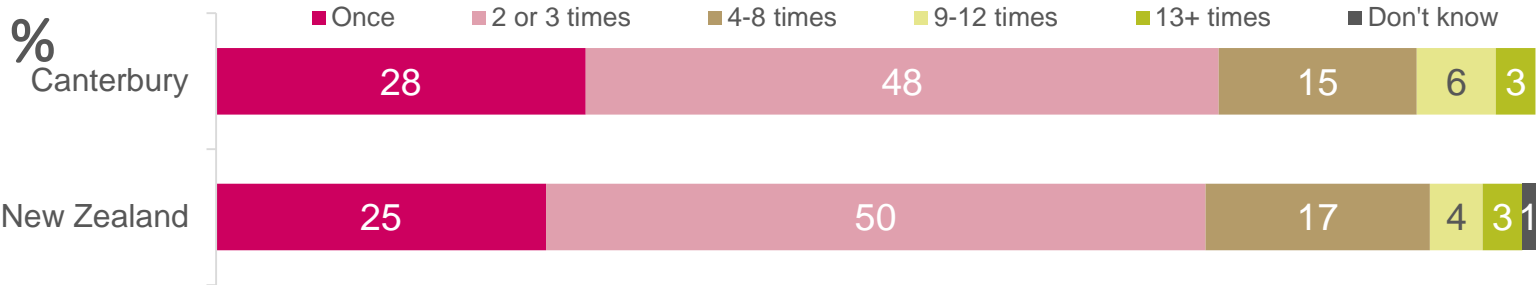
Base: All respondents: Canterbury (151); New Zealand (6,101)

Forty-two percent of Canterbury residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders.

The majority (76%) of those who have attended have done so between one and three times. This is consistent to the proportion of all New Zealanders (75%).

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

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



Base: All who have attended the visual arts - Canterbury (69); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

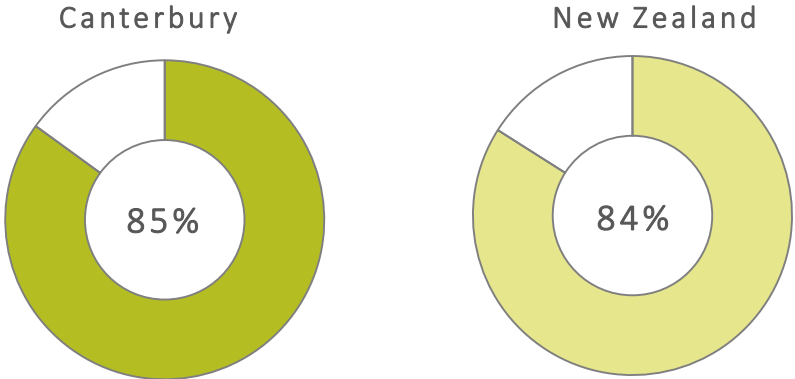
Visual arts attendance: impact of film festivals

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



Base: All who have attended the visual arts - Canterbury (69); 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 - Canterbury (16); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

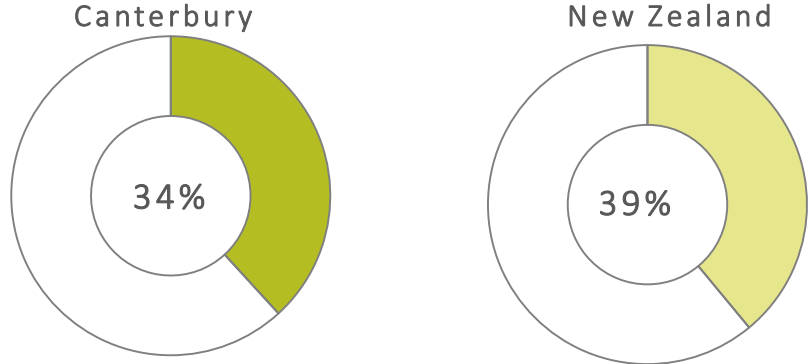
Of those who have attended the visual arts, 22% have attended film festivals in the last 12 months. The difference between attendance of Canterbury residents and the average for New Zealand (30%) is not statistically significant.

The majority (85%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with caution due to the low base size (16 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.

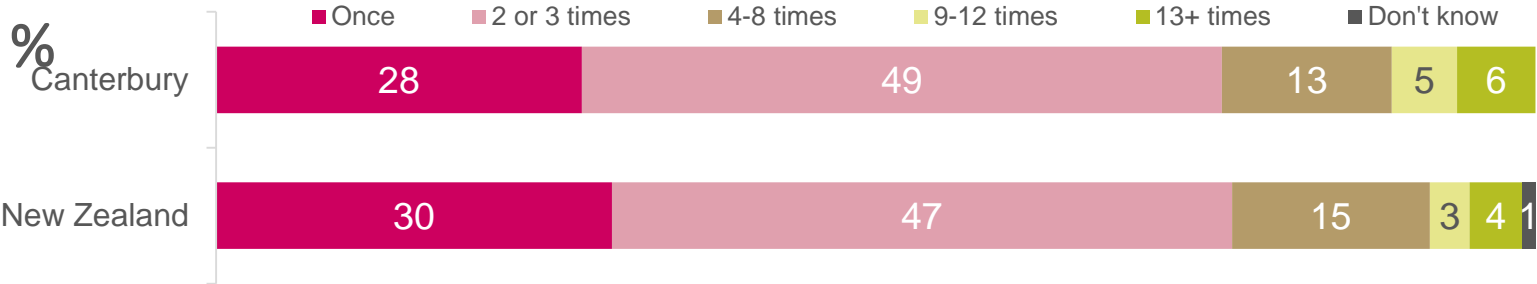
Craft and object art attendance

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: Canterbury (151); 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 - Canterbury (57); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

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

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

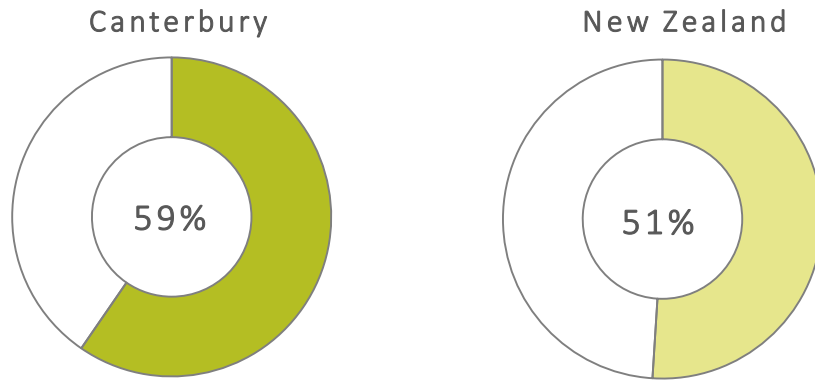
Sub-group differences in Canterbury:

Those who identify as Asian are more likely than average to have attended a craft and object art event in the last 12 months (44% vs. 34%).

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

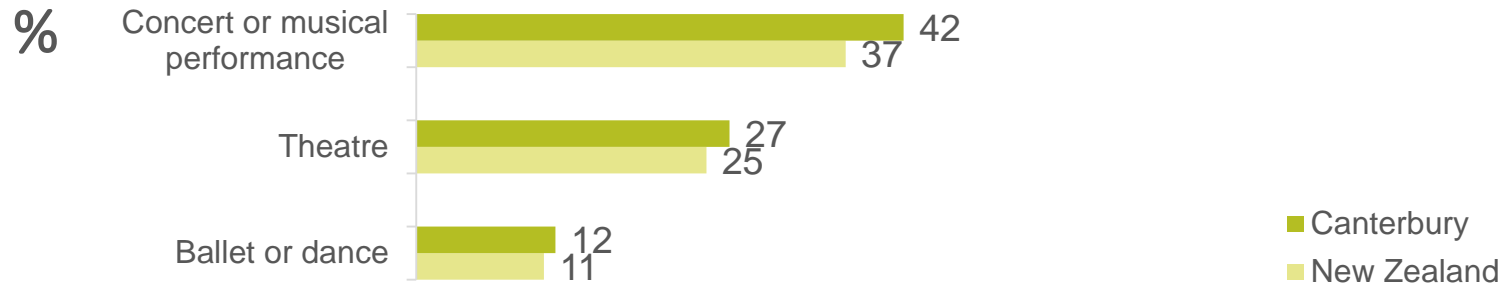
Performance arts attendance

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: Canterbury (151); New Zealand (6,101)

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



Base: All respondents: Canterbury (151); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Fifty-nine percent of Canterbury residents have attended a performing arts event in the last 12 months. The difference between attendance of Canterbury residents and the average for New Zealand is not statistically significant (59% vs. 51%).

Looking more specifically at the type of performing arts, the survey shows that 42% of Canterbury residents have attended a concert or musical performance, while 27% have attended the theatre and 12% ballet or some other form of dance. Attendance of each of these events is in line with the national average.

Sub-group differences in Canterbury:

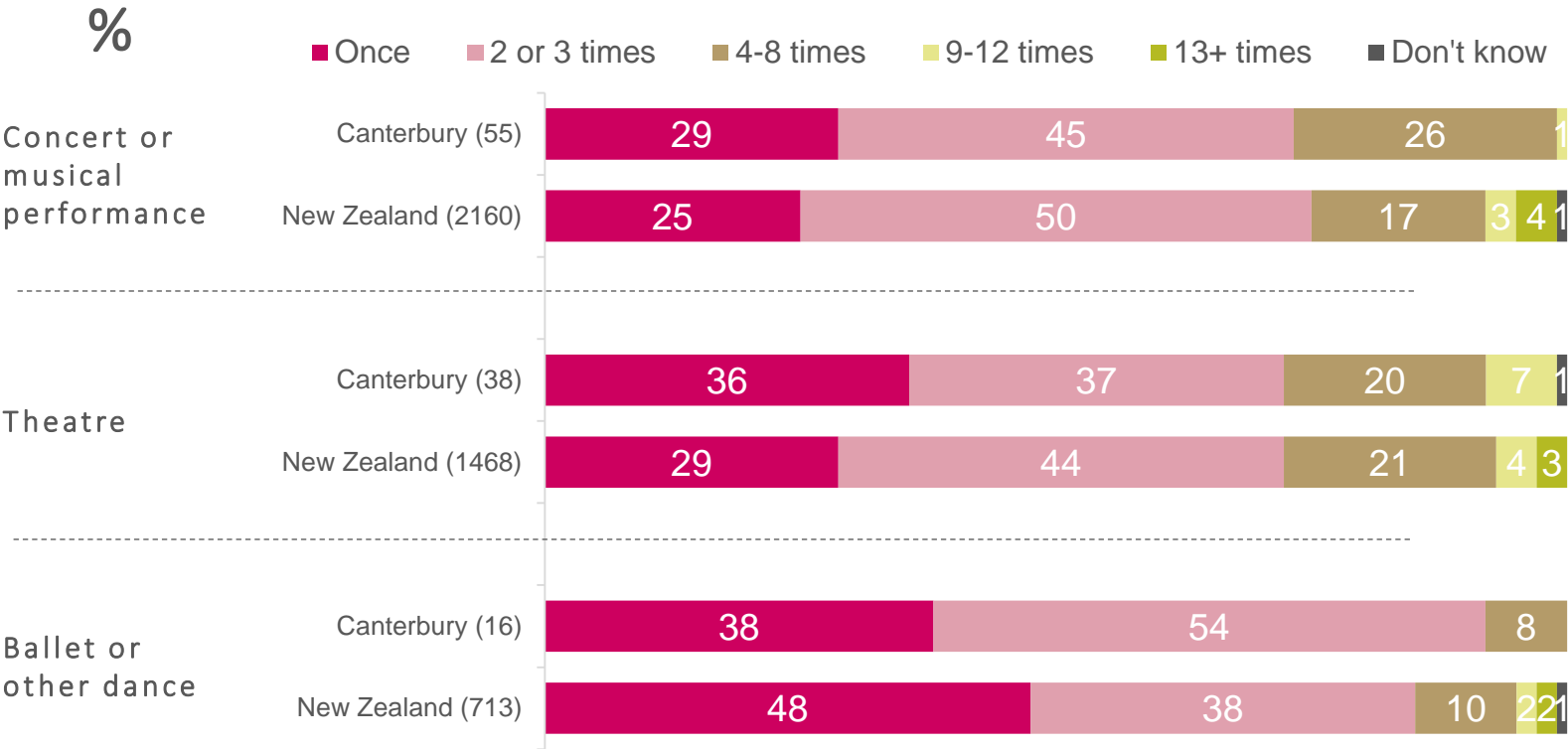
Those who identify as Asian are less likely than average to have attended a performing arts event in the last 12 months (47% vs. 59%).

Those Asians who did attend a performing arts event in the last year, are less likely than average to have attended the following events:

- Concert or musical performance (29% vs. 42%)
- Ballet or other dance event (6% vs. 12%).

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 (74%) 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%).

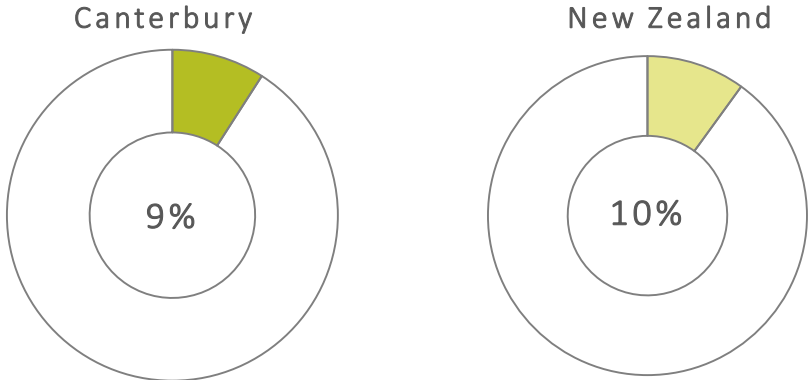
Similarly, the majority (73%) of those who have attended theatre performances have done so between one and three times. Again, this is in line with all New Zealanders (73%).

Finally, the majority of residents in Canterbury who have attended ballet or other dance performances have also done so between one and three times (92%). This is broadly in line with all New Zealanders (86%). The finding for Canterbury should 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.

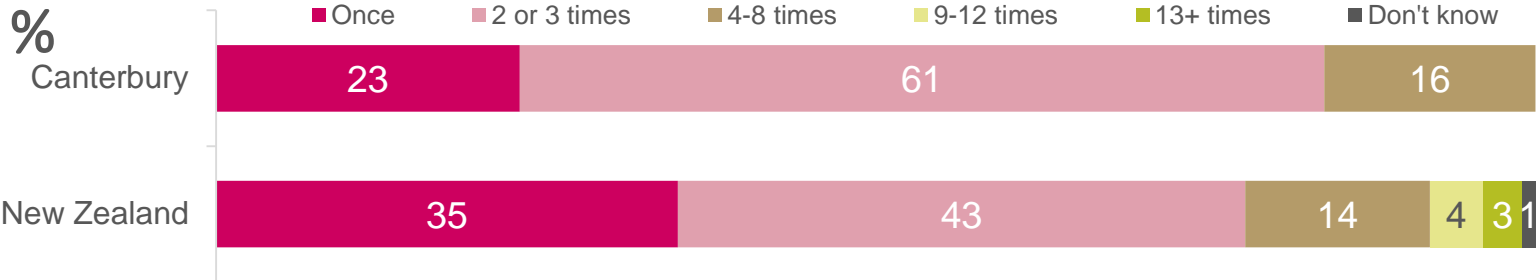
Literary arts attendance

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: Canterbury (151); New Zealand (6,101)

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



Base: All who have attended the literary arts - Canterbury (16); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

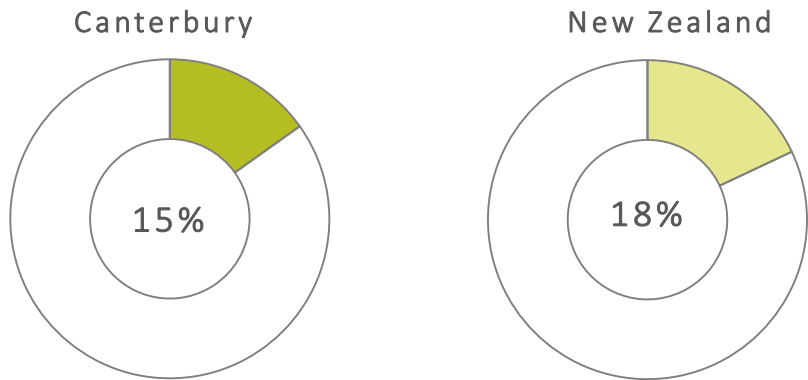
Nine percent of Canterbury residents have attended a literary arts festival or event in the last 12 months. This is consistent with the national level of attendance (10%).

Only 16 respondents in Canterbury 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.

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?



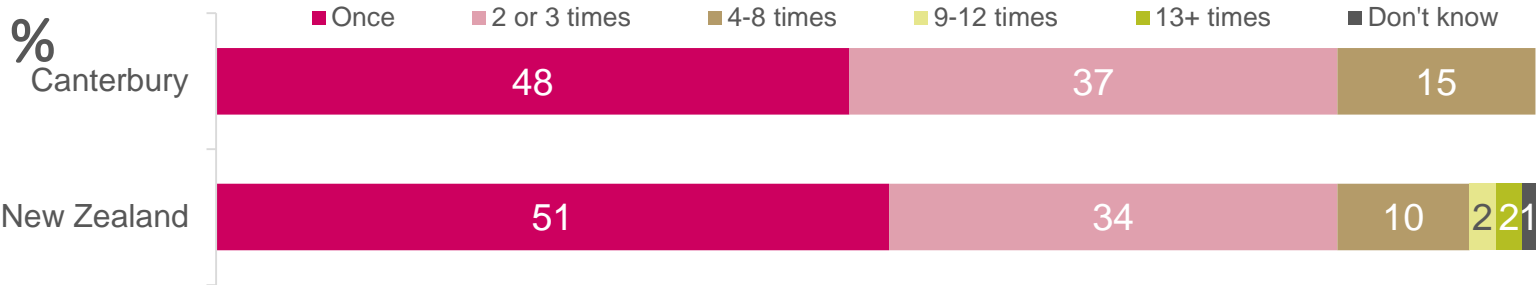
Base: All respondents: Canterbury (151); New Zealand (6,101)

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

The majority (85%) of those who have attended have done so between one and three times. This is consistent with the proportion of all New Zealanders (85%). The finding for Canterbury should be treated with caution due to the low base size (25 respondents).

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

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

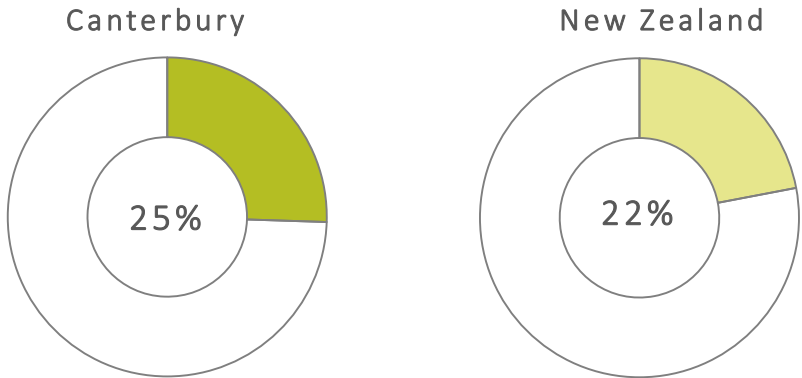


Base: All who have attended the Pacific arts - Canterbury (25); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Māori arts attendance

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



Base: All respondents: Canterbury (151); New Zealand (6,101)

One quarter of Canterbury residents (25%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

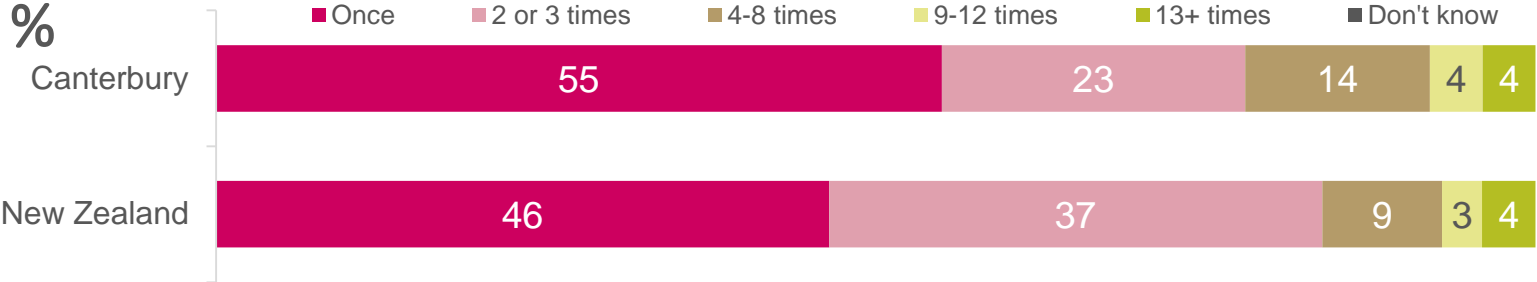
Seventy-eight percent of those who have attended have done so between one and three times. This is broadly in line to the proportion of all New Zealanders (83%).

Sub-group differences in Canterbury:

Canterbury residents who live outside of Christchurch are more likely than average to have attended a Māori arts event (41% vs. 25%).

In contrast, those who live in Christchurch are less likely than average to have attended a Māori arts event (16% vs. 25%).

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

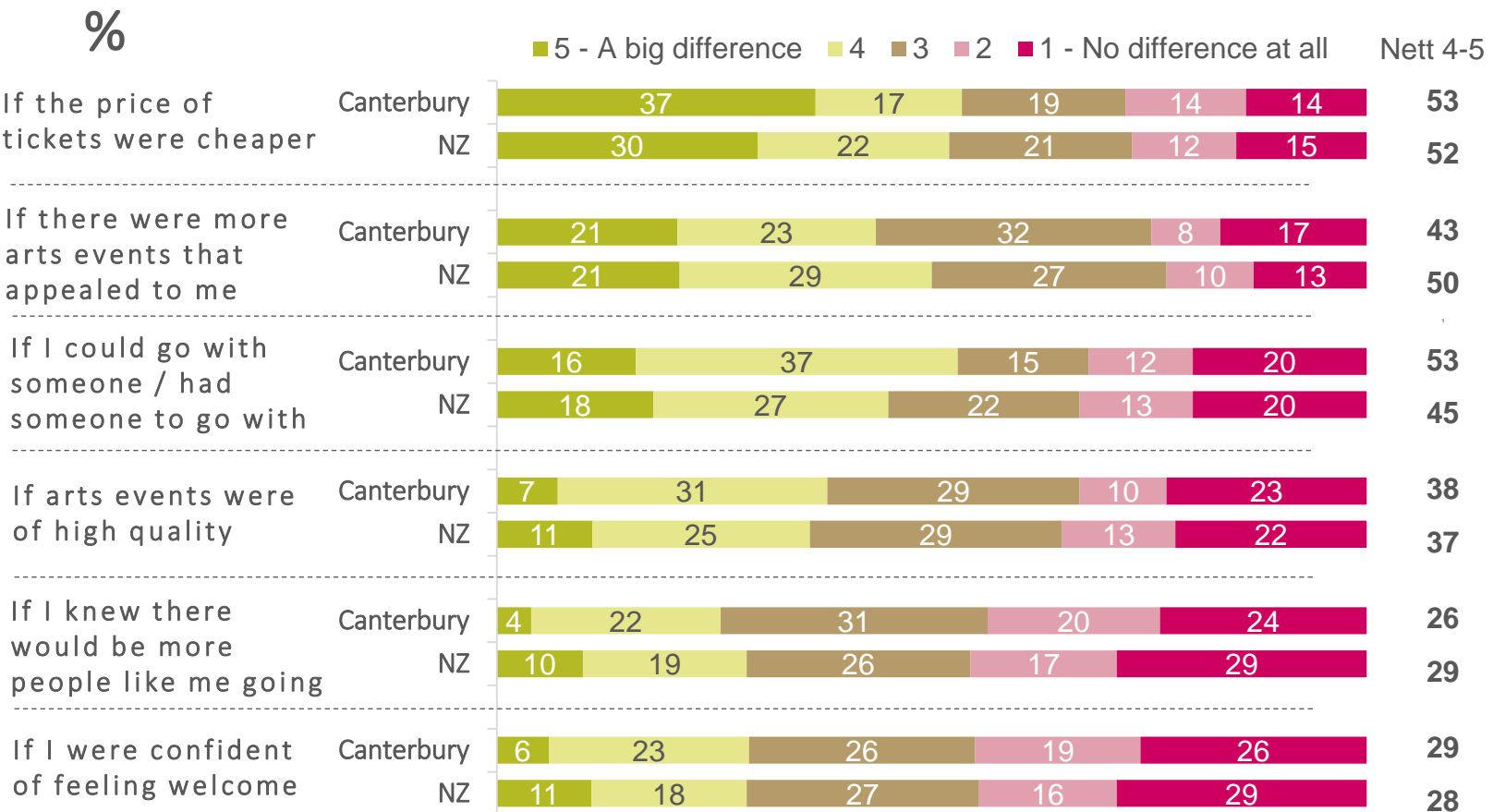


Base: All who have attended Māori arts - Canterbury (38); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Encouraging greater attendance in the arts

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



Two thirds of Canterbury residents (67%) 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 social isolation emerged as key barriers. Just over half of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, 53% indicated that if they had someone to go with to the arts that would make a big difference.

Interest in the event can also prove a barrier; 43% indicated that more arts events that interested them would make a big difference.

Quality is a concern for 38% of residents; who indicated that higher quality arts events would make a big difference.

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

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

Sub-group differences in Canterbury:

The following groups are more likely than average (53%) to agree that having someone to go with would make a big difference to attend:

- Women (66%)
- Those living in Christchurch (64%).

Asians are more likely than average to agree that higher quality events would make a big difference (51% vs. 38%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents who are interested in the arts but don't go much: Canterbury (98); New Zealand (3,822)

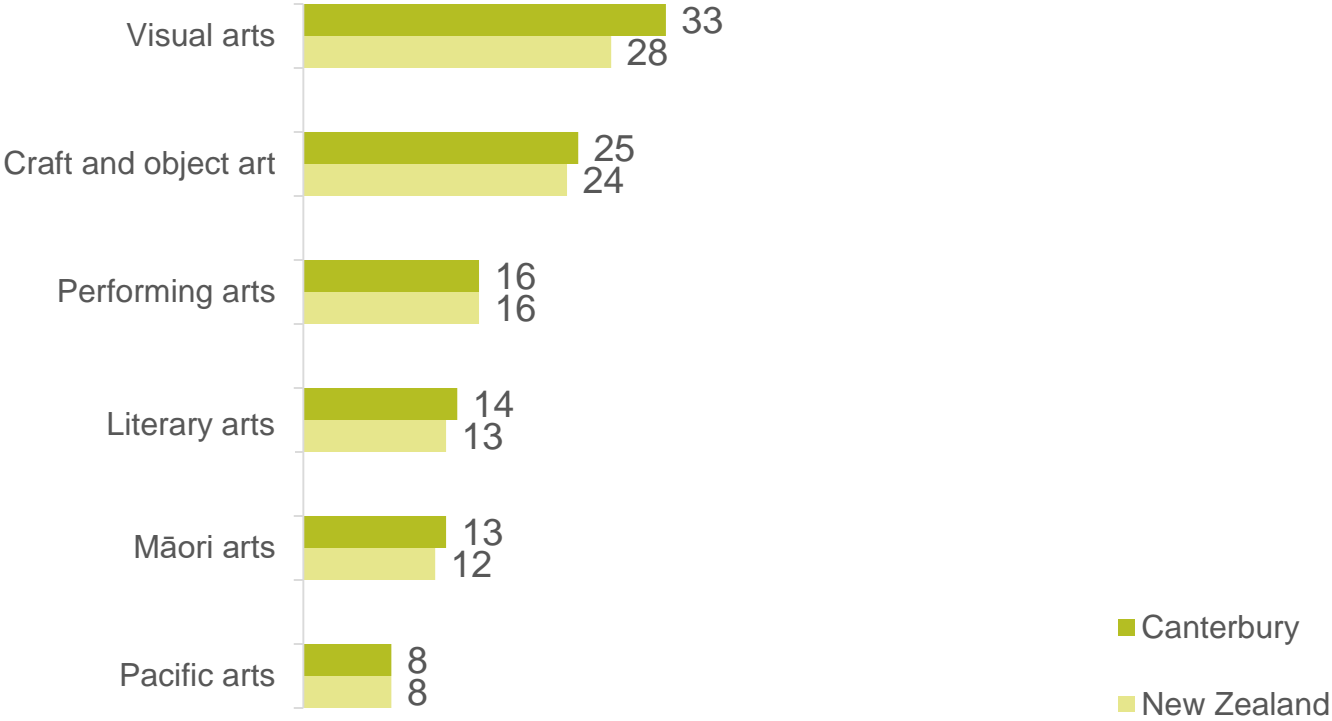


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Canterbury 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 visual arts and craft and object art. One third of Canterbury residents (33%) have participated in the visual arts and one quarter (25%) have participated in craft and object art in the last 12 months.

The least popular art form is Pacific arts. Only 8% have participated in Pacific arts.

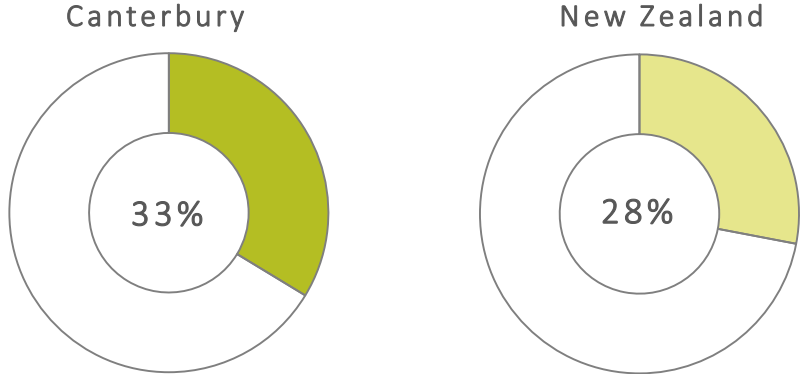
Participation by Canterbury residents in all the six art forms is in line with participation by all New Zealanders.

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: Canterbury (151); 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: Canterbury (151); New Zealand (6,101)

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

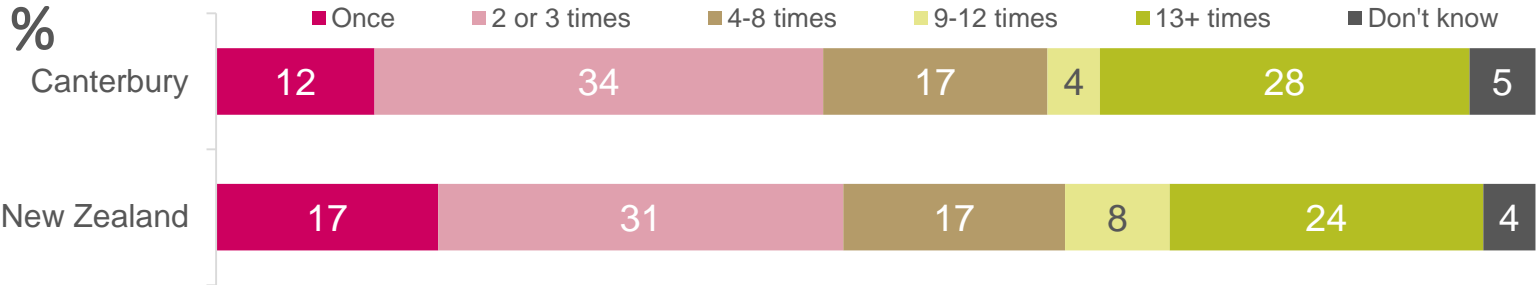
Of those who participate, 32% do so on a regular basis (at least nine times in the last 12 months). This is consistent with the national average (32%).

Sub-group differences in Canterbury:

Older people, aged 60+, are less likely than average to have participated in the visual arts in the last 12 months (17% vs. 33%).

There are no sub-group differences in the frequency of visual arts participation.

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

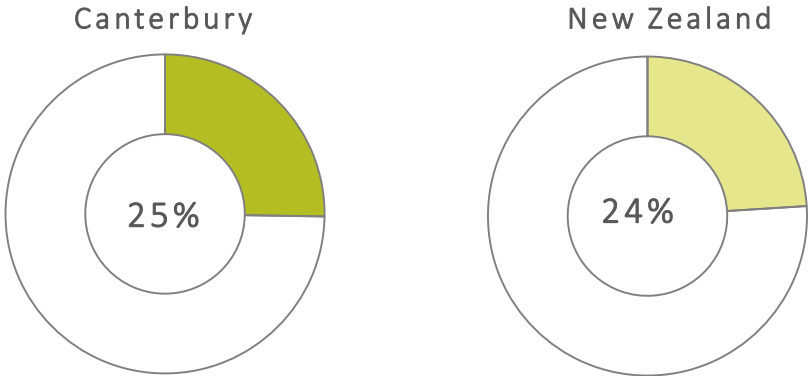


Base: All those who have participated in the visual arts - Canterbury (45); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

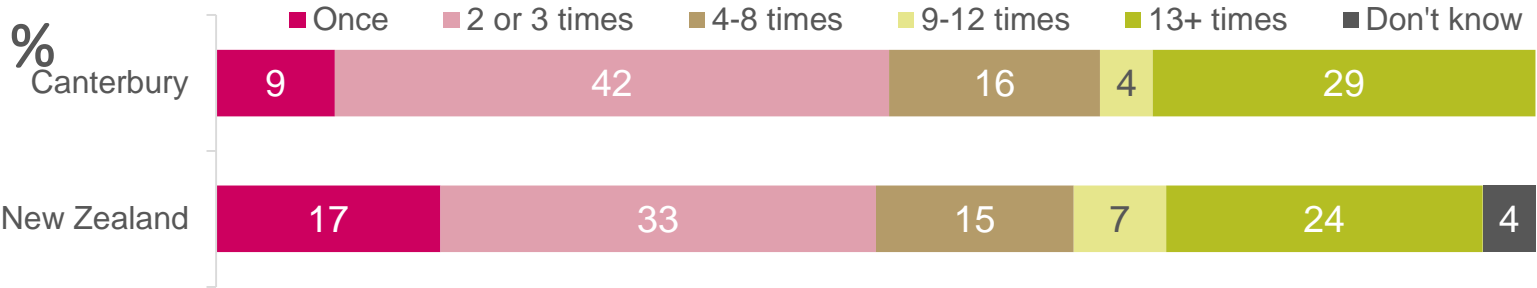
Craft and object art participation

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: Canterbury (151); 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 - Canterbury (39); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

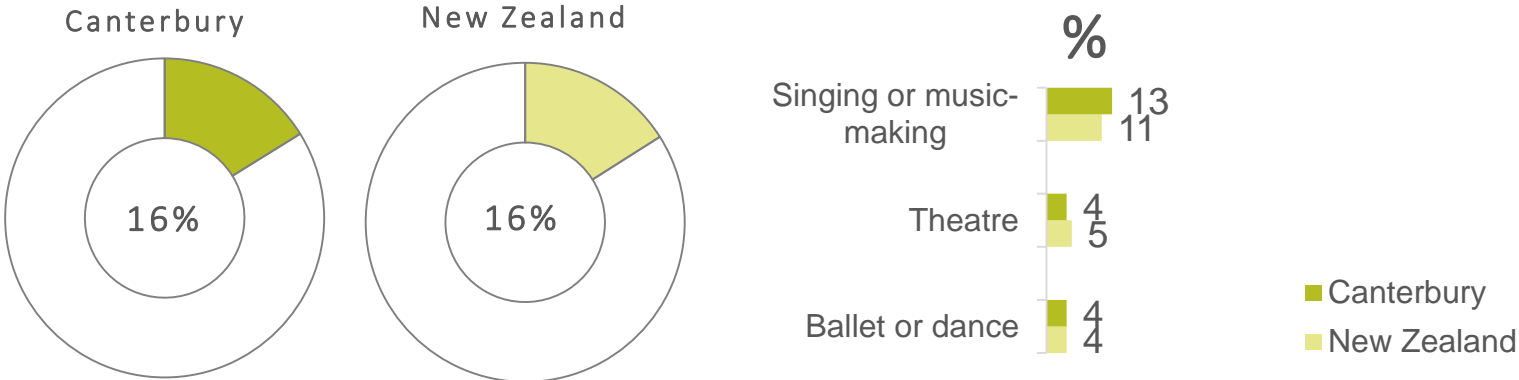
One quarter (25%) of Canterbury residents have participated in craft and object art in the last 12 months. This compares to 24% for all New Zealanders.

Of those who participate, 33% do so on a regular basis (at least nine times in the last 12 months). This is in line with the average for all New Zealanders (31%).

There are no sub-group differences of note in terms of participation in the craft and object arts in Canterbury.

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?



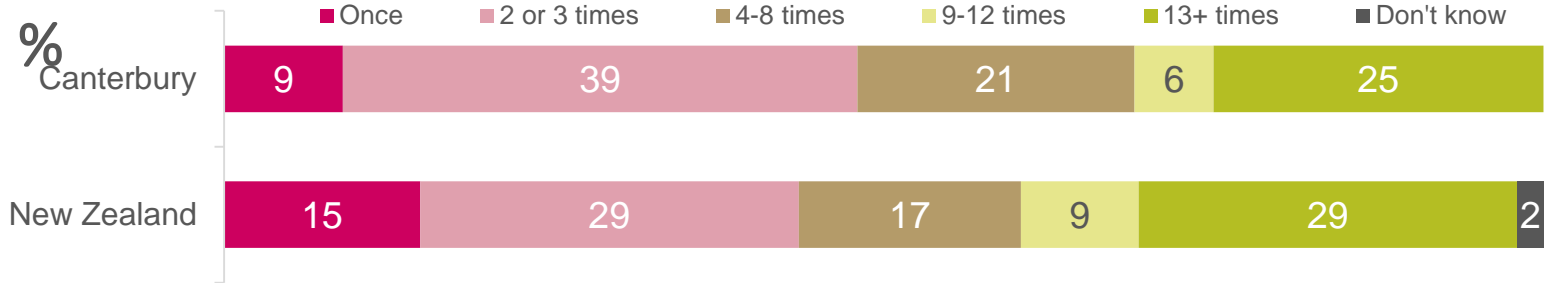
Base: All respondents: Canterbury (151); New Zealand (6,101)

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

Looking more specifically at the type of performing arts, the survey shows that 13% of Canterbury residents have participated in singing or music making, while 4% have participated in the theatre and 4% ballet or some other form of dance.

Of those who participate in the performing arts, 31% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (24 respondents).

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



Base: All those who have participated in the performance arts - Canterbury (24); New Zealand (896)

Sub-group differences in Canterbury:

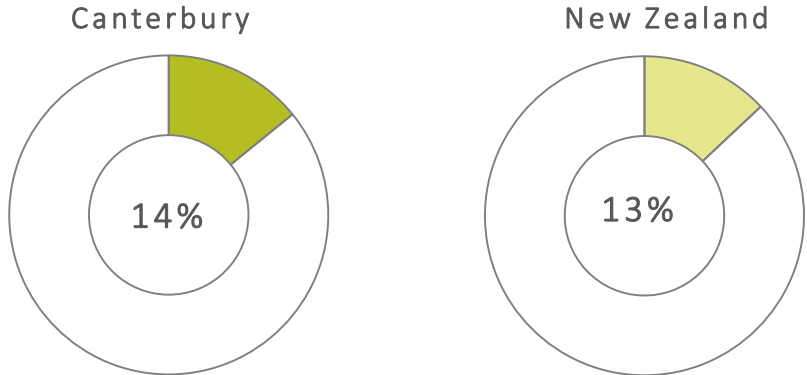
The following groups are less likely than average (16%) to have participated in performing arts in the last 12 months:

- One or two person households (11%)
- Older people, aged 60+ (4%).

△▽ = significantly higher / lower than New Zealand

Literary arts participation

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



Base: All respondents: Canterbury (151); New Zealand (6,101)

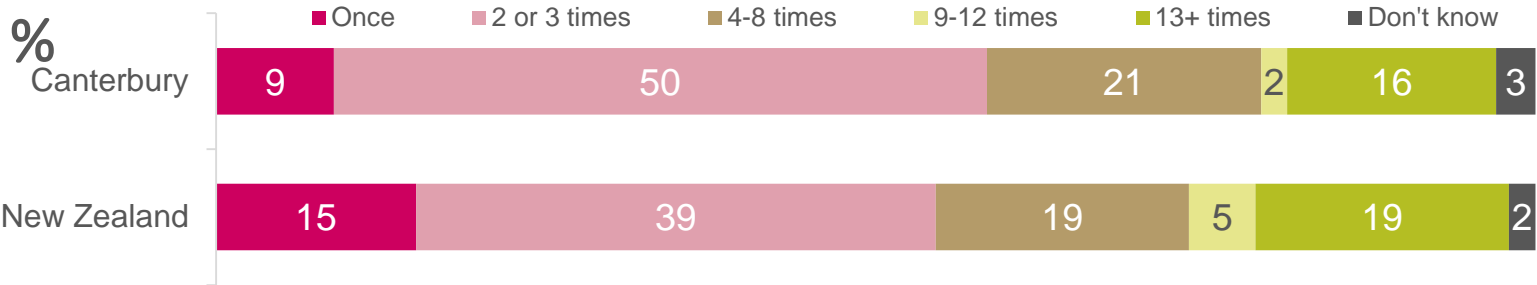
Fourteen percent of Canterbury residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

Of those who participate in the literary arts, 18% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (19 respondents).

Sub-group differences in Canterbury:

Those living in households with one or two members were less likely than average to have participated in literary arts in the last 12 months (9% vs. 14%).

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

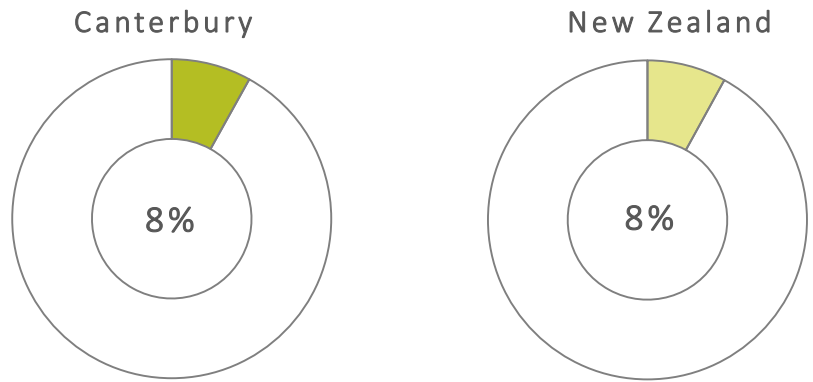


Base: All those who have participated in the literary arts - Canterbury (19); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

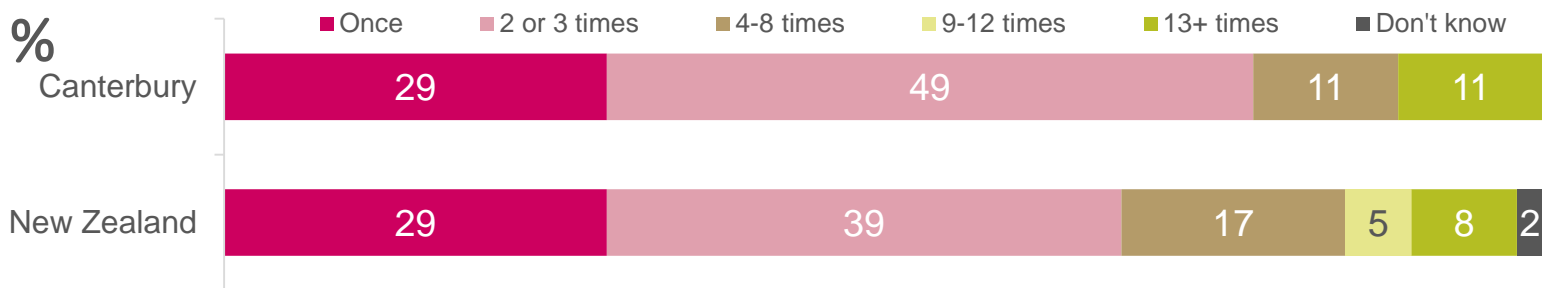
Pacific arts participation

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: Canterbury (151); 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 - Canterbury (12); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

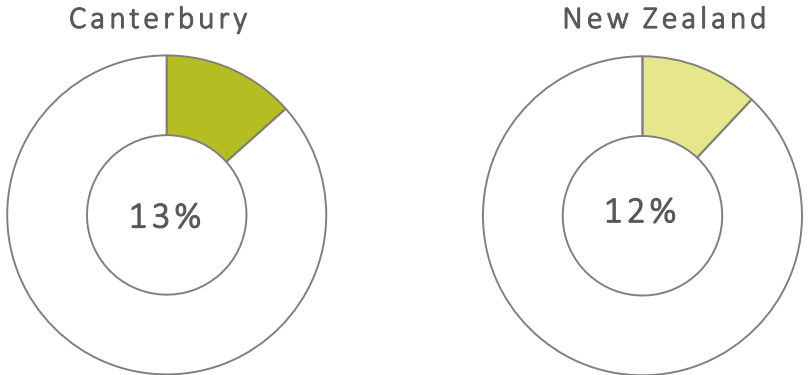
Eight percent of Canterbury residents have participated in the Pacific arts in the last 12 months. This is in line with all New Zealanders (8%).

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

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

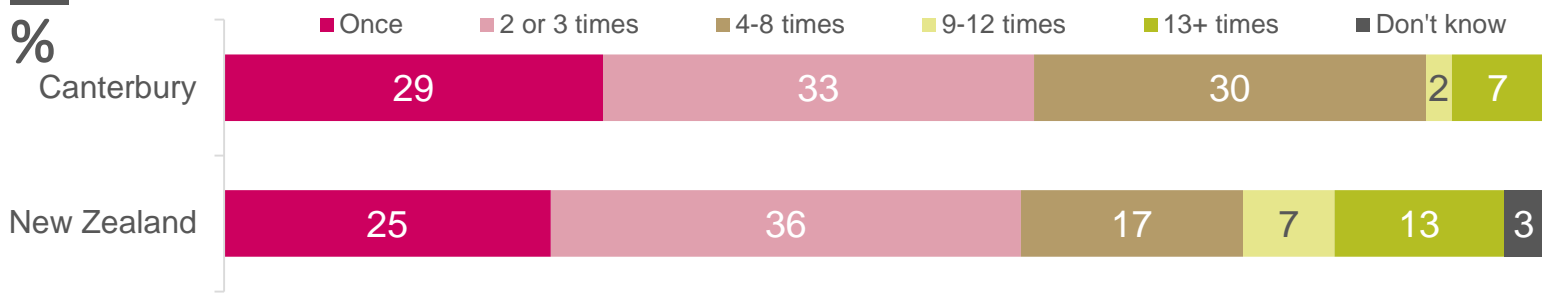
Māori arts participation

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: Canterbury (151); 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 - Canterbury (17); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

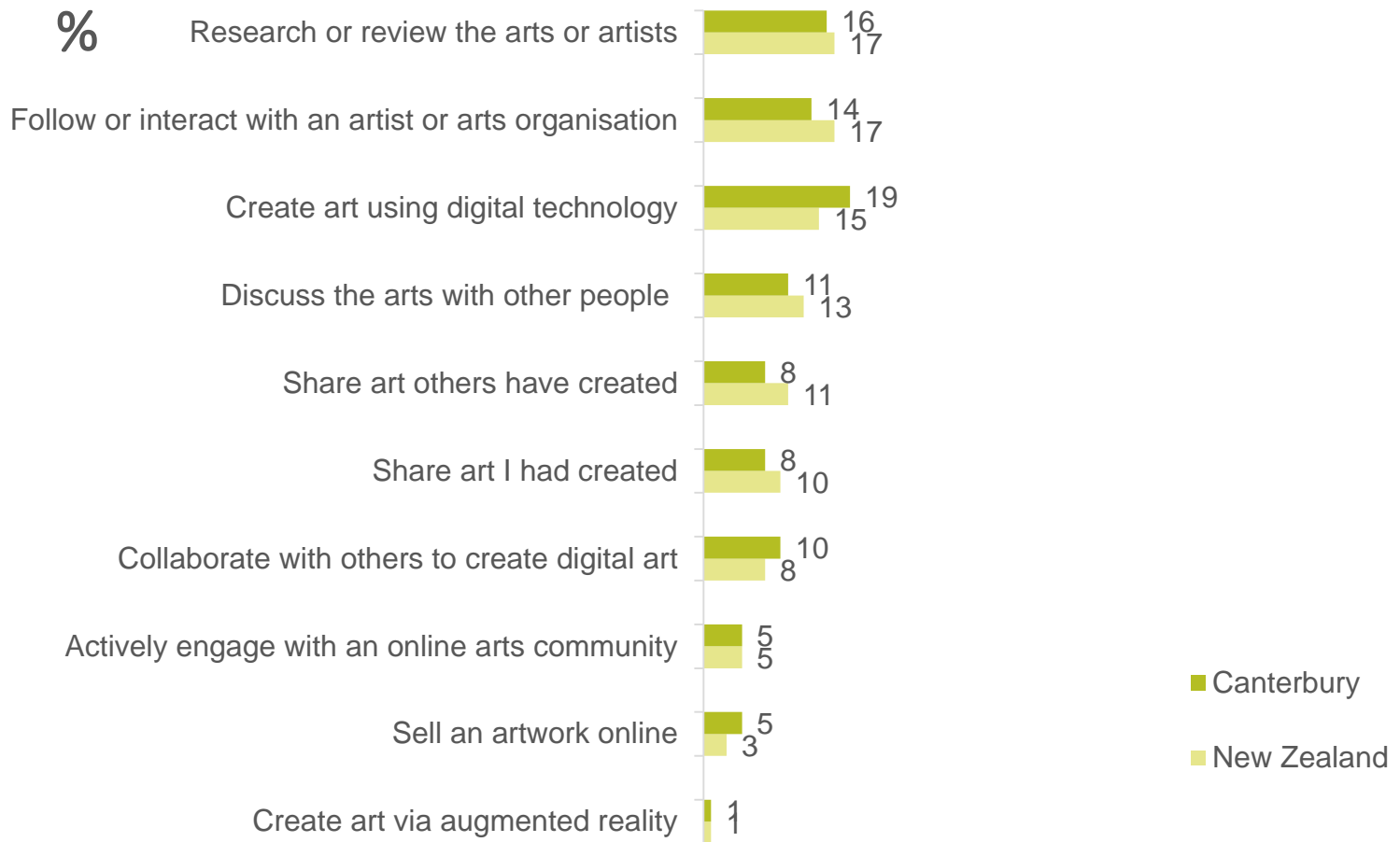
Thirteen percent of Canterbury residents have participated in Māori arts in the last 12 months. This is consistent with the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 9% do so on a regular basis (at least nine times in the last 12 months). This result should be treated with extreme caution due to the low base size (17 respondents).

There are no sub-group differences of note in terms of participation in Māori arts in Canterbury.

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 Canterbury. Forty-five percent of Canterbury residents have used digital technology for arts activities. This is consistent with all New Zealanders (43%).

The most popular activities are creating art using digital technology (19%), followed by researching or reviewing art or artists online (16%).

The different ways in which residents use digital technology for art and artistic activities are in line with that of all New Zealanders.

Sub-group differences in Canterbury:

Those who identify as Asian are more likely than average to share art that others have created using technology (14% vs. 8%).

There are no sub-group differences at the overall level.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Canterbury (151); New Zealand (6,101)

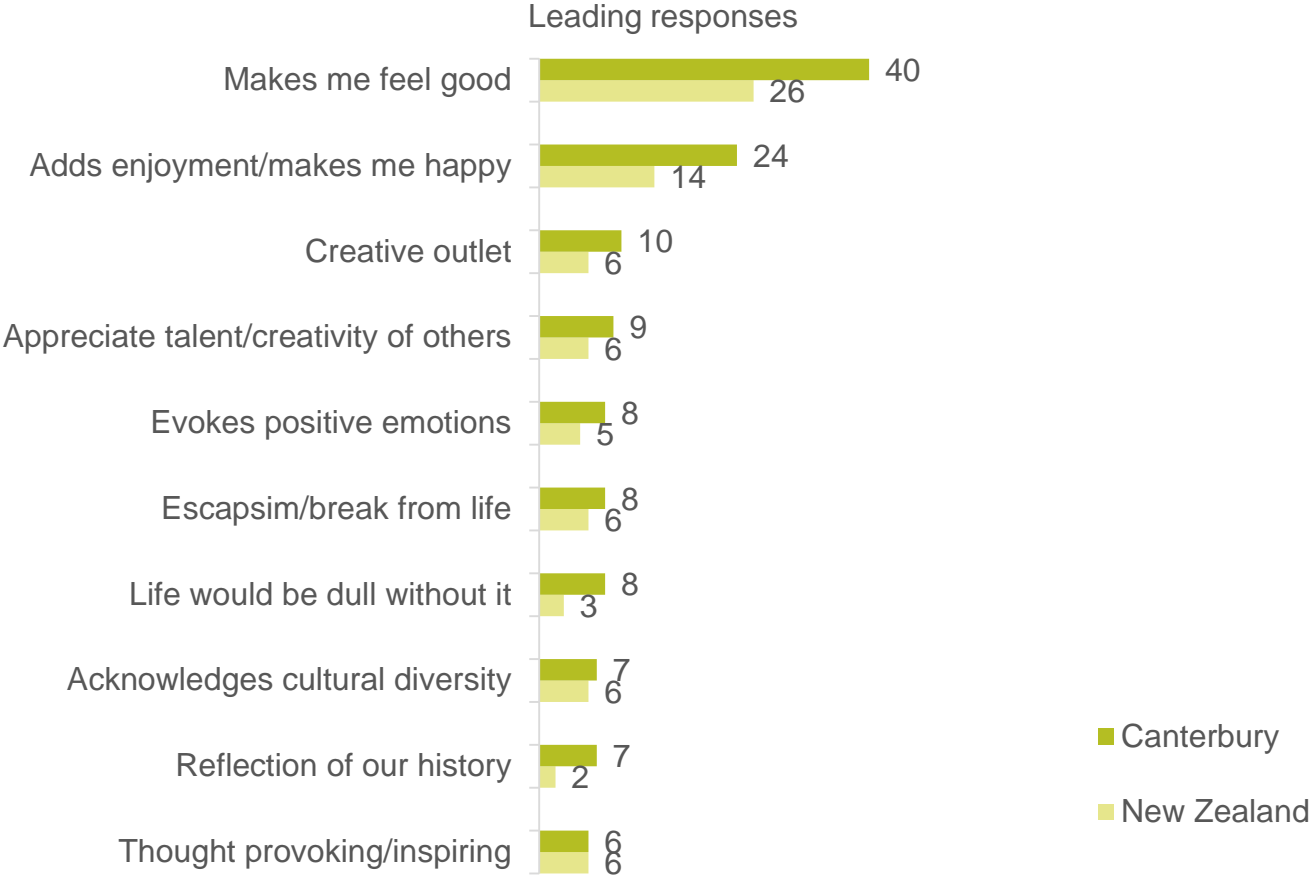


ADVOCACY OF THE ARTS

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 Canterbury feel the arts improve how they feel about life in general is simply that it makes them feel good (40%) and it adds enjoyment to life and makes them feel happy (24%).

Due to the low base size (28 respondents) we cannot test for statistical differences between Canterbury residents and all New Zealanders.

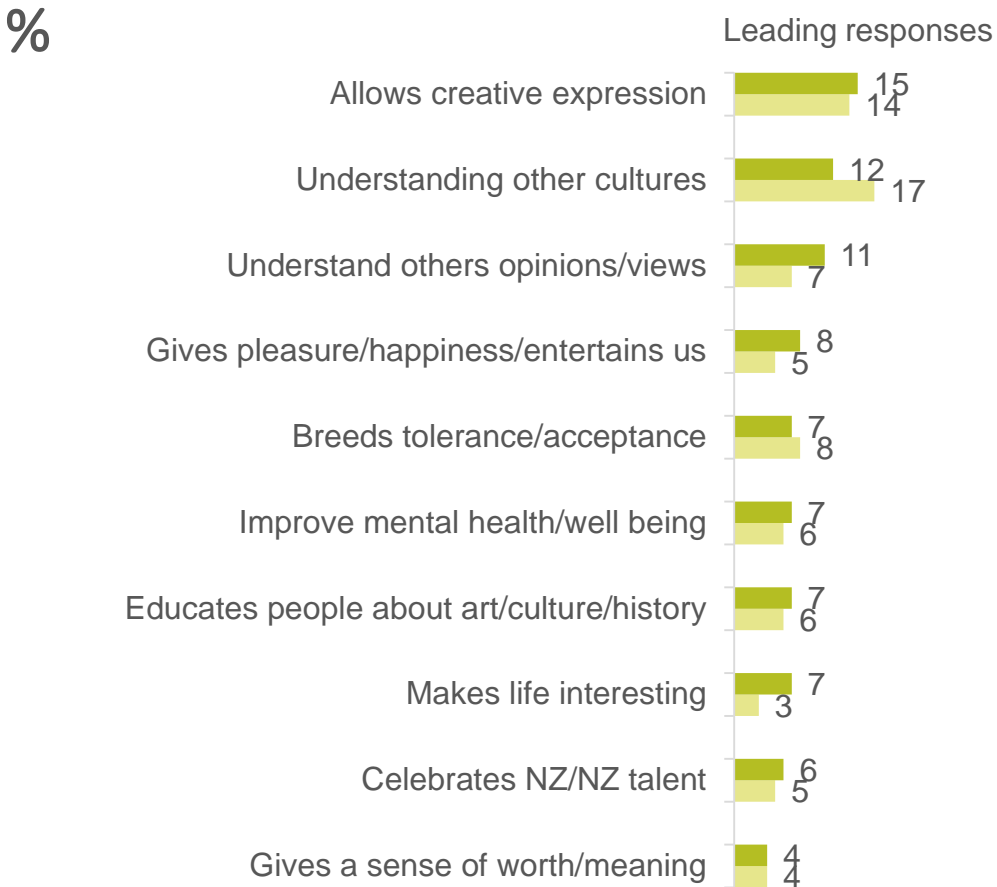
“
They make life more lively and provide a creative way for people to reflect on things they may not notice in their daily lives.
They give me enjoyment, a sense of community, knowing who I am as a Cantabrian and New Zealander.
It’s beautiful and evokes lots of different emotions. It’s wonderful to see how people create things of beauty.
Provide entertainment and are often thought provoking.
 ”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Canterbury (28); 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?




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

The key reasons are that they allow creative expression (15%), understanding of other cultures (12%) and understanding of others views or opinions (11%). These reasons are in line with the average for New Zealand.

“
Arts show the diversity of people both culturally and individually and we need to have a better cross section of acceptance in our country.
It gets people together local or visiting, and gives them the knowledge about the local culture and history.
Arts are part of education to raise people's standards of culture and civilization, broadening their vision and knowledge.
The arts can give people a platform or voice to help express themselves and/or bring about change.
Arts give people the opportunity to express themselves and feel heard. It is a great way to channel emotions, to engage and to heal.
 ”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Canterbury (65); New Zealand (2,323)

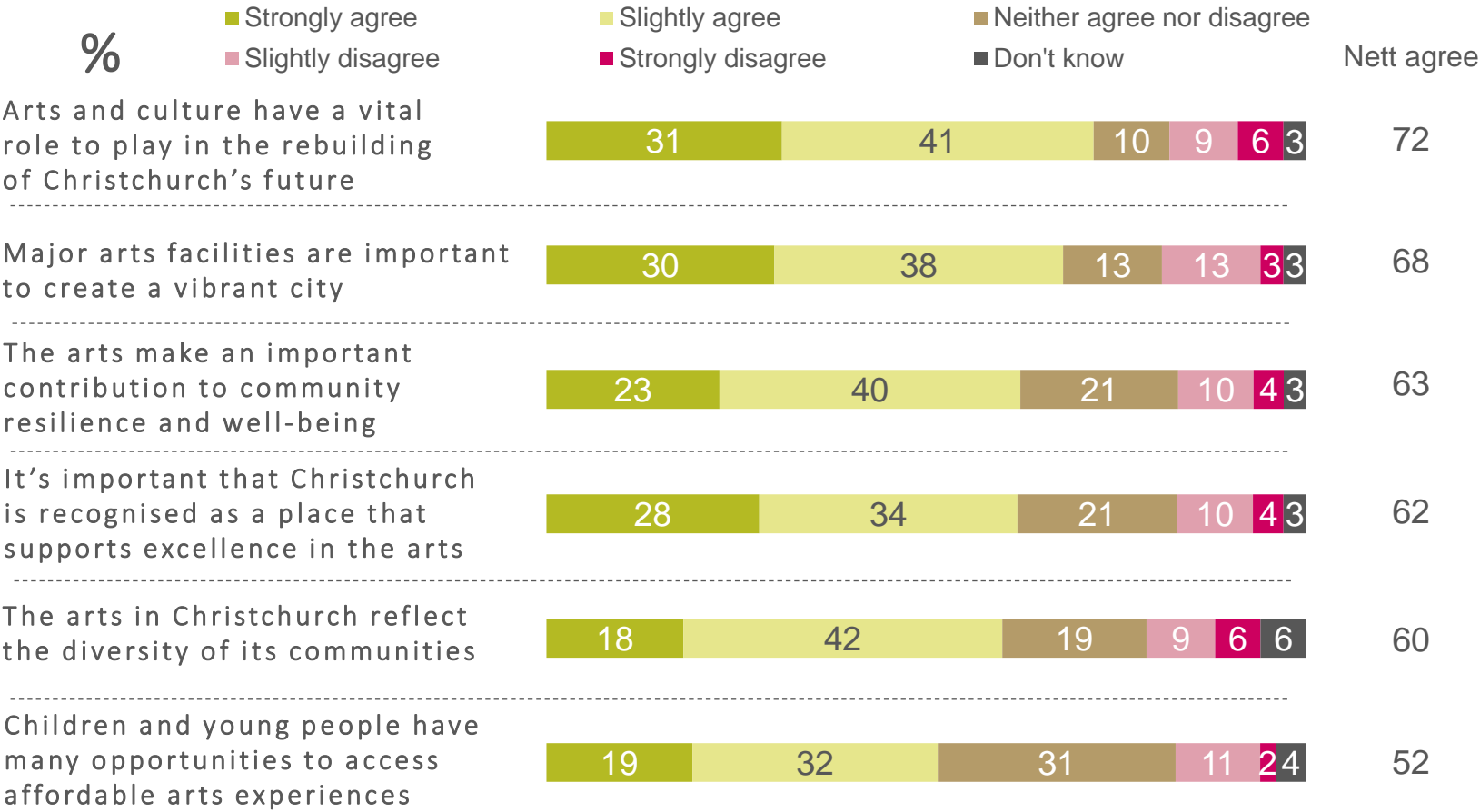


CHRISTCHURCH EARTHQUAKE RECOVERY AND THE ARTS

Questions in this section of the report were asked only to Christchurch residents

Christchurch and the arts

Q To what extent do you agree or disagree?



Base: All respondents in Christchurch (n=113)

Christchurch residents typically hold positive attitudes about the relationship between the arts and their city.

A clear majority of Christchurch residents believe the arts present opportunities to: help rebuild their city for the future (72% agree); create a more vibrant city (68%); and support community resilience and well-being (63%). Given these potential benefits it is not surprising that over six in ten (62%) agree it is important the Christchurch is recognised as a place that supports excellence in the arts.

The majority of residents in Christchurch believe the arts are inclusive, with 60% agreeing they reflect the diversity of the city's communities. In addition, 52% agree children and young people have many opportunities to access affordable arts. The high proportion who remain neutral on this statement (31%) may indicate a lack of awareness of what is available for children.

It should be noted those who do not agree with these statements tend to hold a neutral position, rather than disagree with them (indicating a negative attitude).

Sub-group differences in Christchurch:

Those who identify as Asian are less likely than average to agree that major arts facilities are important to creating a vibrant city (59% vs. 68%).

There are no sub-group differences for the other statements.



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