

Survey findings for Wellington region residents

New Zealanders and the Arts: attitudes, attendance and participation
Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru



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 are repeated every three years.

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 Wellington region. The findings are compared to all New Zealanders (aged 15+).



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

- **Craft and object art** is defined as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles.
- **Literary arts** is defined as spoken word, poetry or book readings, literary events, writing workshops, creative writing in poetry, fiction or non-fiction.
- **Ngā Toi Māori (Māori arts)** is defined as works created by Tangata Whenua Māori artists in all art forms (contemporary and customary: craft/object art, dance, literature, media arts, music, theatre and visual arts). arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.
- **Pacific arts** is defined as works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).
- **Performing arts** is defined as theatre, dance and music.
- **Visual arts** is defined as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' is defined as going to:

- Seeing craft and object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.

'Participation' is defined as :

- The active involvement in the making or presentation of art in the last 12 months.



966

ONLINE INTERVIEWS

With adults aged 15+ living in the Wellington region



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

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

METHOD

The survey was completed online, via the Colmar Brunton online panel and the Dynata online panel.

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 rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions.

SAMPLING

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

Weighting was also applied to ensure the final sample profile was representative of the Wellington region population.

TREND DATA

Trends are shown against the 2017 data. The change in method in 2017, means we cannot include trends data prior to this.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 966 respondents the margin of error is up to +/- 3.2 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Wellington in 2017 and 2020 are statistically significant. This is indicated on charts by white triangles.

△▽ = significantly higher / lower than 2017

- Whether any differences between the survey findings for Wellington in 2020 and the New Zealand sample are statistically significant. This is indicated on charts by grey triangles.

▲▼ = significantly higher / lower than all New Zealanders



SUMMARY

Executive Summary

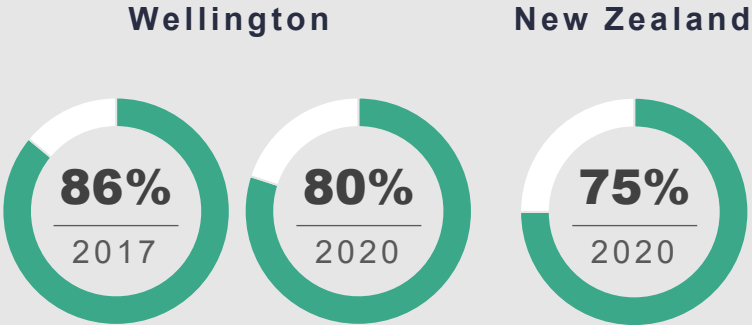
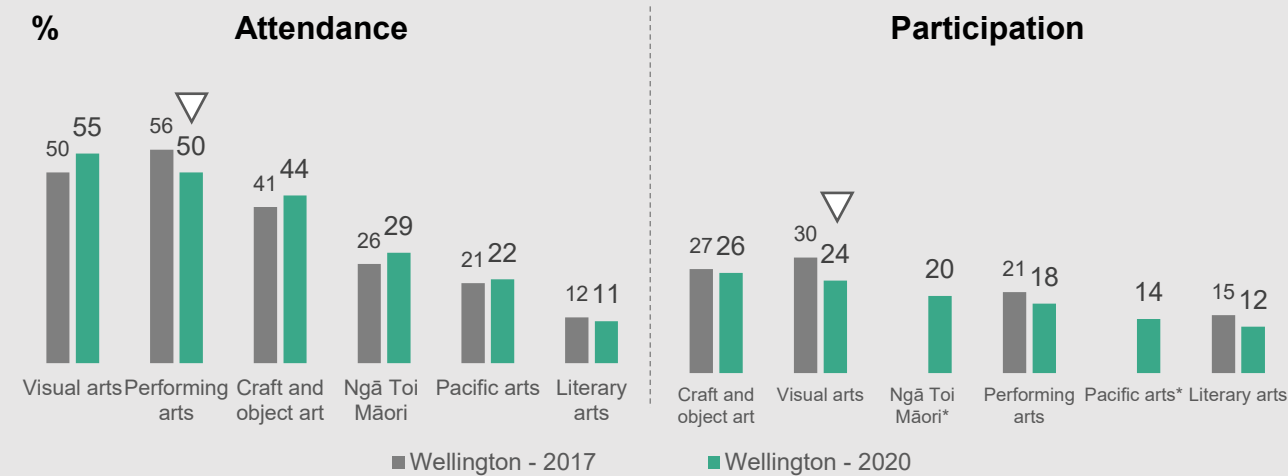
Method: Online survey of 6,263 New Zealanders aged 15+ including 966 Wellington region residents **Fieldwork:** 2 October to 2 November 2020 **Margin of error for Wellington region:** +/- 3.2%

ENGAGEMENT WITH THE ARTS IN WELLINGTON REGION

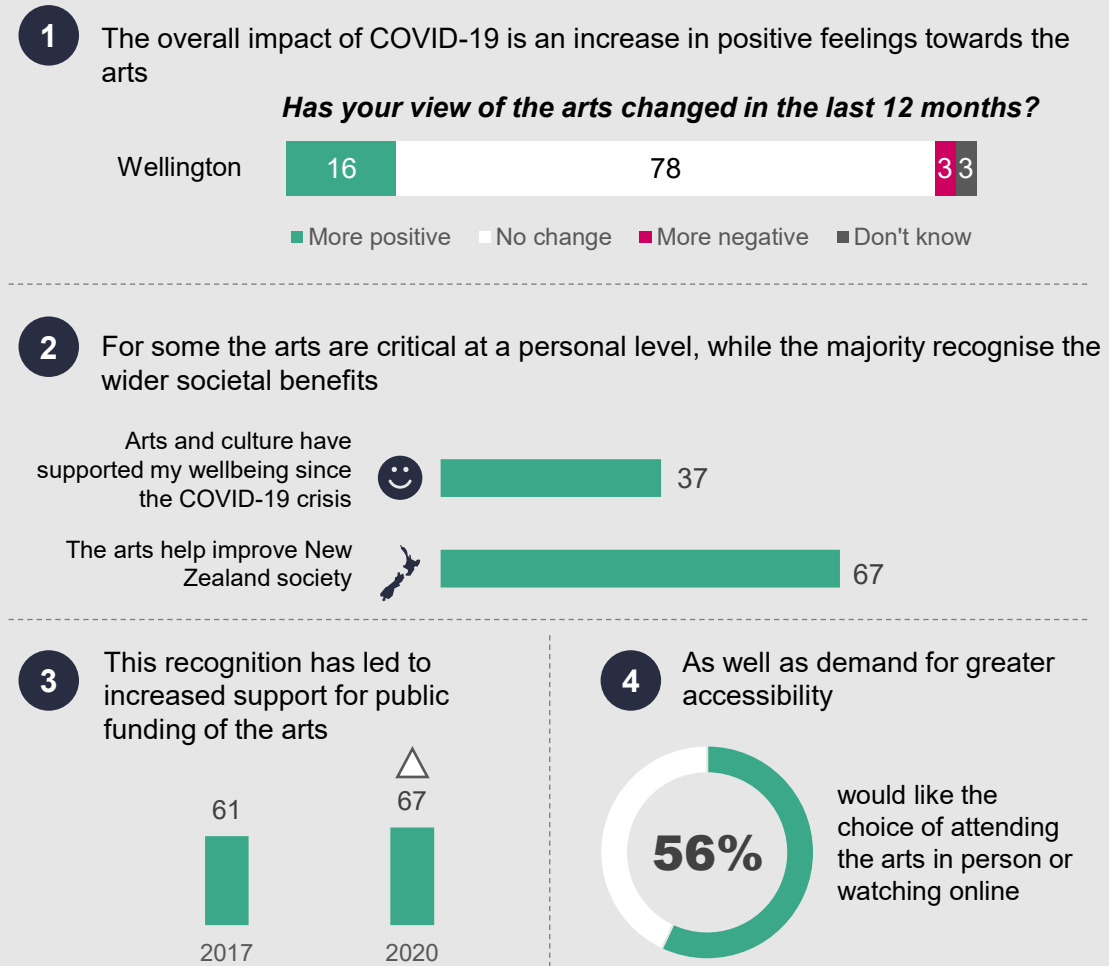
Eighty percent of Wellington region residents have attended or participated in the arts in the last 12 months.

This is lower than 2017 but remains higher than the national average (75%). The decline in engagement reflects the national trend (engagement fell from 80% to 75% across New Zealand).

The decline in overall engagement is driven by a decline in attendance at the performing arts as well as declines in participation in several artforms, but most notably the visual arts.



WELLINGTON REGION'S RELATIONSHIP WITH THE ARTS



△▽ = significantly higher / lower than 2017



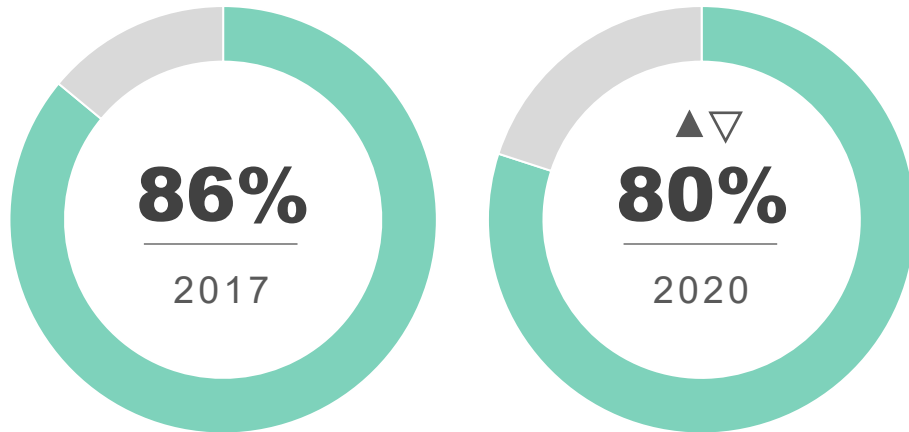
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

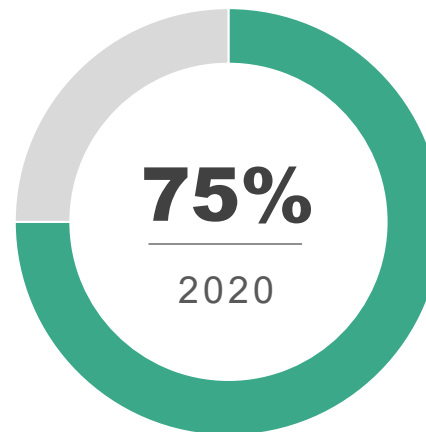
Q

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

Wellington



New Zealand



Engagement for all New Zealanders has declined significantly since 2017 - was 80%

COMMENTARY

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

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

A total of 80% of Wellington region residents have engaged with the arts in the last 12 months. This is lower than 2017 (86%), although it remains higher than the national average (75%).

The decline in engagement since 2017 reflects the national trend (engagement fell from 80% to 75%). The results indicate this is largely due to a decline in attendance at the performing and in participation for the visual arts.

Sub-group differences in Wellington:

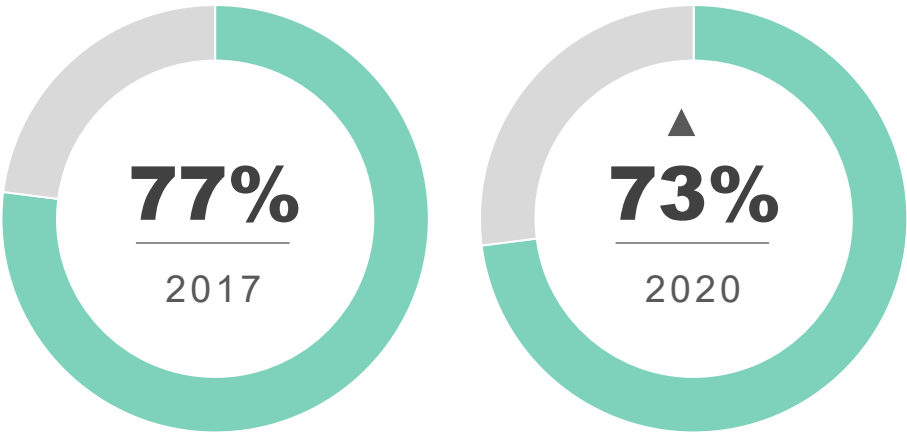
Women are more likely to be engaged than average (86% vs. 80% of all Wellington residents).

Overall attendance

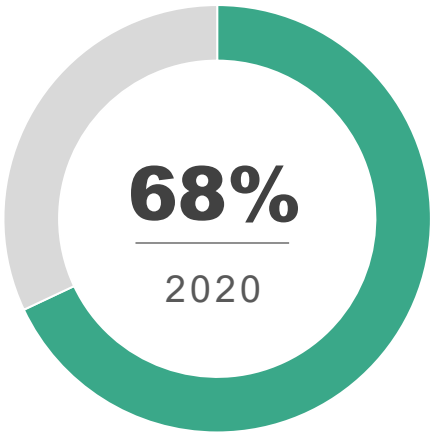
Q

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

Wellington



New Zealand



Attendance for all New Zealanders has declined significantly since 2017 - was 73%

COMMENTARY

Seventy three percent of Wellington residents have attended at least one arts event or location in the last 12 months. This compares to 77% in 2017 albeit the difference is not statistically significant. Attendance in the region remains higher than the national average (68%).

This indicative decrease in attendance since 2017 is likely due to a lack of opportunity rather than a growing disinterest in the arts. However it appears COVID-19 has resulted in a greater appreciation for the arts for some Wellington residents (see following section).

Sub-group differences in Wellington:

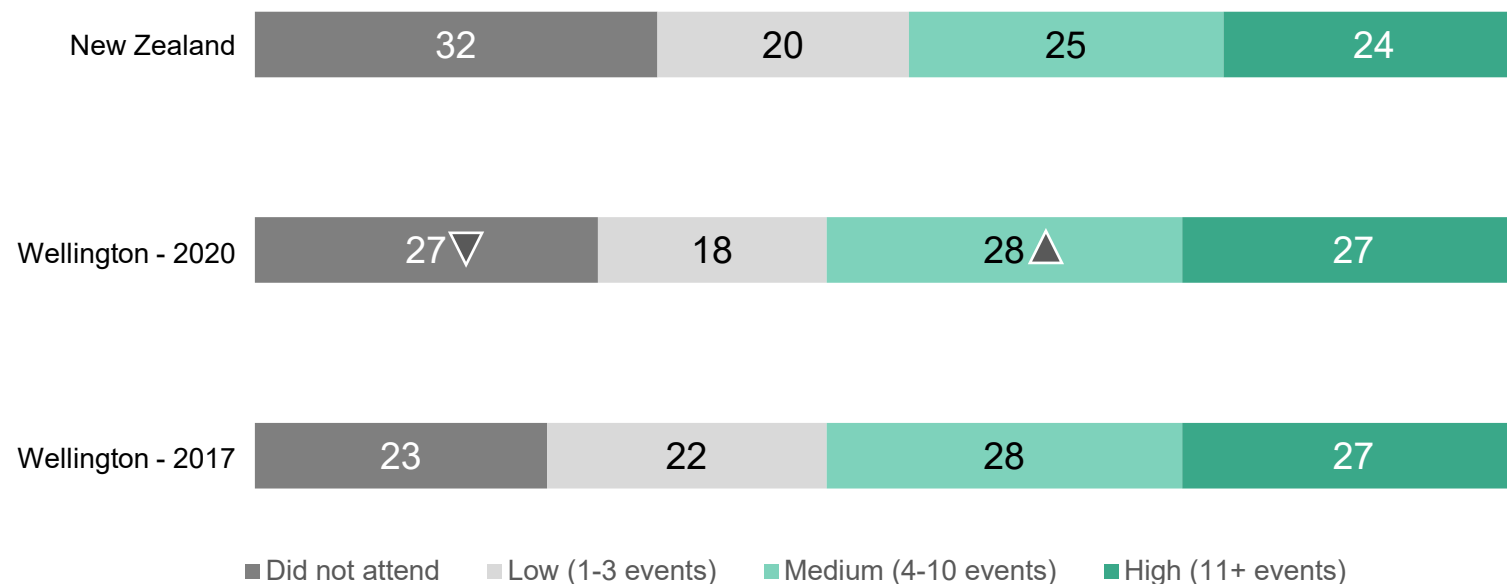
Women are more likely to attend the arts than average (78% vs. 73%).

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: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

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

Most Wellington residents continue to attend arts events or locations reasonably frequently. Fifty five percent attend more than three events or locations annually, and 27% attend more than ten times annually. It is notable that the indicative decline in attendance in Wellington seems to be largely due to a decline in 'occasional' attendees.

Sub-group differences in Wellington:

The following groups are less likely than average (27%) to be high attendees:

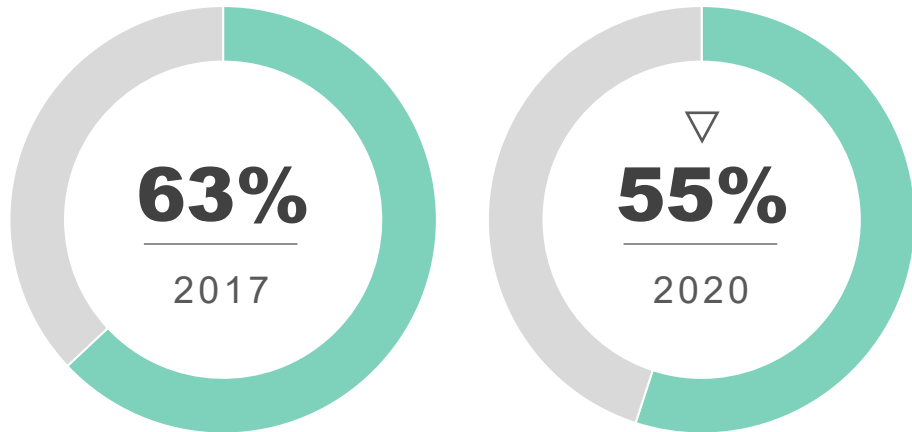
- Those aged 15 to 29 years (19%)
- Asian New Zealanders (17%).

Overall participation

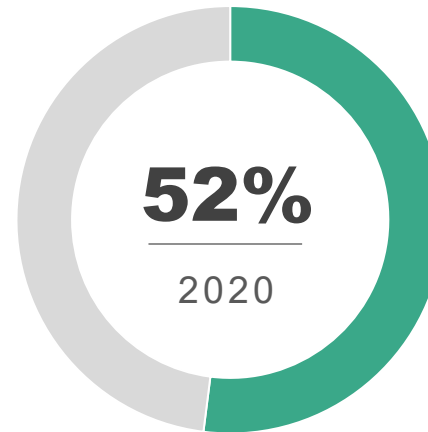
Q

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

Wellington



New Zealand



COMMENTARY

While participation has proved resilient at a national level, in the Wellington region it has dropped from 63% in 2017 to 55%. It is now more in line with the national average (52%).

Sub-group differences in Wellington:

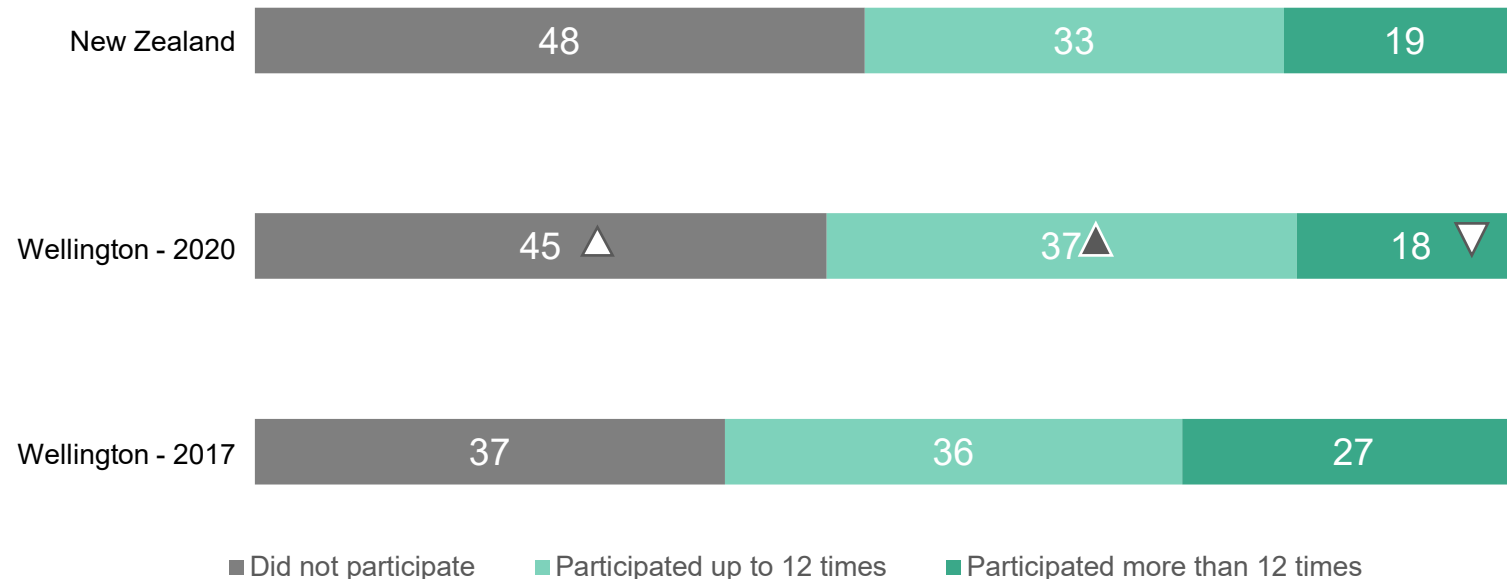
Women (64%) and those aged 15 to 29 years (67%) are more likely to participate in the arts than average (55%).

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: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

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

The frequency with which Wellington residents participate in the arts has declined. Eighteen percent take part on a regular basis (more than 12 times in the last 12 months) compared to 27% in 2017. Participation levels are now more broadly in line with the national average.

Sub-group differences in Wellington:

The following people are more likely than average (18%) to be regular participants:

- People with the lived experience of disability (30%)
- Women (21%).

The following groups are less likely than average (18%) to be regular participants:

- Men (14%)
- Māori (10%).



ARTS ATTITUDES

Change in overall perception of the arts

Q

Has your view of the arts changed in the last 12 months?

COMMENTARY

Overall, Wellington residents are more positive about the arts than they were in 2017, with positive shifts across a number of the attitudes included in this section.

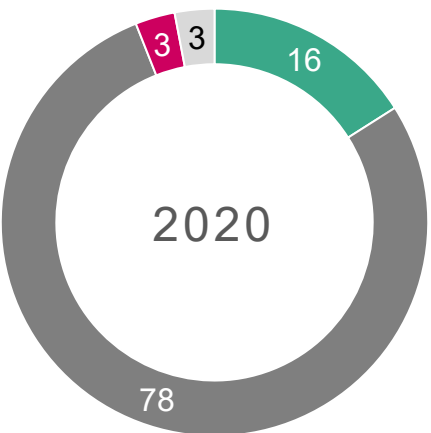
It seems that COVID-19 and its subsequent lockdowns has impacted Wellington residents' perceptions of the arts, with many reporting an increased appreciation for the arts.

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (78%), 16% are more positive and only 3% are more negative. This is broadly in line with the national findings.

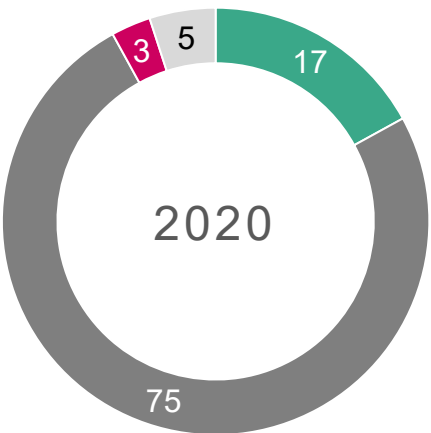
Sub-group differences in Wellington:

Asian New Zealanders are more likely than average to say they feel more positive about the arts than they did 12 months ago (24% vs. 16%).

Wellington



New Zealand



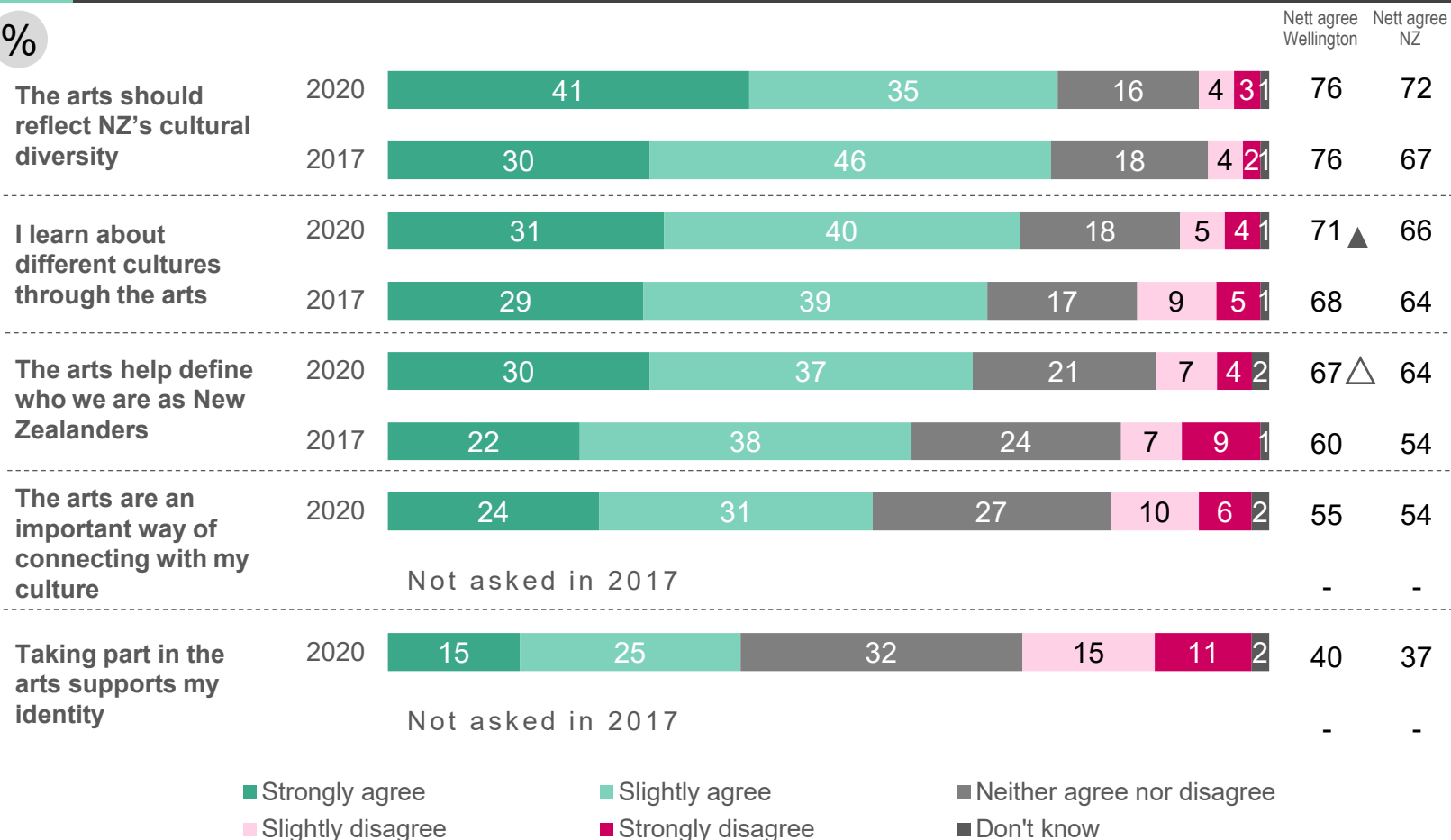
■ More positive about the arts ■ Opinion has not changed ■ More negative about the arts ■ Don't know

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our identity as individuals and collectively as a nation.

Seventy six percent agree the arts should reflect New Zealand's cultural diversity, while 71% say they learn about other cultures through the arts. This is higher than the national average (66%). Sixty seven percent say the arts help define who we are as New Zealanders, up from 60% in 2017.

Sub-group differences in Wellington:

In general women express more positive attitudes about the arts and are more likely than average to agree that the arts should reflect New Zealand's cultural diversity and are an important way of connecting to one's culture. They are also more likely to say they learn about different cultures through the arts.

In addition, Pacific peoples, Māori and Asian New Zealanders are more likely than average (40%) to view the arts as an important way of connecting with their culture.

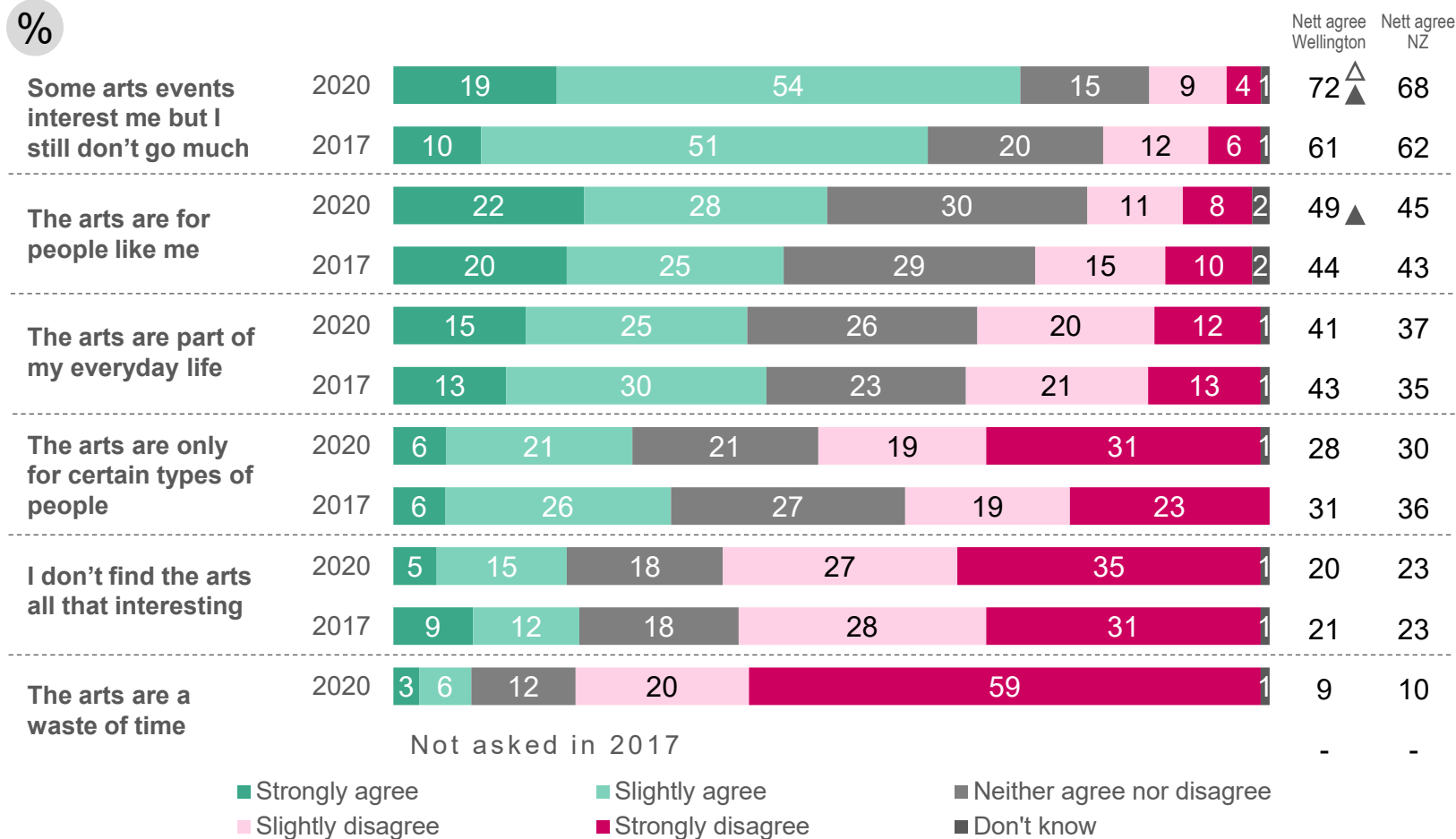
Pacific peoples and Asian New Zealanders are also more likely than average to feel that participation in the arts supports their identity.

Attitudes towards the arts: Individual's relationship with the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Wellington residents have a relatively strong personal connection to the arts. They are more likely than average to feel the arts are for people like them (49% vs. 45% overall), while 41% say they are part of their everyday life.

In addition, only a small group say the arts aren't all that interesting (20%) or they're a waste of time (9%), and a clear majority of residents disagree with these sentiments.

While 28% think the arts are only for certain types of people, the proportion who disagree with this statement has increased from 42% in 2017 to 50%. This implies that people may feel the arts are becoming more inclusive.

However, there is still an opportunity to boost residents' attendance at arts events. Seventy two percent are interested in some arts events but still don't often attend. This is higher than the national average and the 2017 result, potentially reflecting a lack of opportunity or reluctance due to COVID-19.

Sub-group differences in Wellington:

Women and older people (aged 70+) feel more strongly connected to the arts, while this connection is relatively weaker for men and younger people (aged 15-29).

There is evidence the arts could be made to be more inclusive with Asian New Zealanders more likely than average to feel the arts are only for certain types of people.

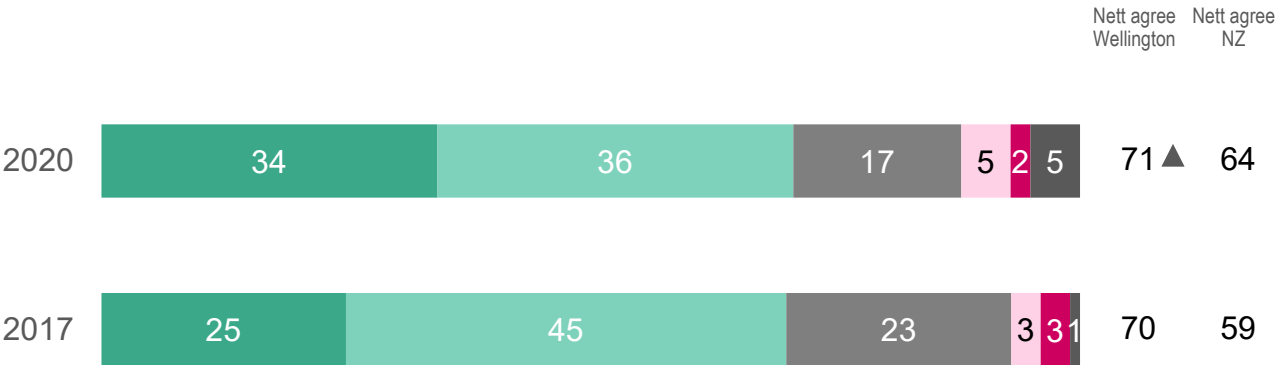
Attitudes towards the arts: How the arts benefit New Zealand

Q

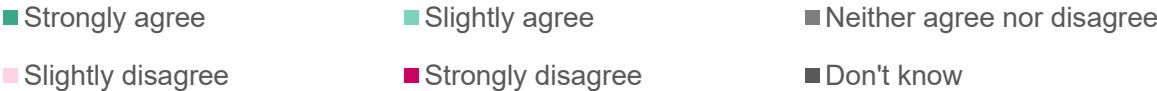
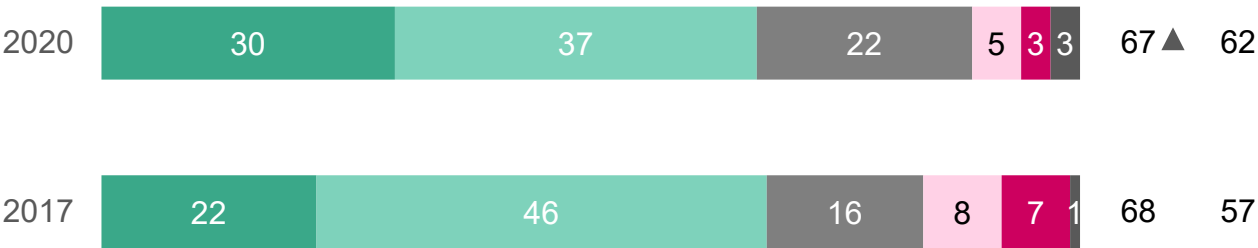
How much do you agree or disagree?

%

The arts contribute positively to our economy



The arts help improve New Zealand society



COMMENTARY

Wellington residents continue to recognise the broader social and economic benefits of the arts, more so than all New Zealanders.

Seventy one percent agree the arts contribute positively to our economy and two thirds agree they help improve society (67%). While these figures are consistent with 2017, the sentiment around them is more profound than before, reflected by an increase in the proportion who strongly agree. Agreement with both statements remains higher than the national average.

Sub-group differences in Wellington:

Women are more likely than average to agree that the arts contribute positively to our economy and that they help improve New Zealand society.

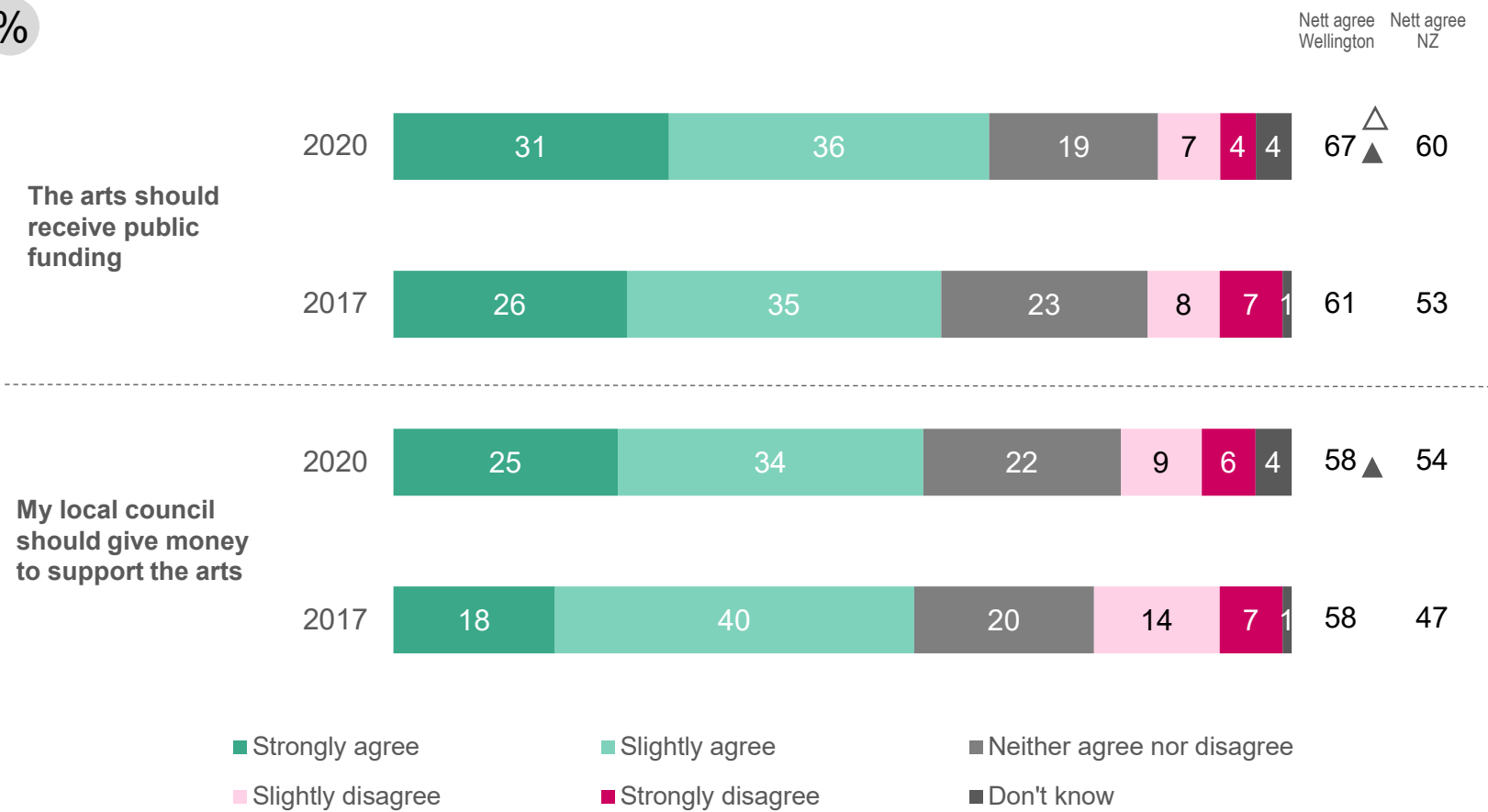
Those aged 30 to 39 are less convinced about the potential for the arts to improve New Zealand society, while men are less convinced about both statements. However, a clear majority of both subgroups see the benefits of the arts for New Zealand.

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Wellington residents are increasingly supportive of the public funding of arts (support has risen from 61% to 67%). This reflects other positive shifts in the perceived benefits of the arts. Wellington residents also remain more supportive than all New Zealanders (67% vs. 60%).

As in 2017, there is relatively strong support for local councils to help fund the arts. Fifty eight percent agree with this statement compared to 54% nationally.

Sub-group differences in Wellington:

Women are more likely than average to agree the arts should receive public funding (73% vs. 67%).

In contrast, young people aged 15-29 are less supportive of public funding of the arts than average, although a clear majority still support it.

The following groups are more supportive than average of local councils funding the arts: those aged 40-49 and women. Men are less likely to support local council funding, though again most still do so.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Wellington residents 2017 (n=619); 2020 (n=966) |
New Zealand 2017 (n=6101); 2020 (n=6263)

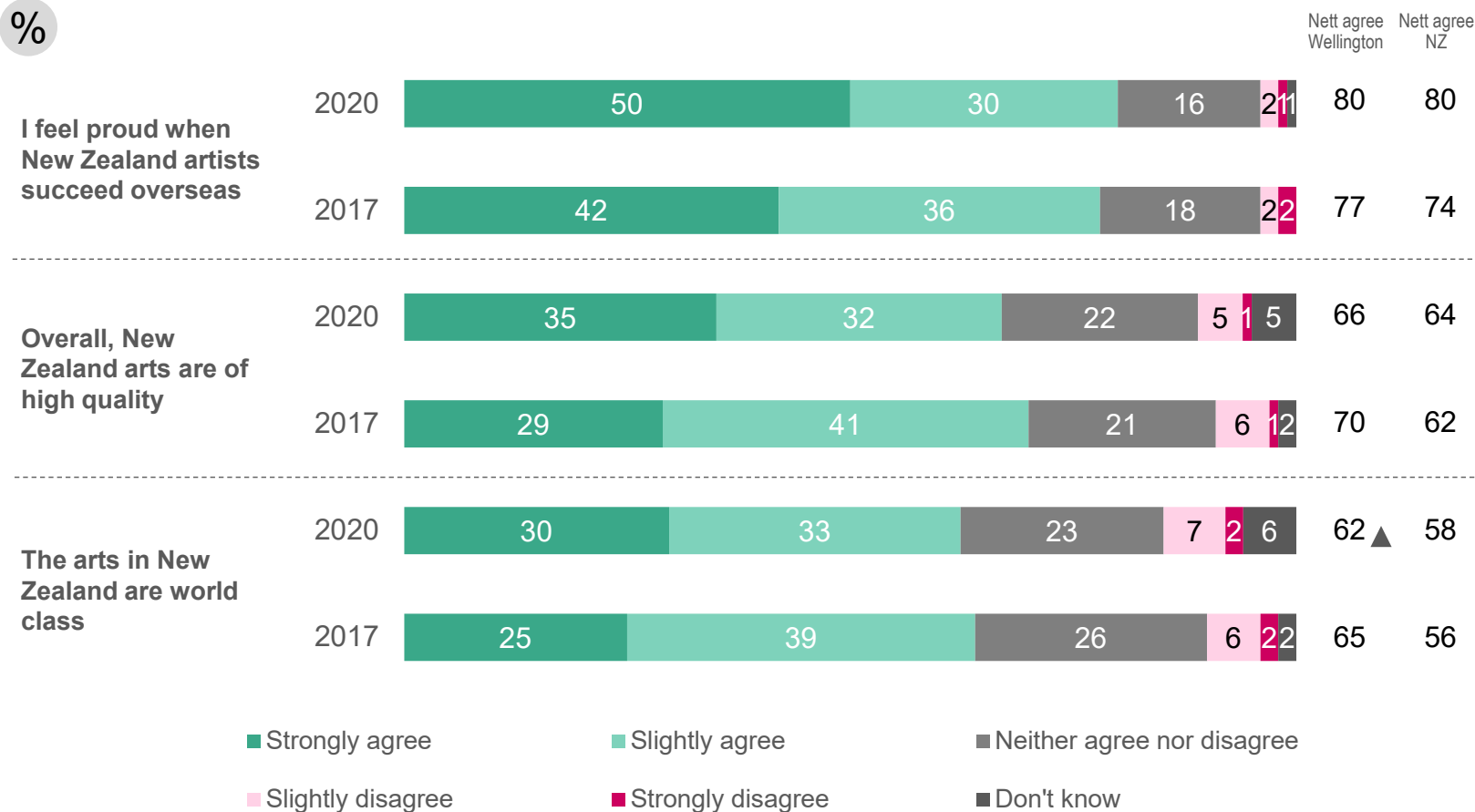
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: New Zealand arts on the international stage

Q

How much do you agree or disagree?

%



COMMENTARY

Wellington residents feel a sense of pride when New Zealand artists are successful abroad, and generally speak highly of the quality of the arts in New Zealand. These attitudes are in line with the findings for 2017, and the national average.

Wellington residents are more likely than average to agree that New Zealand arts are world class (62% vs. 58%).

Sub-group differences in Wellington:

The groups who are more likely than average to feel proud when New Zealand artists succeed overseas include Pacific peoples and women. Men feel a weaker sense of pride than average.

The groups who are more likely than average to be enthusiastic about the quality of New Zealand arts include those aged 60+, women and New Zealand Europeans, while those aged 30 to 39, men and Asian New Zealanders are less enthused than average.

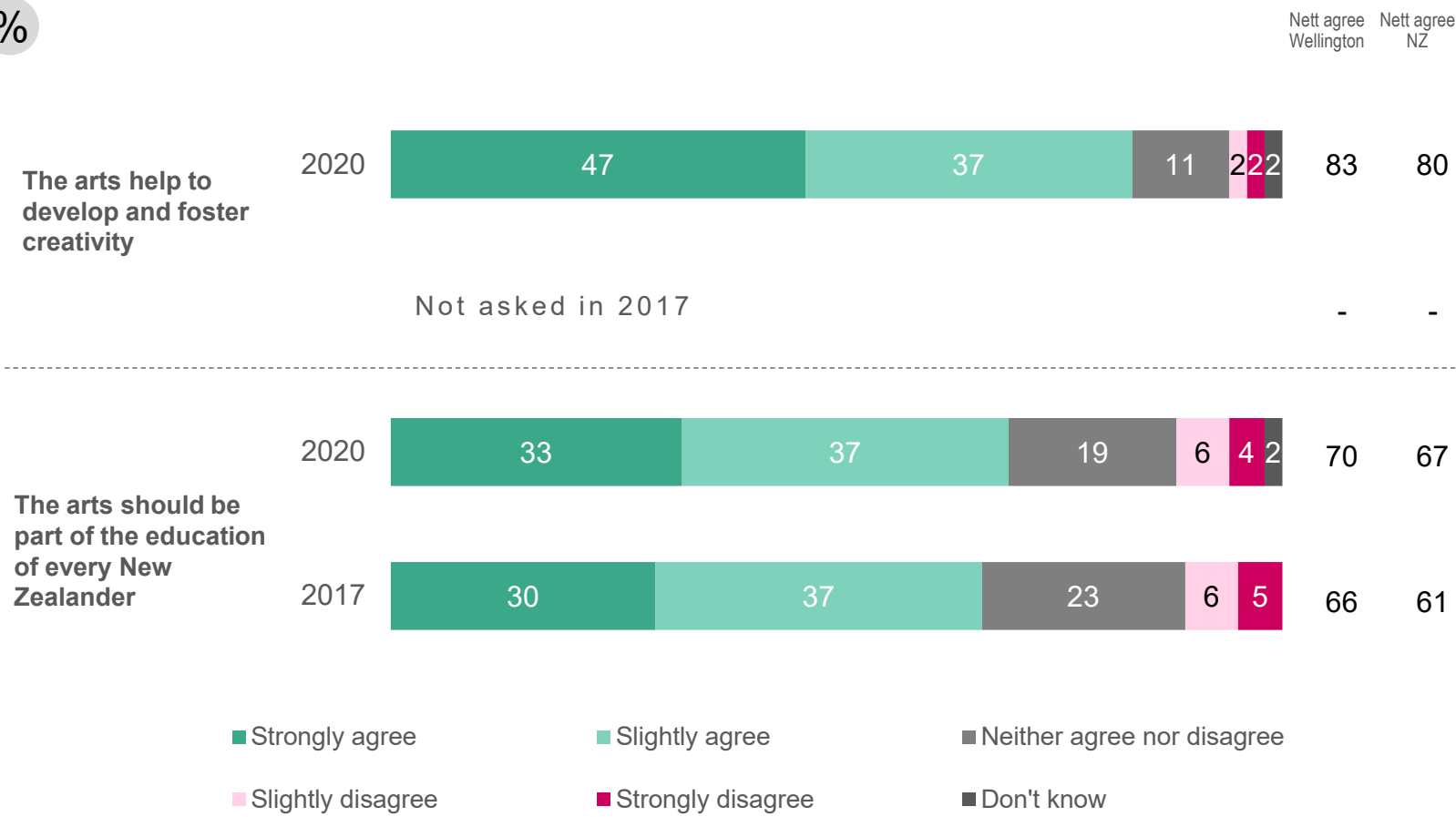
The groups who are more likely than average to agree the arts in New Zealand are world class are Māori, Pacific peoples, women and New Zealand Europeans, while men and Asian New Zealanders are less likely than average to agree.

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

The majority of Wellington residents realise the value of the arts in developing creativity. This translates into wider support for the arts being included in the education of all New Zealanders.

These results are broadly consistent with the findings from 2017, and the national average.

Sub-group differences in Wellington:

There is a clear gender difference in these mindsets with women more likely than average to agree and men less likely to do so.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Wellington residents 2017 (n=619); 2020 (n=966) |
New Zealand 2017 (n=6101); 2020 (n=6263)

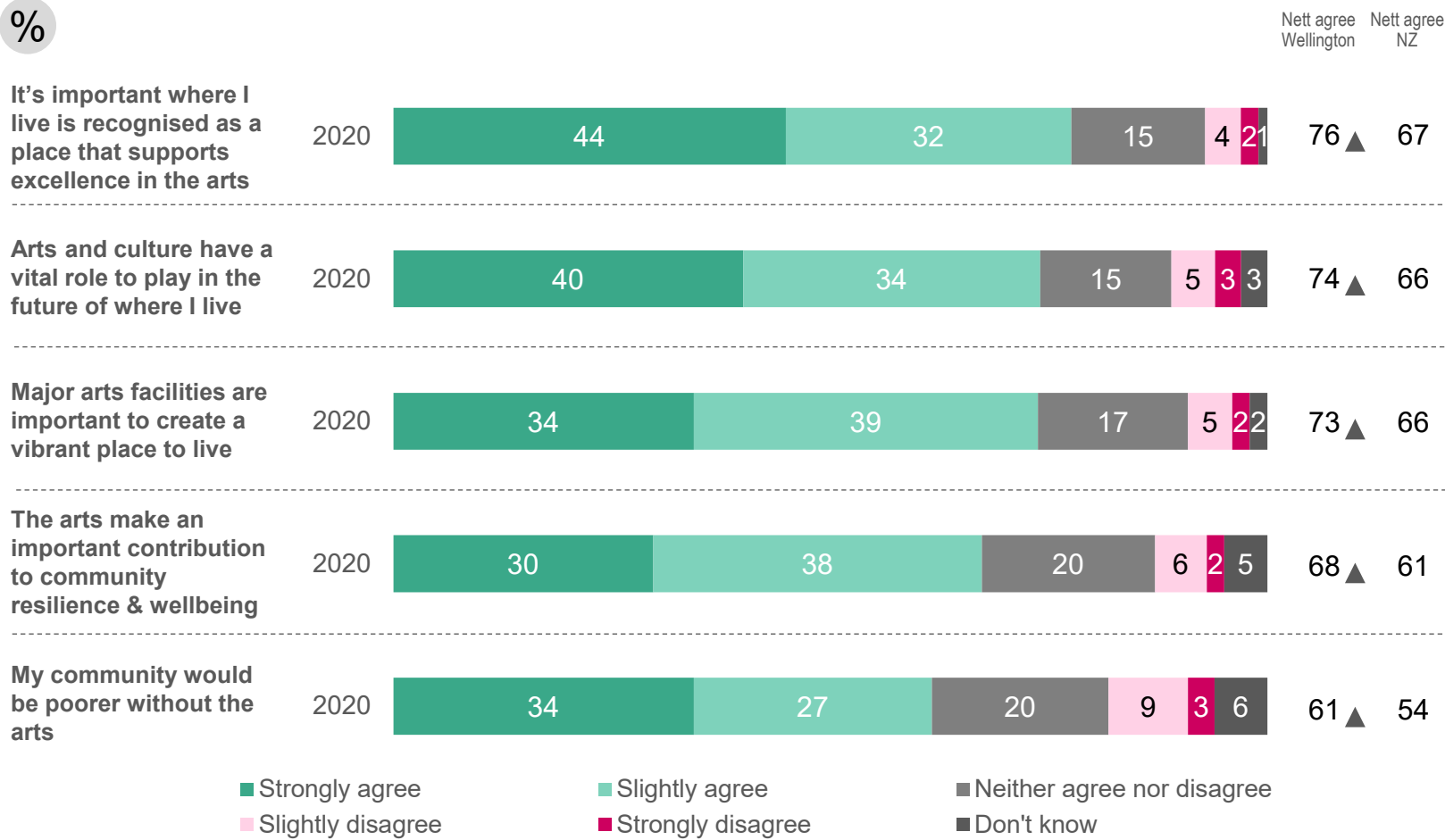
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Role of the arts in creating communities

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added into 2020 about the role of the arts in creating communities.

Wellington residents are clear that the arts are a significant part of their community's identity, and want it to be recognised as a place that supports the arts.

They also feel that the arts contribute to the vibrancy of the region, benefit the community by contributing to resilience and wellbeing, and that their community would be worse off without them.

People living in Wellington are more likely to express each of these attitudes than all New Zealanders.

Sub-group differences in Wellington:

At a broad level, women agree the arts are important in creating communities to a greater extent than average, while men are less likely to agree.

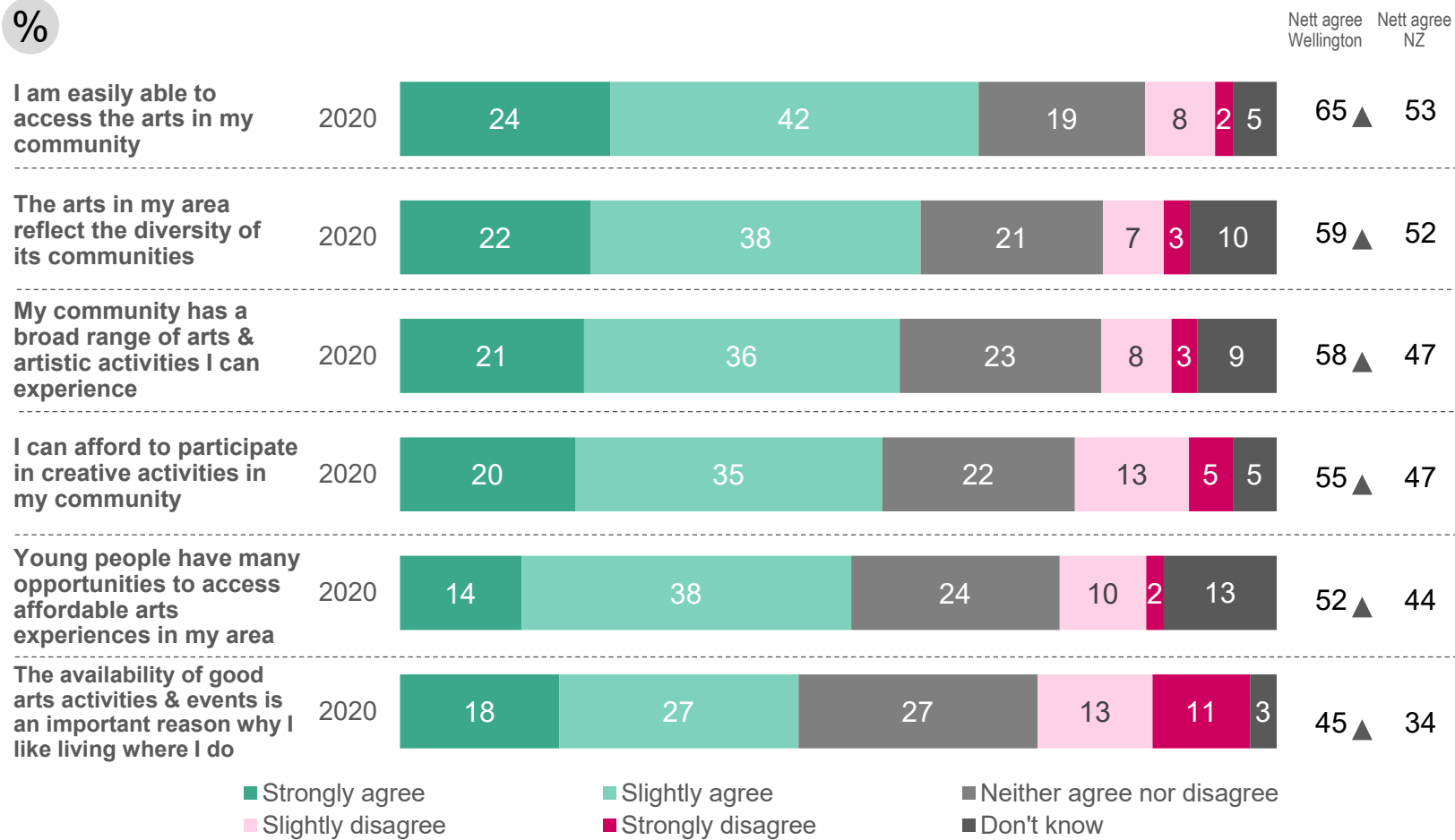
These gender differences are not apparent in the belief that communities would be worse off with out the arts, though New Zealand Europeans are more likely to hold this belief. Those aged 15-29 and Asian New Zealanders are less likely than average to agree.

Attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added into 2020 about the extent to which the arts are accessible and inclusive.

Overall, Wellington residents feel that the arts in their community are diverse and accessible. They hold more positive attitudes than New Zealanders overall.

However, affordability poses a barrier for some residents as 18% disagree that they can afford to participate in creative activities in their community. Similarly, 12% of residents feel that the arts are also less affordable for children and young people.

The arts scene is more important for Wellington residents than all New Zealanders, as 45% agree the arts is a key contributor to their enjoyment of where they live. This compares to just 34% of all New Zealanders.

Sub-group differences in Wellington:

Asian New Zealanders (54%) and women (50%) are more likely to feel the arts are important to their place attachment than average (45%).

It is worth mentioning only 42% of those aged 15 to 29 feel children and young people have access to affordable art experiences in their area, and 57% say they can easily access arts in their community. Agreement for both statements are lower than the national average.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Wellington residents 2020 (n=966); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



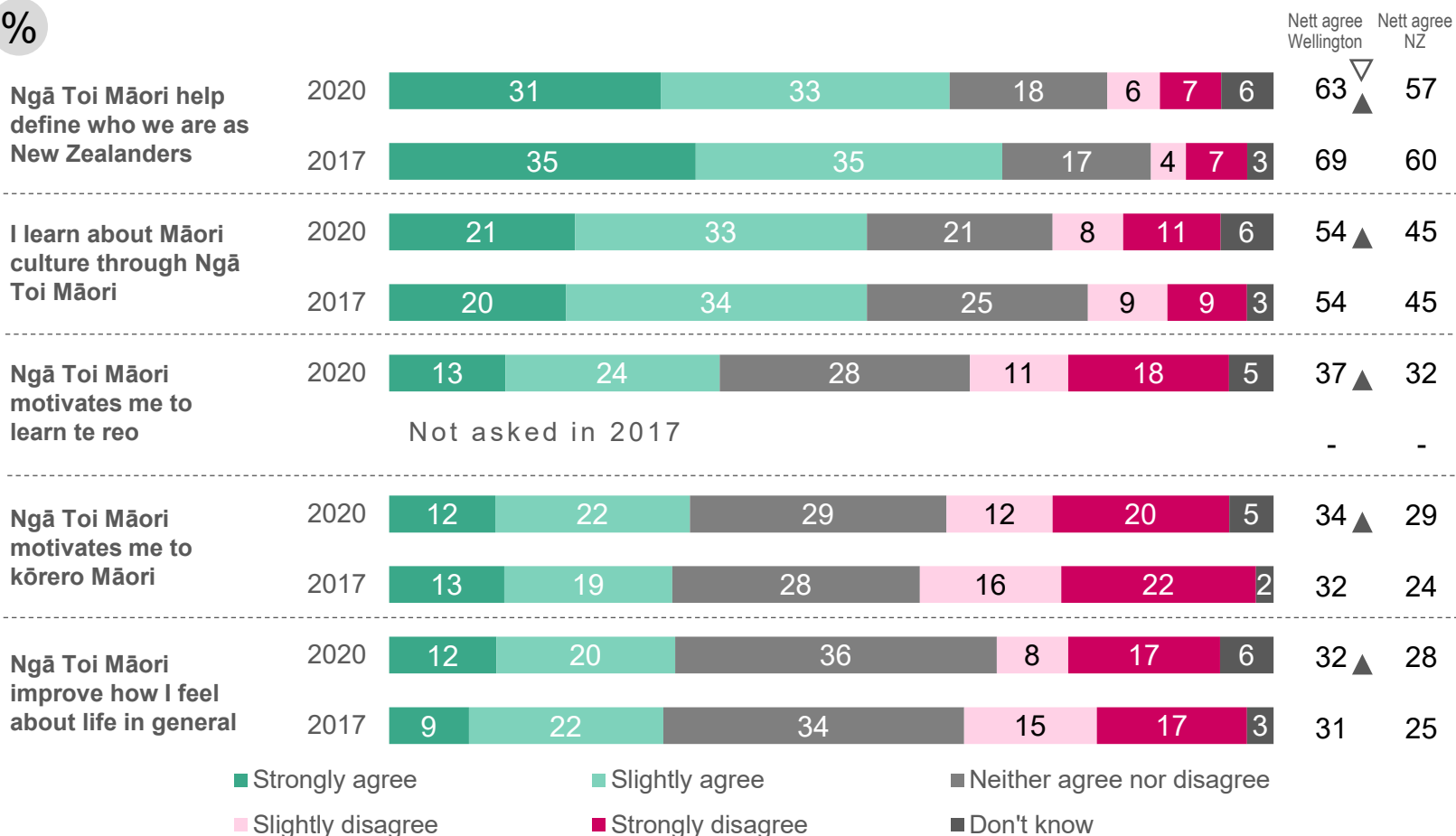
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

How much do you agree or disagree with the following about Ngā Toi Māori (Māori arts)?

%



COMMENTARY

Wellington residents continue to recognise multiple benefits from Ngā Toi Māori.

Sixty three percent agree Ngā Toi Māori helps define who we are as New Zealanders, down from 69% in 2017. Fifty four percent agree they learn about Māori culture through Ngā Toi Māori.

Overall, one third of residents say Ngā Toi Māori motivates them to kōrero Māori (34%) and agree it improves how they feel about life (32%). These results are largely consistent with 2017.

Wellington residents express more positive attitudes about Ngā Toi Māori than all New Zealanders.

Māori residents agree more strongly with these statements than all adults in Wellington. However there is no difference in their belief that they learn about Māori culture through Ngā Toi Māori compared with all Wellington residents. Finally, 76% of Māori say it is an important way of connecting with their culture (this attitude is not shown on the chart).

Sub-group differences in Wellington:

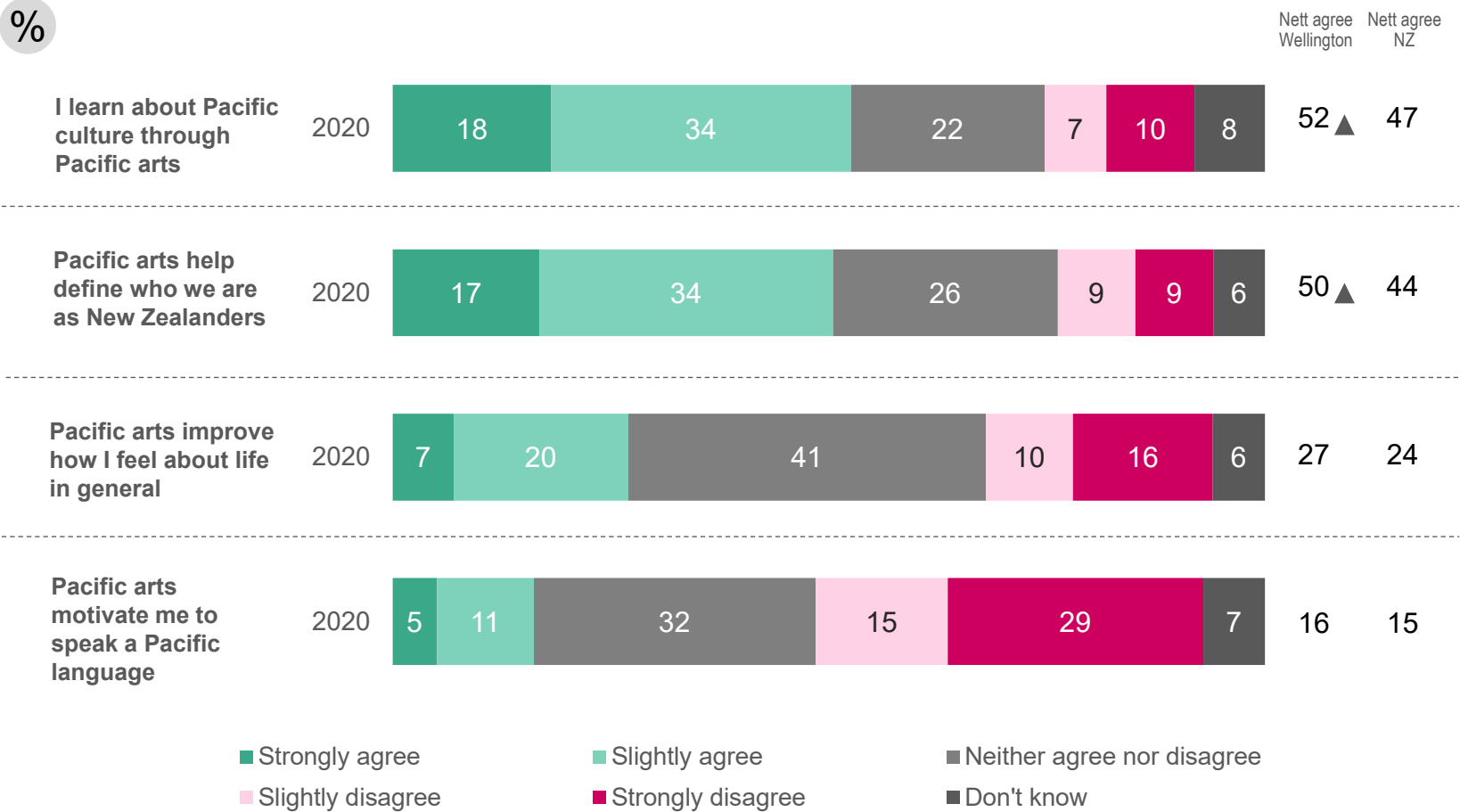
Women, those aged 15-39 and those on higher household incomes (over \$120,000) hold more positive attitudes towards Ngā Toi Māori than average. Men and those aged over 70 are less positive about the benefits of Ngā Toi Māori than average.

Attitudes towards Pacific arts

Q

How much do you agree or disagree with the following about the Pacific arts?

%



COMMENTARY

Wellington residents also acknowledge the benefits of Pacific arts.

Half agree that they learn about Pacific culture through Pacific arts and that it helps define who we are as New Zealanders – more so than all New Zealanders.

Twenty seven percent of Wellington residents say Pacific arts improves how they feel about life in general, while 16% say Pacific arts encouraged them to speak a Pacific language. These attitudes are inline with the national average.

Pacific residents agree more strongly with these statements than all adults in Wellington. The most notable difference is that 64% feel Pacific arts encourage them to speak a Pacific language, compared to just 16% overall.

Finally, 64% of Pacific residents agree Pacific arts are an important way of connecting with their culture (this attitude is not shown on the chart).

Sub-group differences in Wellington:

Women hold more positive attitudes than average, while men and residents over 70 years old hold less positive beliefs about Pacific arts than average. In addition, people aged 15-39 and Asian New Zealanders are more likely than average to agree that Pacific arts motivate them to speak a Pacific language.



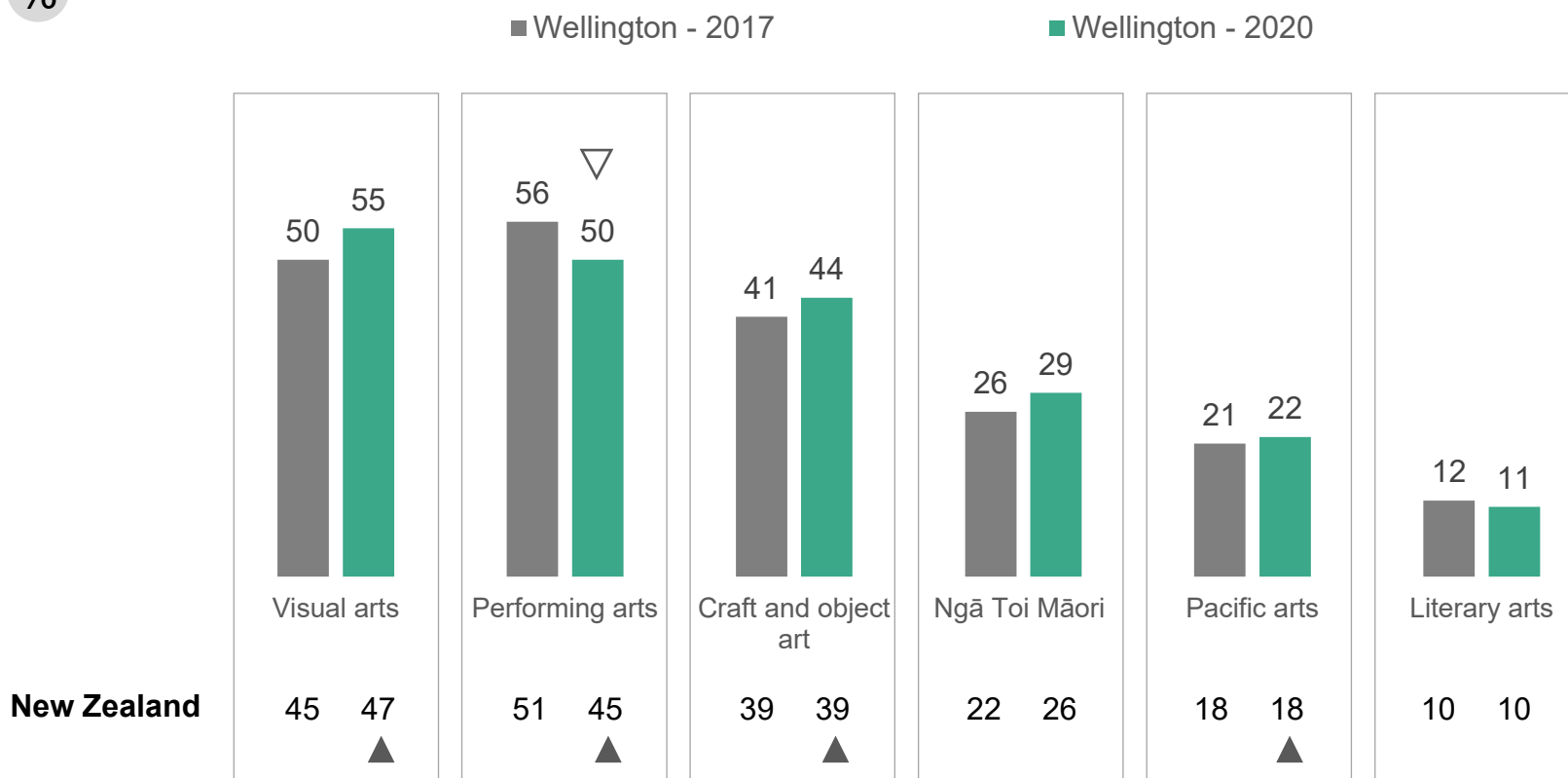
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

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

The most popular art forms for attendance in the region is the visual arts (55%) and performing arts (50%).

Attendance at performing arts has decreased since 2017. In contrast there have been positive shifts in attendance for other artforms (most notably visual arts) albeit none of the differences are statistically significant.

With the exception of Ngā Toi Māori and literary arts, attendance at all art forms is higher than the national average.

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

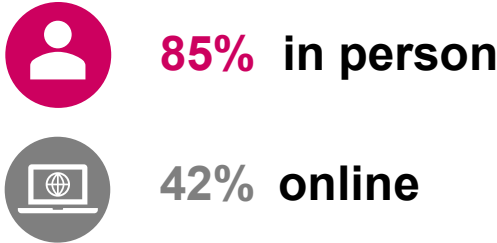
%

Q Have you seen any craft and object artworks at an exhibition, festival, art gallery, museum, library, or online in the last 12 months?



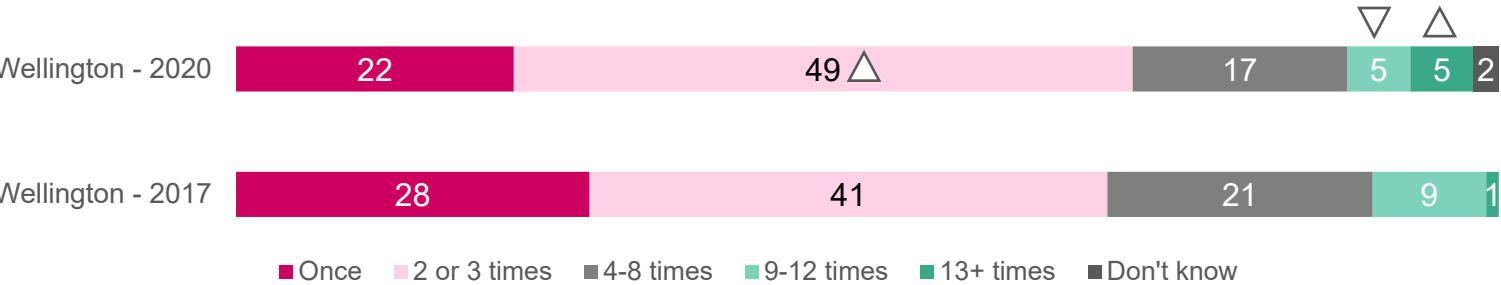
Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q Did you do this...



Base: All Wellington residents who have attended craft and object arts 2020 (n=431)

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



Base: All Wellington residents who have attended the craft and object arts 2017 (n=265); 2020 (n=431)

COMMENTARY

Forty four percent of Wellington residents have attended craft and object art, in line with 2017.

The frequency with which attendees are going to craft and object art is broadly consistent with 2017, with 71% attending up to three times in the last 12 months.

For the first time, the survey asked participants whether they attended in person or online for each art form. The percentages add to more than 100% as some participants have done both.

Of the 44% of residents who have attended craft and object art, 85% had done so in person, and 42% online.

Sub-group differences in Wellington:

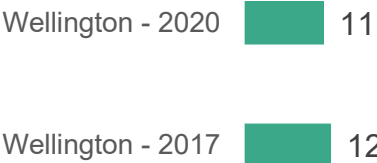
Women (49%) and those aged 60 to 69 (55%) are more likely than average (44%) to have attended craft and object art. In contrast men (40%) and those aged 50 to 59 (32%) are less likely than average to have attended.

People aged 15 to 29 (41%) and Asian New Zealanders (36%) who have attended craft or object art are more likely than average (22%) to have done so only once.

%

Q

Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

Did you do this...



85% in person

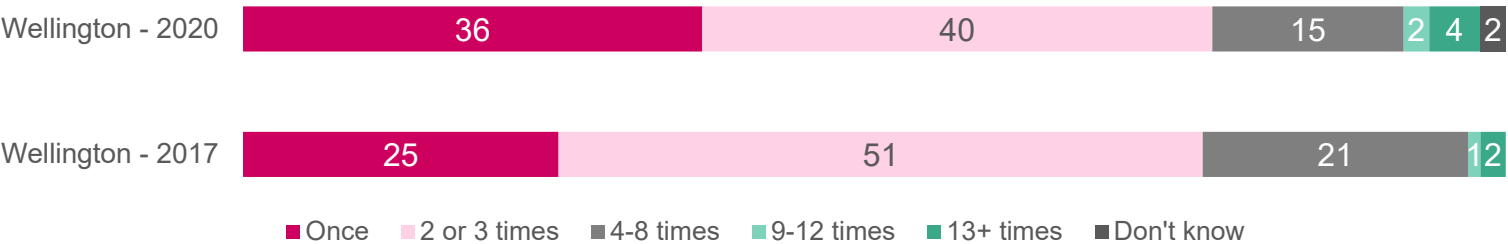


34% online

Base: All Wellington residents who have attended the literary arts 2020 (n=111)

Q

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



Base: All Wellington residents who have attended the literary arts 2017 (n=79); 2020 (n=111)

COMMENTARY

Eleven percent of Wellington residents have attended literary arts which remains consistent with 2017 findings.

The frequency with which attendees are going to literary arts is broadly consistent with 2017, with 76% attending up to three times in the last 12 months.

Of the 11% of residents who have attended literary arts, 85% had done so in person and 34% attended online.

Sub-group differences in Wellington:

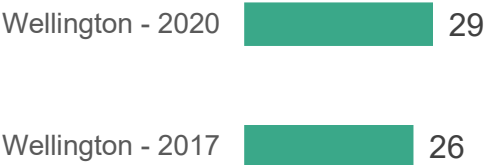
Literary arts events seem to be more popular among young people, as 17% of those aged 15-29 attended, compared to 11% overall.

However, Māori (5%) are less likely than average (11%) to attend literary arts.

%

Q

Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

Did you do this...



85% in person

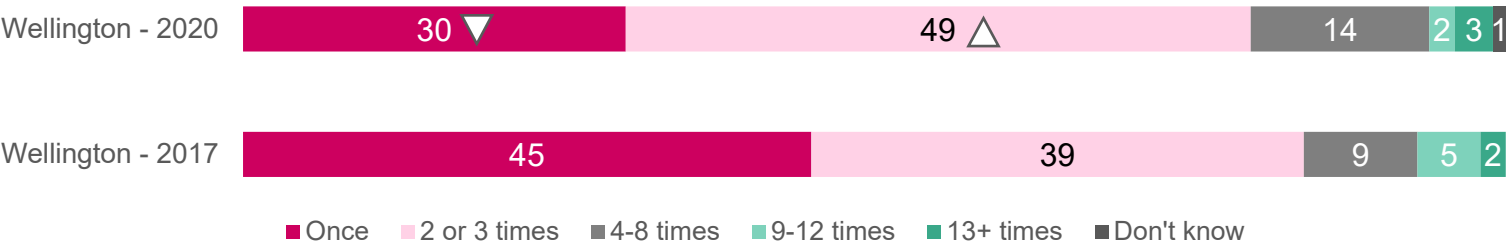


40% online

Base: All Wellington residents who have attended Ngā Toi Māori 2020 (n=284)

Q

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



Base: All Wellington residents who have attended Ngā Toi Māori 2017 (n=140); 2020 (n=284)

COMMENTARY

One in three Wellington residents have attended Ngā Toi Māori. This is slightly higher than 2017, albeit the difference is not statistically significant.

The frequency with which attendees are experiencing Ngā Toi Māori has increased since 2017. Sixty nine percent have attended more than once compared to 55% in 2017.

Of the 29% of residents who have attended Ngā Toi Māori, 85% had done so in person, and 40% attended online.

Sub-group differences in Wellington:

Māori (44%), those aged 60 to 69 (43%) and women (32%) are more likely than average (29%) to have attended Ngā Toi Māori. In contrast men (25%) and residents aged 15 to 29 (20%) are less likely than average to have attended.

Asian New Zealanders who have attended Ngā Toi Māori are more likely than average to have done so only once (43% vs. 30%).

%

Q

Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

Wellington - 2020 22

Wellington - 2017 21

Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

Did you do this...



84% in person



38% online

Base: All Wellington residents who have attended the Pacific arts 2020 (n=222)

Q

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

Wellington - 2020 37 43 14 12 2

Wellington - 2017 39 41 12 4 4

Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Wellington residents who have attended the Pacific arts 2017 (n=112); 2020 (n=222)

COMMENTARY

Consistent with 2017 findings, one in five Wellington residents have attended Pacific arts.

The frequency with which attendees visit Pacific arts is also broadly in line with 2017.

Of the 22% of Wellington residents who have attended Pacific arts, 84% visited in person, while 38% attended online.

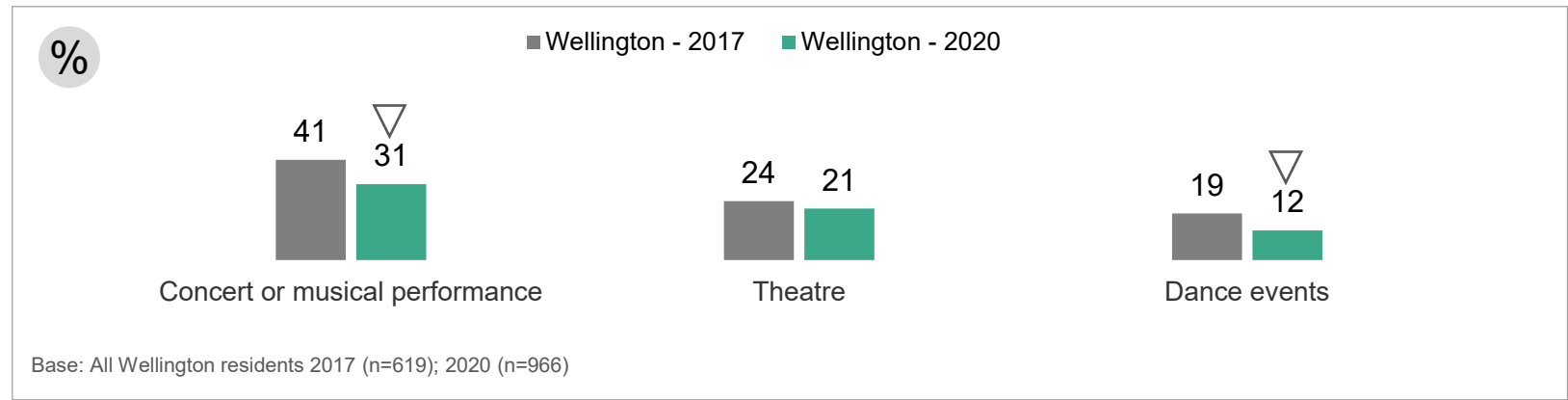
Sub-group differences in Wellington:

Women (25%) and Pacific peoples (51%) are more likely than average (22%) to have attended Pacific arts. In contrast men (18%) are less likely than average to have attended.

Performing arts attendance

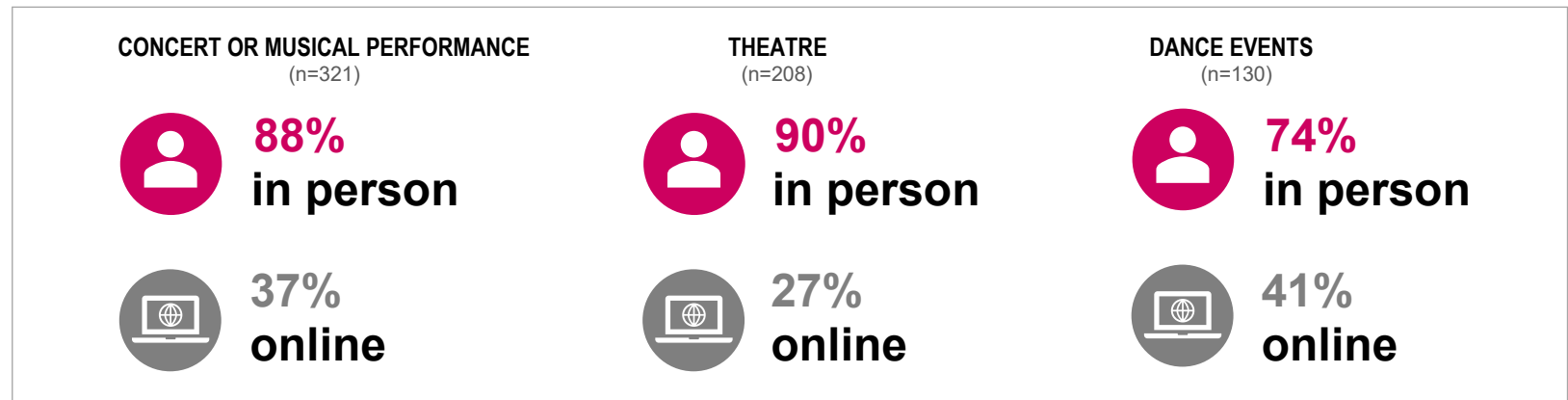
Q

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



Q

Did you do this...



COMMENTARY

Overall 50% of Wellington residents have attended the performing arts in the last 12 months. The chart shows the break down of different types of performing arts.

Concerts or musical performances remain the most popular type of performing arts, with 31% of Wellington residents having attended a concert or musical performance in the last 12 months. This followed by theatre (21%) and dance (12%). Attendance of both concerts / musical performances and dance have declined significantly since 2017, likely due to COVID-19.

Those people who are attending the performing arts are typically doing so in person, though around four in ten are also attending concerts / musical performances and dance events online. Less than three in ten experience theatre online.

Sub-group differences in Wellington:

Women (55%) are more likely to have attended the performing than average (50%). In contrast, men (44%) and Asian New Zealanders (33%) are less likely than average to have attended.

Women are also more likely than average to have attended dance events (16%), and men are less likely to (8%).

Finally, New Zealand Europeans are more likely than average to have attended a concert / musical performance, or theatre event while Asian New Zealanders are less likely to have attended both types of performance art.

Performing arts attendance

Q

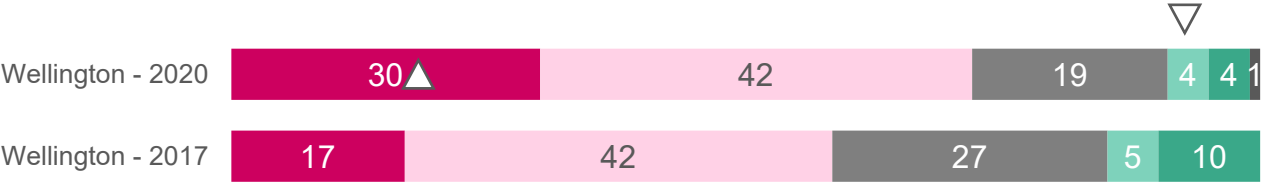
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?

%

Concert or musical performance



Theatre



Dance event



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

COMMENTARY

Most Wellington residents who attend the performing arts do so infrequently (i.e. up to three times in the last twelve months).

Amongst attendees to the theatre, the proportion who are only visiting once has increased from 17% to 30%.

The frequency of attendance is lowest for dance events.

Sub-group differences in Wellington:

Attendees on lower household incomes (up to \$50,000) are more likely than average to have attended a concert or musical performance once in the last 12 months (43% vs. 24% for all attendees).

%

Q

Have you seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online in the last 12 months?



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

Did you do this...



85% in person

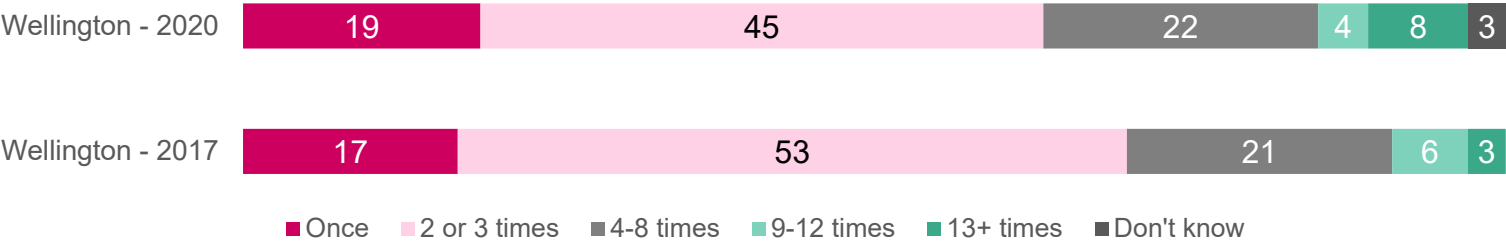


45% online

Base: All Wellington residents who have attended the visual arts 2020 (n=542)

Q

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



Base: All Wellington residents who have attended the visual arts 2017 (n=366); 2020 (n=542)

COMMENTARY

Fifty five percent of Wellington residents have attended the visual arts in the last 12 months. This is slightly higher than 2017, though the difference is not statistically significant.

The frequency with which attendees are going to the visual arts is broadly consistent with 2017.

Of the 55% of residents who have attended the visual arts, 85% had done so in person, and 45% online.

Sub-group differences in Wellington:

Those aged 40 to 49 (66%) are more likely than average (55%) to have attended the visual arts. In contrast Asian New Zealanders (46%) and those on lower household incomes (up to \$50,000) (46%) are less likely than average to have attended.

Of the Asian New Zealanders who have attended, 28% have only attended once (compared to 19% of all attendees).

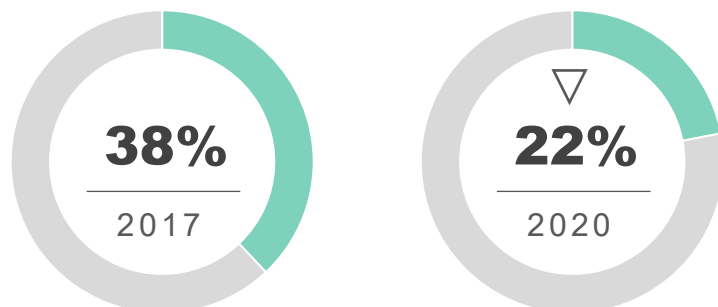


Visual arts attendance: impact of film festivals

Q

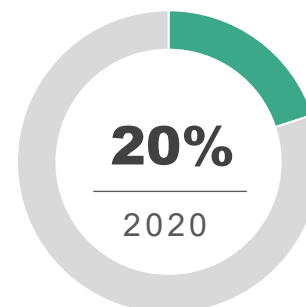
Were film festivals included among the visual arts you have visited in the last 12 months?

Wellington



Base: All Wellington residents who have attended the visual arts 2017 (n=366); 2020 (n=542)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Twenty two percent of Wellington residents who have attended the visual arts say they have attended a film festival in the last 12 months. This is a significant drop of 16 points from 2017, despite some film festivals moving to an online format because of COVID 19.

Four in five of those who have attended film festivals in the last 12 months have also experienced other visual art forms. This is in line with the national average.

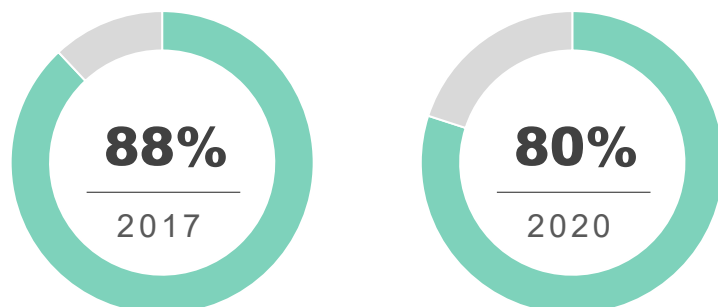
Sub-group differences in Wellington:

People with the lived experience of disability (39%) are more likely than average (22%) to have attended film festivals, while women are less likely to have done so (17% vs. 22%).

Q

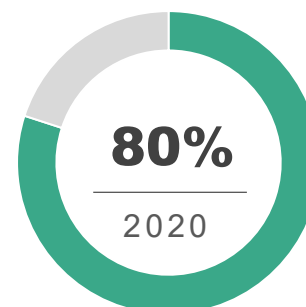
And have you visited visual arts other than film festivals in the last 12 months?

Wellington



Base: All Wellington residents who have attended film festivals 2017 (n=160); 2020 (n=133)

New Zealand



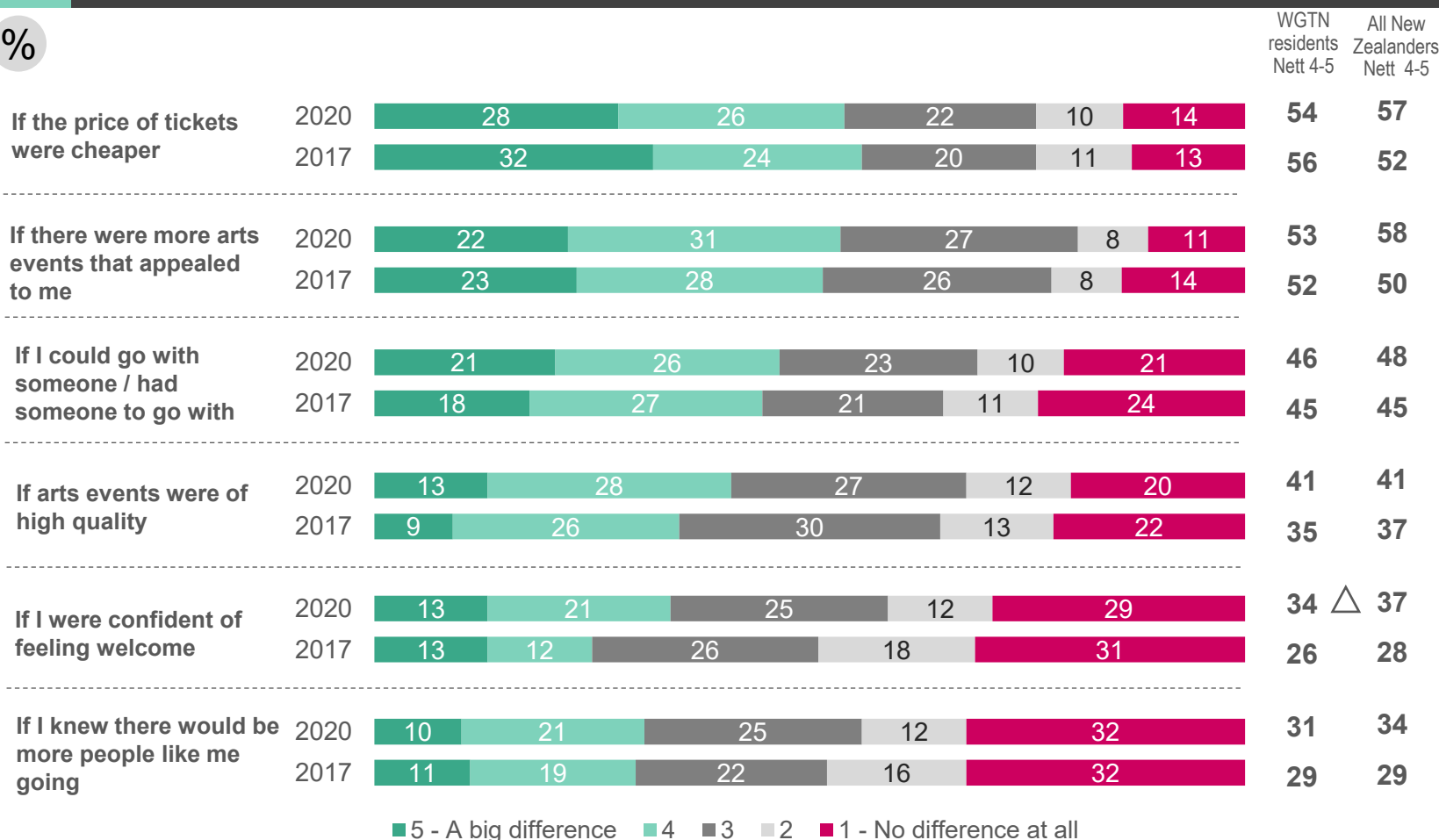
Base: New Zealand (n=652)

Encouraging greater attendance in the arts

Q

What difference would the following make in encouraging you to go to the arts more often?

%



COMMENTARY

Seventy two percent of Wellington residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Ticket prices and variety of events remain the top two factors that impact attendance. Just over half of these residents say each factor could make a big difference to their attendance.

There remains an opportunity to improve attendance by challenging the social norm that you need to attend arts events with other people, as well as addressing perceptions of quality.

Finally, promoting greater inclusivity may encourage attendance for around one in three respondents to this question. Indeed residents are more likely to reference that feeling welcome could make a big difference than was the case in 2017.

Sub-group differences in Wellington:

Lower prices is of greater importance than average to Pacific peoples, Asian New Zealanders, younger people aged 15 to 29, and women.

Both men and Asian New Zealanders are more likely than average to say that higher quality events could make the difference.

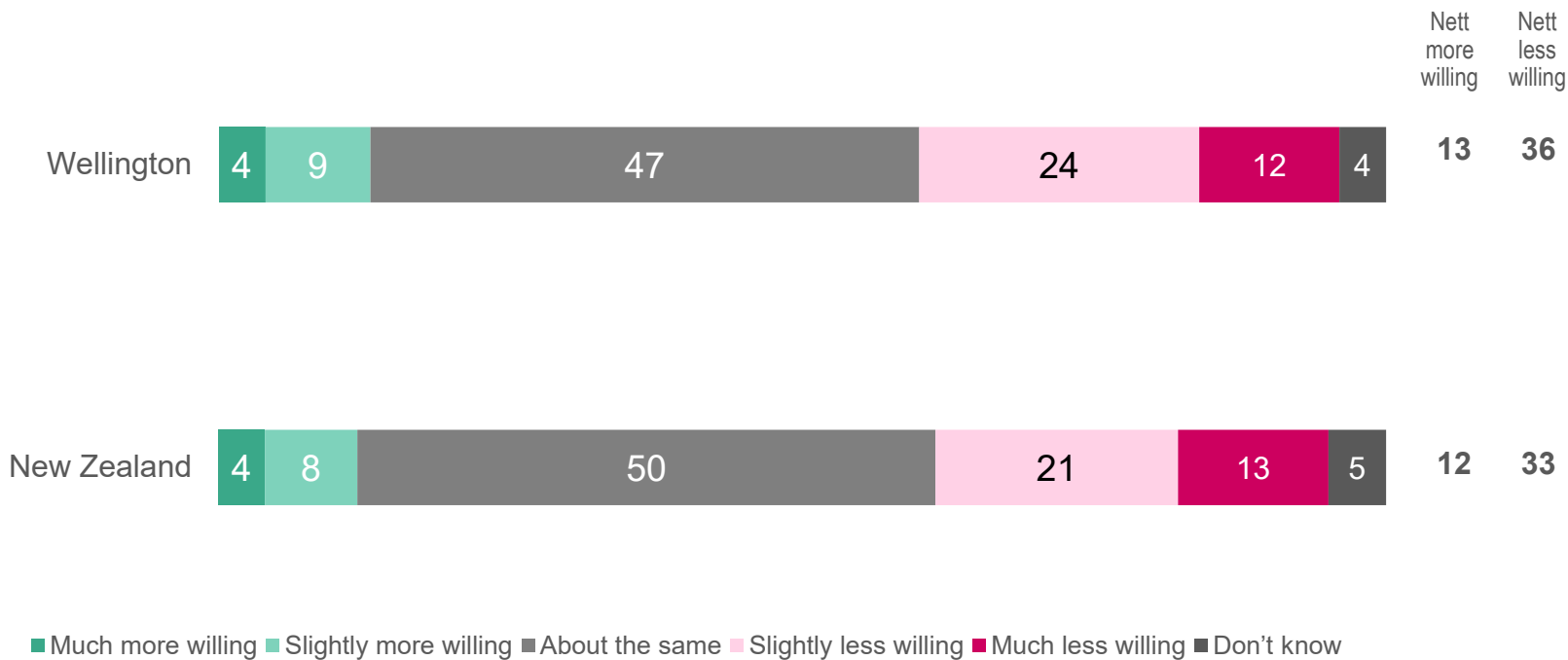
Young people (aged 15 to 29) and Asian New Zealanders in particular are seeking peer support and reassurance. They are much more likely than average to say that having someone to go with, having more events that appeal to them, knowing there are people like them going, or being confident of feeling welcome would make a big difference.

COVID-19: Impact on willingness to attend arts in person

Q

How has COVID-19 impacted your willingness to attend arts and cultural activities in person?

%



COMMENTARY

Just over one third of Wellington residents (36%) are less willing to attend arts events in person because of COVID-19 suggesting there remains some fear of catching the virus, particularly when around large crowds.

On the other hand, 13% are more willing, for this group of people COVID-19 may have had the opposite effect - motivating them to do more of the things they enjoy while they can.

These findings are broadly consistent with the national average.

Sub-group differences in Wellington:

Women and those aged over 70 are more likely than average to be less willing to attend the arts in person because of COVID-19.

In contrast, young people aged 15-29 and those aged 40 to 49 are more likely than average to be more willing to do so. However, even within these groups the proportion who are less willing still outweigh those who are more willing.

Men are more likely than average to say COVID-19 does not affect their decision to attend arts and cultural activities.



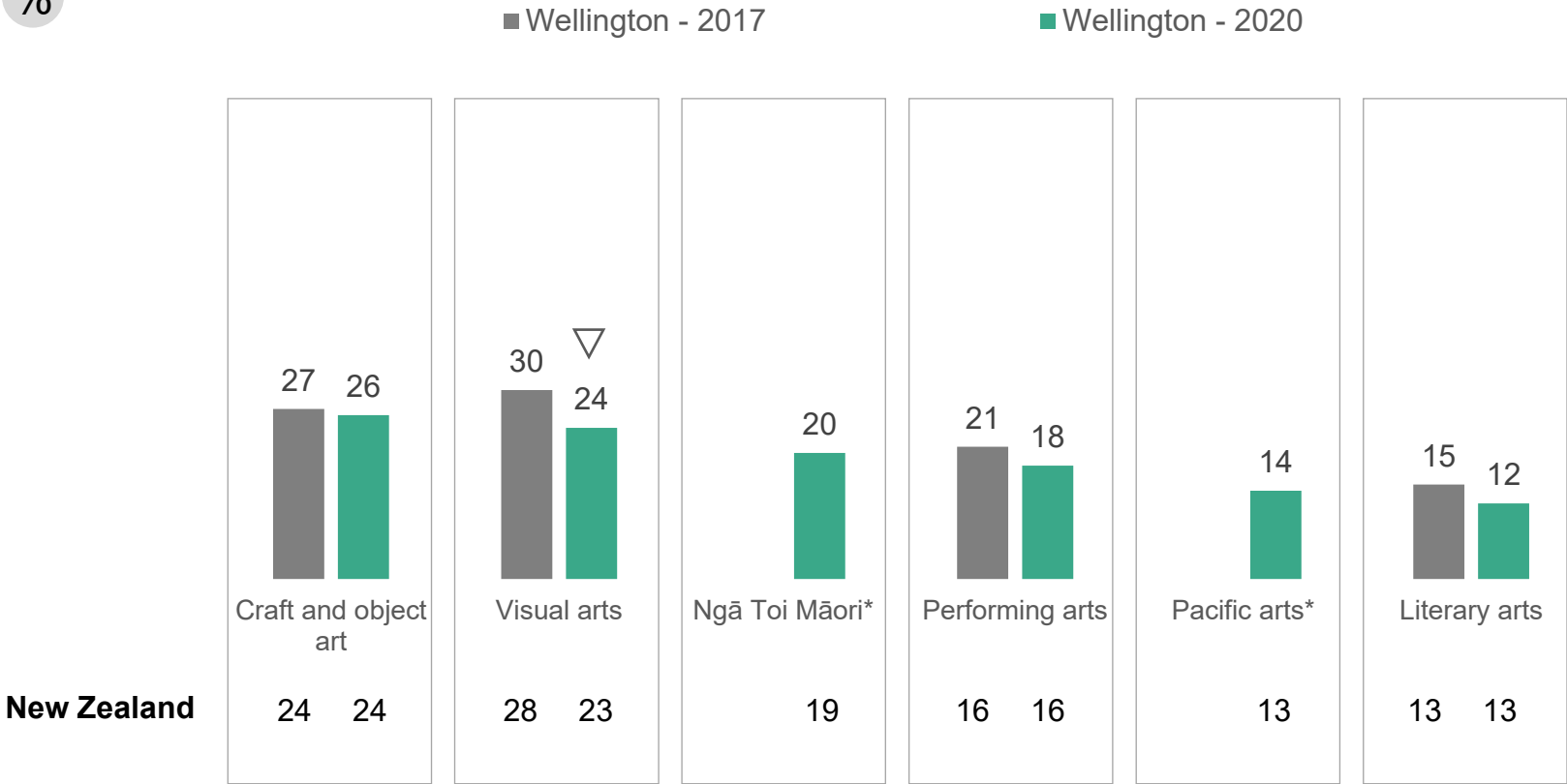
PARTICIPATION BY ARTFORM

Participation by art form

Q

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

%



COMMENTARY

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

Visual arts participation has declined from 30% to 24%. However, it remains one of the most popular art forms to participate in, alongside craft and object arts.

Participation in all other art forms is broadly consistent with 2017.

Note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms.

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

*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

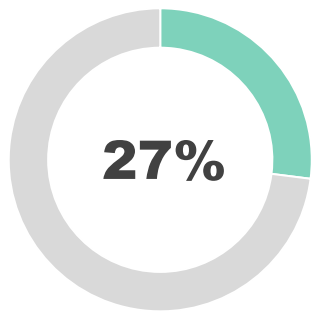
Craft and object art participation

Q

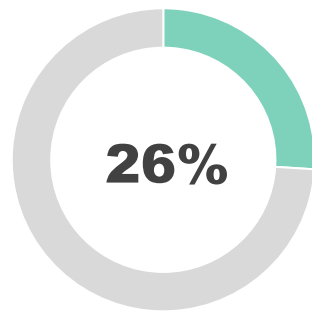
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Wellington 2017



Wellington 2020



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

COMMENTARY

Twenty six percent of Wellington residents have participated in craft and object art in the last 12 months. This is in line with 2017.

The majority of participants continue to take part on a infrequent basis (1 to 3 times in the last 12 months).

Sub-group differences in Wellington:

Women (35%) are more likely than men (15%) to participate in craft and object art.

Those men who do participate are more likely than women to have only done so once (35% vs. 17%).

Young people aged 15 to 29 (40%) and Asian New Zealanders (39%) are more likely than average (22%) to have only participated once in craft and object arts.

Q

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

Wellington - 2020



Wellington - 2017



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Wellington residents who have participated in craft and object arts 2017 (n=153); 2020 (n=238)

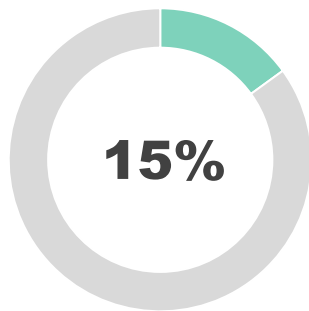
Literary arts participation

Q

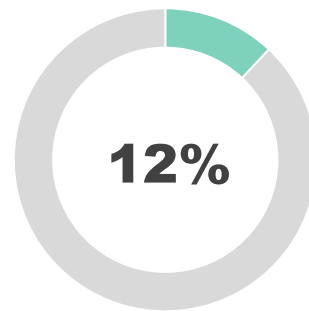
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Wellington 2017



Wellington 2020



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

COMMENTARY

Twelve percent of Wellington residents have participated in literary arts in the last 12 months. This is broadly consistent with 2017.

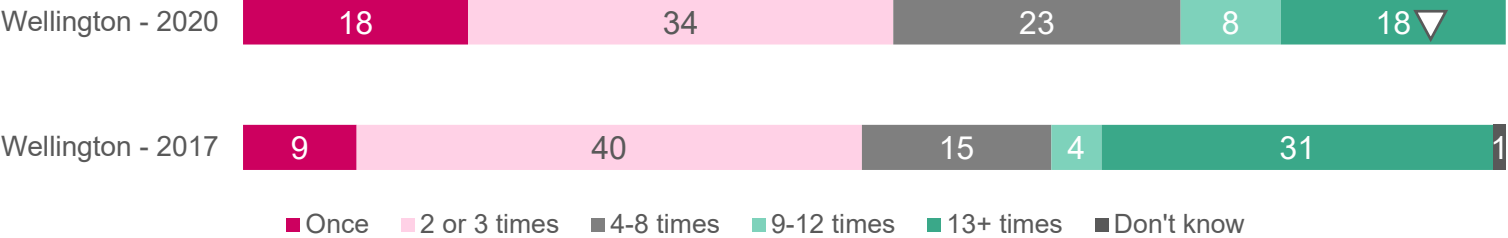
Amongst participants, there has been a decline in those who take part on a very regular basis (over 12 times) from 31% to 18%.

Sub-group differences in Wellington:

Young people (19%) are more likely than average (12%) to participate in literary arts, while Māori and those aged 50 to 59 are less likely than average to do so (both 6%).

Q

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



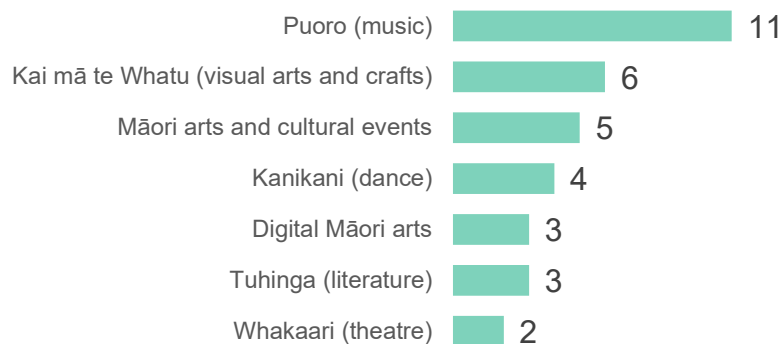
Base: All Wellington residents who have participated in literary arts 2017 (n=100); 2020 (n=123)

Ngā Toi Māori participation

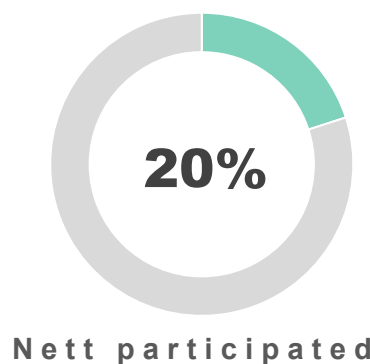
Q

In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

%

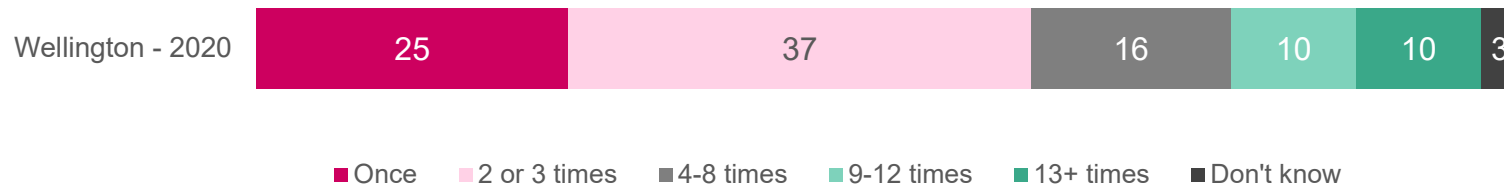


Base: All Wellington residents 2020 (n=966)



Q

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



Base: All Wellington residents who have participated in Ngā Toi Māori 2020 (n=212)

COMMENTARY

One in five Wellington residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Ngā Toi Māori activity is puoro (music), followed by kai mā te whatu (visual arts and crafts).

Twenty nine percent of Māori in Wellington have participated in Ngā Toi Māori. Participation is not only limited to Māori, with 19% of New Zealand Europeans and 32% of Pacific peoples having participated. Participation for Māori and Pacific peoples is higher than average.

Of those who participate, one in five do so on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Wellington:

The following groups are more likely to have participated in Ngā Toi Māori in the last 12 months:

- Those aged 40 to 49 (31%)
- People with the lived experience of disability (31%)
- Those on higher household incomes (\$120k+) (31%)
- Women (25%).

The following groups are less likely to have participated in Ngā Toi Māori in the last 12 months:

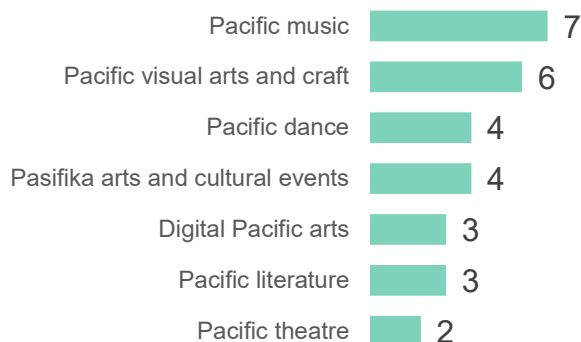
- Men (15%)
- Those aged 70+ (7%).

Pacific arts participation

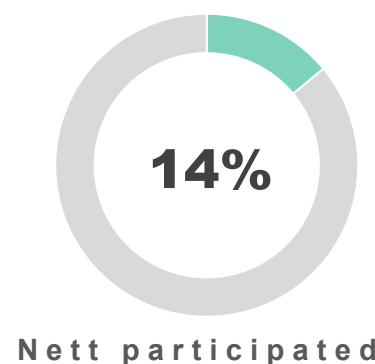
Q

In the last 12 months have you taken part in any of the following Pacific arts?

%



Base: All Wellington residents 2020 (n=966)



COMMENTARY

Fourteen percent of Wellington residents have participated in Pacific arts in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Pacific arts activities are music and visual arts and craft.

Forty nine percent of Pacific peoples have attended Pacific arts. Participation is by no means confined to Pacific peoples, with 10% of New Zealand Europeans having participated.

One in six of those who participate do so on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Wellington:

The following groups are more likely than average (14%) to have participated in Pacific arts in the last 12 months:

- People with the lived experience of disability (28%)
- Those with a household income of between \$50,001 and \$80,000 (21%)
- Asian New Zealanders (19%).

New Zealand Europeans (10%) and those aged 70+ (6%) are less likely than average to have participated.

Q

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

Wellington - 2020



■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know

Base: All Wellington residents who have participated in Pacific arts 2020 (n=143)

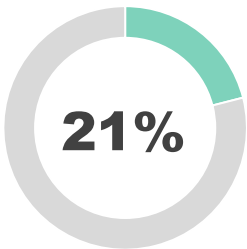
Performance arts participation

%

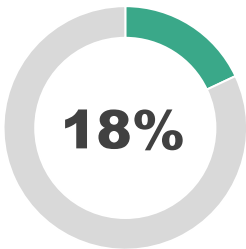
Q

Still thinking about the performing arts, have you taken part in this in the last 12 months?

Wellington
2017



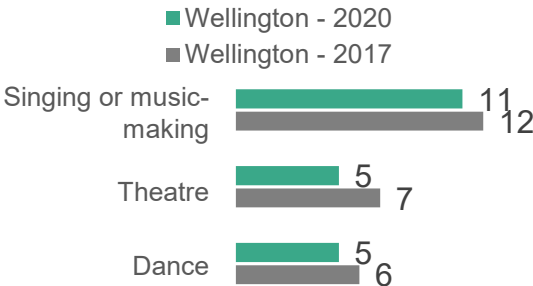
Wellington
2020



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

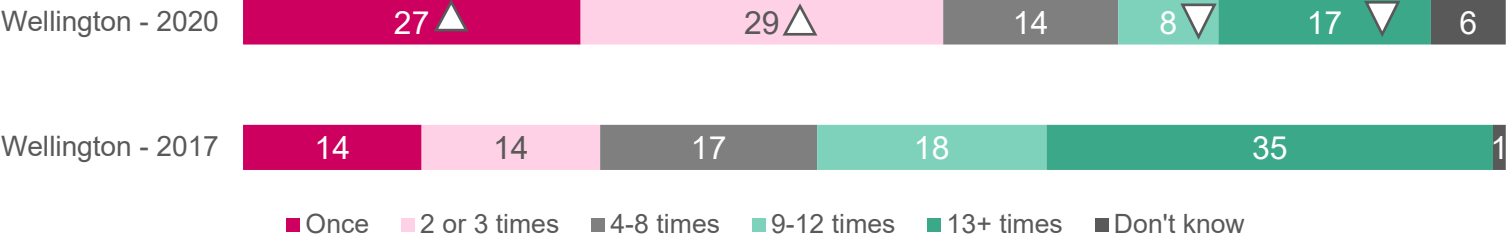
Which of these were you actively involved in?



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

Q

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



Base: All Wellington residents who have participated in the performing arts 2017 (n=111); 2020 (n=182)

COMMENTARY

Eighteen percent of Wellington residents have participated in performing arts in the last 12 months. This is in line with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Levels of participation in the different types of art form have not changed significantly since 2017.

Those who are participating are doing so less frequently than before. Around one quarter take part on a regular basis (at least nine times in the last 12 months), compared to half of residents in 2017. It seems likely this could be impacted by COVID-19.

Sub-group differences in Wellington:

There are no sub-group differences of note.

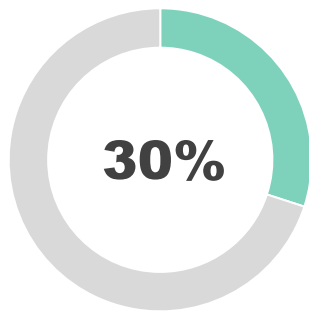
Visual arts participation

Q

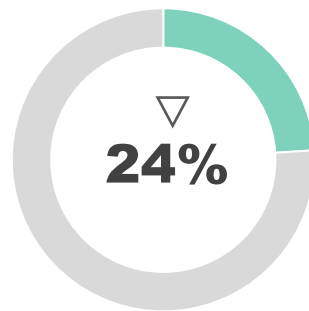
Have you created any visual artworks in the last 12 months?

%

Wellington 2017



Wellington 2020



Base: All Wellington residents 2017 (n=619); 2020 (n=966)

COMMENTARY

Participation in the visual arts in the last 12 months has declined from 30% in 2017 to 24% in 2020.

The frequency with which people are participating has changed since 2017. More people are participating on a more frequent basis, with 52% doing so more than three times in the last 12 months compared to 42% in 2017.

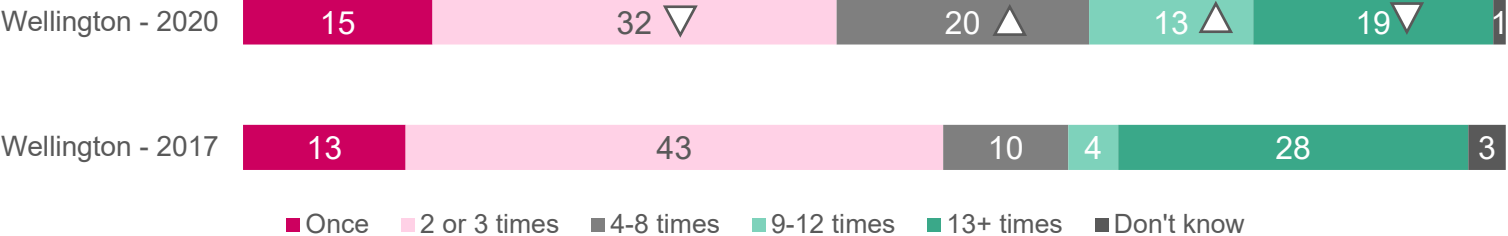
Sub-group differences in Wellington:

Men are less likely than average to participate in the visual arts (20% vs. 24%).

Asian New Zealanders who do take part are more likely than average to only participate once (31% vs. 15%).

Q

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



Base: All Wellington residents who have participated in the visual arts 2017 (n=183); 2020 (n=230)

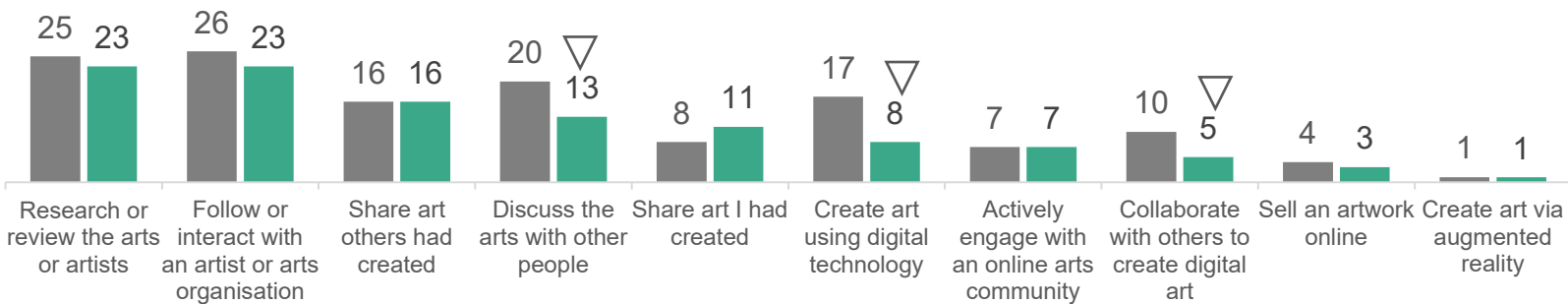
Use of digital technology for arts activities

Q

In the last 12 months have you used the internet or digital technology to do any of the following?

%

■ Wellington - 2017 ■ Wellington - 2020



COMMENTARY

Digital technology continue to enable Wellington residents to engage with the arts in different ways. However, some of the novelty of this technology may be waning.

Forty seven percent of residents have used digital technology for arts activities, this compares to 52% in 2017, albeit this difference is not quite statistically significant.

However, there has been a decline in participation in some activities since 2017. This includes discussing art with others (from 20% to 13%), creating art using digital technology (from 17% to 8%), and collaborating with others to create digital art (from 10% to 5%).

The most popular activities remain researching or reviewing the arts or artists (23%), and following or interacting with an artist or arts organisation (23%).

Sub-group differences in Wellington:

Women are more likely than men to engage with digital technology (54% vs. 39%). In particular they are more likely to research or review arts or artists (27% vs. 17%), follow or interact with an artists or arts organisations (27% vs. 17%) and share art others have created (21% vs. 11%).

Those aged 15 to 29 are more likely than average to use the internet or technology to discuss art with other people (22% vs. 13%), engage with an online arts community (12% vs. 7%) and collaborate with others to create digital art (10% vs. 5%).

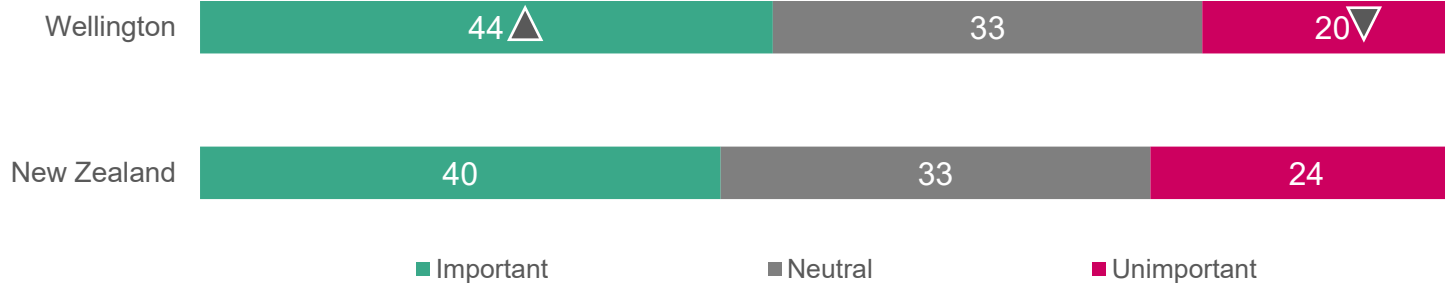


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

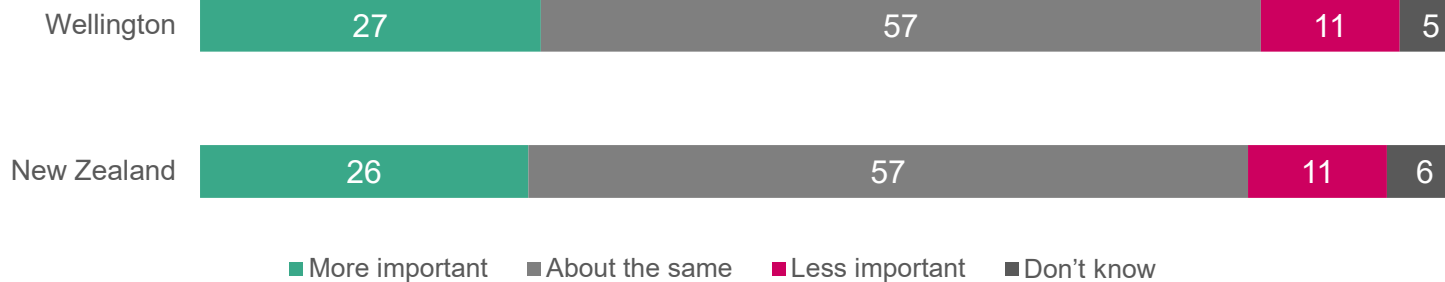
Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



Q Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?



COMMENTARY

In 2020, the survey further explored the impact of the arts on wellbeing, with the two questions opposite.

Forty four percent of Wellington residents feel that the arts is important to their personal wellbeing. This is higher than the national average (40%).

COVID-19 has improved peoples perceptions of the value of the arts in terms of their wellbeing. 27% say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 11% say it is less important. This is line with the average for all New Zealanders.

Sub-group differences in Wellington:

Women (50%) are more likely than men (37%) to say that the arts are important to their personal wellbeing.

Women (32%) are also more likely than men (23%) to say the arts has become more important to their wellbeing since COVID-19 arrived in New Zealand.

Reasons why Wellington residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Forty four percent of Wellington residents feel the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to positive emotions such as enjoyment and providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health as well as their use as a creative outlet.

Quotes

Arts gives the mind an opportunity to think out of the box which is very good for the nurture of a human mind. It relaxes you makes you more calm and relaxed.

Woman, 15-17, Asian New Zealander, Wellington region

Arts can be an expression of self, a way to release things, be heard or seen, process difficulties.

Woman, 30-39, NZ European, Wellington region

I enjoy the social connections with my family and friends when going to a show or concert.

Man, 40-49, Māori, Wellington region

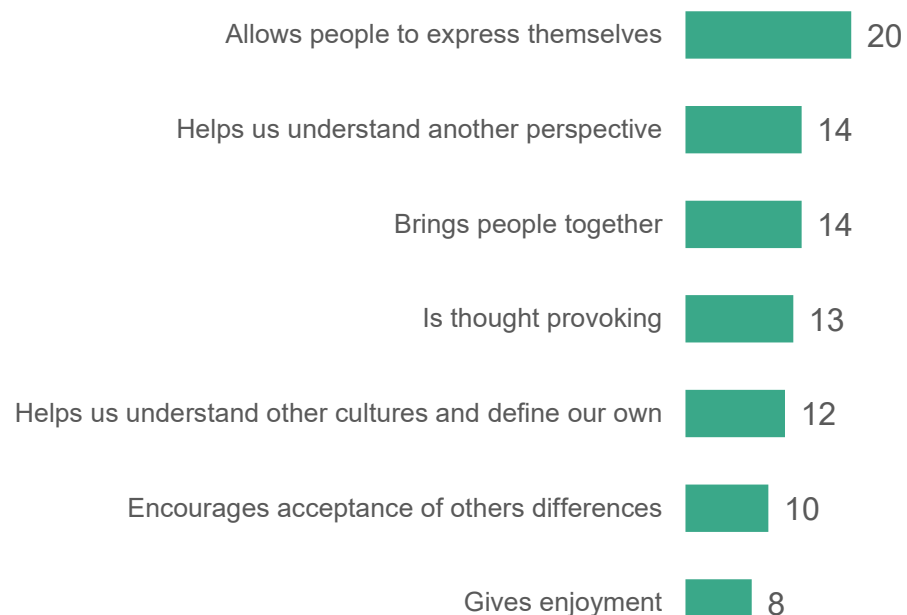
Reasons why the arts improve society

Q

For what reasons do you feel the arts help improve society?

%

LEADING RESPONSES



COMMENTARY

Sixty seven percent of Wellington residents feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart below shows the leading reasons given.

Key themes include self-expression, community cohesion, mental stimulus and joy.

“ Quotes

Art inspires and creates conversations. It brings people together and it celebrates culture and identity.

Man, 30-39, NZ European, Wellington region

Art enables self-expression and creativity in the artist, and imagination and learning in the observer. It cements our link to the natural world. Art is one of the fundamental props of our humanity.

Woman, 50-59, NZ European, Wellington region

Arts create a safe community for all. It is a tool for mental health and LGBTQ identity.

Woman, 30-39, Māori, Wellington region



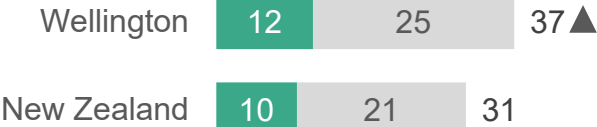
IMPACT OF COVID-19

Q

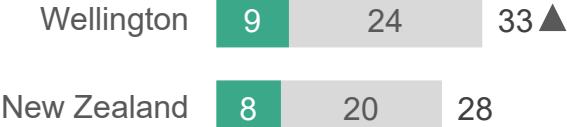
How much do you agree or disagree with the following?

%

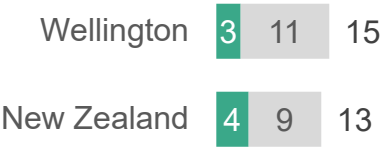
Arts and culture have supported my wellbeing during the COVID-19 crisis



I have watched more arts and culture activities online since the March lockdown



I have attended or participated in new arts and culture activities because of COVID-19



■ Strongly agree ■ Slightly agree

COMMENTARY

Thirty seven percent of Wellington residents say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also moved people online, with 33% of residents agreeing they watch more activities online since the March lockdown.

Wellington residents are more likely to agree with these two statements than New Zealanders overall.

Finally, the pandemic has even encouraged some people to engage in new cultural activities (15%).

Sub-group differences in Wellington:

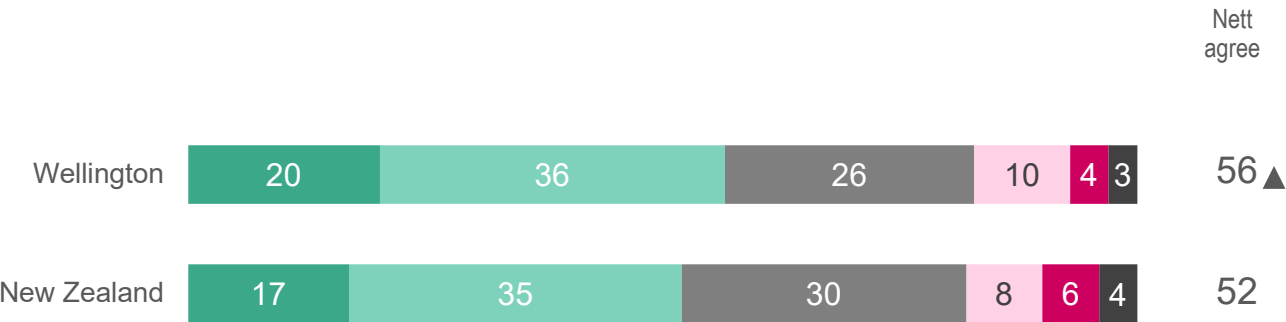
Women (41%) are more likely than average (37%) to say that the arts and culture supported their wellbeing during the COVID-19 crisis, while men (31%) are less likely than average to say so.

Asian New Zealanders are more likely than average to have participated in new arts and culture activities because of COVID-19 (22% vs. 15%).

Q

How much do you agree or disagree with the following?

I'd like to have the choice of attending the arts in person or watching online



Arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis



Strongly agree Slightly agree Neither agree nor disagree
Slightly disagree Strongly disagree Don't know

COMMENTARY

Fifty five percent of residents see the arts as playing a vital role in the COVID-19 recovery.

There is an appetite to retain online access to the arts which has developed through the pandemic. Looking forward, 56% would like to choose whether to attend the arts in person or watch them online.

Wellington residents are more likely to hold these attitudes than New Zealanders overall.

Sub-group differences in Wellington:

Women are more likely than men to want the choice to view arts online or in person (62% compared to 51%).

Women are also more likely than men to believe the arts have a significant role to play in the COVID-19 recovery (61% compared to 48%).



FOR FURTHER INFORMATION PLEASE CONTACT

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