

ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

New Zealanders and the arts:

attitudes, attendance and participation in 2011

Ngā iwi katoa ō Aotearoa me ngā mahi toi:
he tirohanga āhua, rātou i tae atu, rātou i whai waahi i roto i te tau 2011

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Photo: Pat Shepherd.

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The O Mata! Tokelau Dance Group perform at the 2010 Arts Pasifika Awards, where they received the Pacific Heritage Art Award. Photo: Neil Mackenzie.

Introduction

This document is Creative New Zealand's summary of findings from independent research in 2011 into New Zealanders' attitudes to, attendance at and participation in the arts.

It provides insights that will help the arts community and its supporters identify new trends in a rapidly changing environment, seize new opportunities, and address the challenges ahead.

We expect this research will stimulate debate, inform policy-makers, and provide the arts community with information they can use to advocate for the value of the arts to our communities.

The research has been carried out by independent research company Colmar Brunton and builds on previous research in 2005 and 2008. It provides a benchmark against which we can gauge the importance of the arts to New Zealanders. The news is encouraging. As a nation we continue to be highly engaged in the arts, particularly young New Zealanders, who gain an immense sense of wellbeing from being creative.

This document also presents some findings from a new survey, the *Audience Atlas New Zealand 2011*, which is published separately.

This new research will provide arts organisations with market intelligence for developing their audience and marketing programmes and understanding the motivations of current and potential audiences.

Developed primarily as an audience development tool by Morris Hargreaves McIntyre¹, the *Audience Atlas New Zealand 2011* measures attendance and potential interest for 39 artforms and cultural attractions.



Alastair Carruthers

Chair, Arts Council



Stephen Wainwright

Chief Executive

¹ Morris Hargreaves McIntyre is a United Kingdom and New Zealand-based strategic research consultancy within the culture and heritage sectors.



A member of the public conducting at an Auckland Philharmonia Orchestra Open Day, Auckland Town Hall. Photo: Adrian Malloch.

Our five key findings

1. New Zealanders strongly support the arts in their community
2. There is strong interest in Māori and Pacific arts
3. Young New Zealanders are increasingly involved in the arts
4. Online engagement with the arts has increased significantly
5. There is a large market for the arts in New Zealand

Our five key findings

1. New Zealanders strongly support the arts in their community

NEW ZEALANDERS REMAIN POSITIVE ABOUT THE ARTS

The majority of New Zealanders agree that the arts help define who we are as New Zealanders (80%) and that the arts contribute positively to the economy (73%). They agree that their community would be poorer without the arts (69%) and support public funding of the arts (76%).

While strong support remains, there is also some evidence that New Zealanders are feeling slightly less connected with the arts.

ENGAGEMENT WITH THE ARTS REMAINS HIGH

Most New Zealanders (85%) have engaged with the arts either by attending or being actively involved in the past 12 months. This is similar to 2008 (86%) and compares favourably with overseas examples. A similar survey in England² measured engagement at 77% and 76%, in 2010/11 and 2008/09.

FOUR OUT OF FIVE NEW ZEALANDERS ATTEND ARTS EVENTS

The majority of New Zealanders (80%) have attended an arts event in the past 12 months. While this is slightly lower than in the 2008 survey (83%), it is likely due to the loss of arts infrastructure in Christchurch. As with previous surveys, a third of New Zealanders attend the arts more than 10 times a year.

CHRISTCHURCH PEOPLE WANT THE ARTS TO BE A PART OF THEIR CITY'S FUTURE

There is a high level of support for the arts in Christchurch city. Of those surveyed 94% agreed that 'it's important that Christchurch is recognised as a place that supports excellence in the arts' and 90% agreed that 'arts and culture have a vital role to play in the re-building of Christchurch's future'.

2. There is strong interest in Māori and Pacific arts

MĀORI AND PACIFIC ARTS³ APPEAL TO A RANGE OF PEOPLE

Almost three quarters (74%) of those who have attended a Māori arts event in the past 12 months are not Māori, and almost nine out of 10 people attending Pacific arts events (88%) are not from a Pacific Island ethnic group.

TAKING PART IN MĀORI AND PACIFIC ARTS APPEALS TO A RANGE OF YOUNG NEW ZEALANDERS⁴

Half (52%) of those young New Zealanders who have participated in the Māori arts outside of school in the past year are not Māori. More than three quarters (77%) of those involved in the Pacific arts outside school are not Pacific Islanders.

3. Young New Zealanders are increasingly involved in the arts

BEING CREATIVE IS AS POPULAR AS PLAYING VIDEO GAMES

Four out of five young New Zealanders (80%) like to do at least one creative arts activity in their spare time. This is an increase since 2008 (73%), and it puts the creative arts alongside other popular pastimes, such as playing video games (77%) or watching TV and DVDs (80%).

PARTICIPATING IN THE ARTS MAKES YOUNG PEOPLE FEEL GOOD ABOUT THEMSELVES

Young New Zealanders generally feel even more positive about the arts than in 2008. Nearly half (46%) feel 'brilliant' and a further third (38%) feel 'really good' when they are being creative. In 2008 these figures were 32% and 47% respectively.

2 *Taking Part Survey* commissioned by the Department of Culture, Media and Sport, United Kingdom.

3 For definitions of Māori and Pacific arts, see page 76.

4 'Young New Zealanders' refers to those aged 10 to 14 years.

YOUNG PEOPLE ARE ATTENDING ARTS EVENTS OFTEN

The majority of young people (87%) have attended an arts event, and nearly three quarters (72%) have done so outside school with friends or family members in the past 12 months.

4. Online engagement with the arts has increased significantly

VIEWING OF THE ARTS ONLINE HAS INCREASED DRAMATICALLY

Since 2008 there has been a dramatic increase in the number of people viewing the arts online, and also a greater flow-on effect for attendance at live events as a result. In 2011, 51% of New Zealanders had watched a performance or looked at art online, compared to 38% in 2008. In 2011, 23% of those who viewed the arts online went on to attend a live event, compared with just 15% in 2008.

DIGITAL ART IS A WAY TO ENCOURAGE YOUNG PEOPLE INTO THE ARTS

Four out of five young people (80%) have used a computer to create art in the past year and digital art is the artform they most want to be involved in. Digital art is particularly attractive to those who tend to be less interested in the creative arts overall or who do not feel very positive when they do creative things.

5. There is a large market for the arts in New Zealand⁵

THE VAST MAJORITY OF NEW ZEALANDERS HAVE BEEN TO AT LEAST ONE ARTS OR CULTURE EVENT IN THE LAST THREE YEARS

In total, 95% of New Zealanders aged 15 or more have attended at least one arts or culture event in this period. Based on Statistics New Zealand population projections, this is an estimated 3.347 million people. This compares favourably with 87% of Australian adults and 85% of adults in the United Kingdom.

Of those surveyed, 40% had spent money on cultural events in the past month. Across the whole culturally active market that gives an average monthly spend of \$53 per person (\$35 on admissions, \$14 on food and drink, and \$5 on souvenirs or programmes⁶). When the average monthly spend is calculated across the whole population, that equals a total spend of \$2.31 billion a year, or \$690 a head.

⁵ Results from the *Audience Atlas New Zealand 2011* included a broader range of cultural activities than *New Zealanders and the arts*. See page 79 for more information on this survey.

⁶ Figures do not add due to rounding.



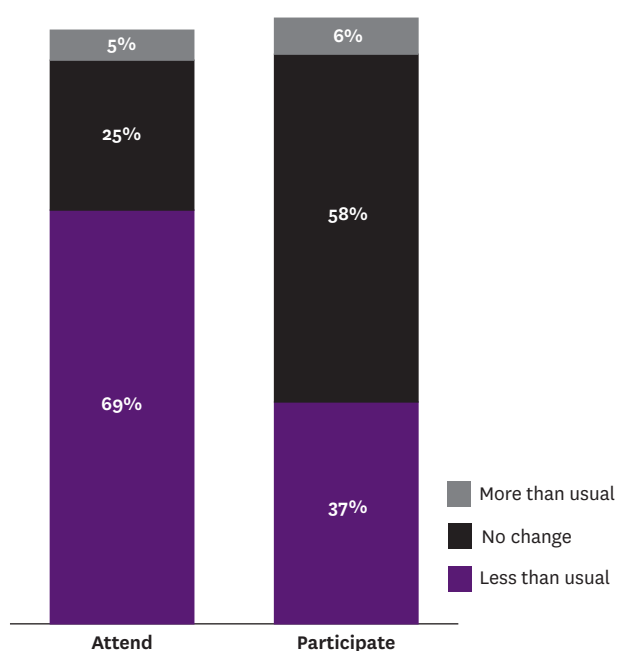
Fly My Pretties, St James Theatre, Wellington, 2009. In their first outing since 2009, Fly My Pretties performed at Hagley Park, Christchurch in October 2011 with funding from a Creative New Zealand Earthquake Assistance Grant. Photo: Pat Shepherd.

The 2011 context

The Earthquakes

The earthquakes and continued aftershocks in Christchurch were devastating for the city's residents and those in the wider Canterbury area. As a result many arts venues, studios and performance spaces have been lost. Combined with the personal and financial toll of the earthquakes, this meant that two thirds of Christchurch residents have attended arts events less frequently than usual.

In the time since the September 2010 earthquake, do you think you personally have attended/participated in the arts more or less than you did before the earthquakes, or has there been no change?



In this report we note where the overall results have been substantially affected by the situation in Christchurch.

The Economic Recession

In the period since the 2008 survey many New Zealanders have experienced the flow-on effects of the recession, including rising prices. This has meant that disposable incomes have yet to recover to pre-recession levels, with many households cutting back on their spending and making changes to what they buy.

Given this difficult economic climate and the tragedies of the September 2010 and February 2011 earthquakes, a decline in arts attendance was anticipated. In this context the research results are more positive than expected. They show that arts attendance has generally stayed at 2008 levels, with only relatively small decreases overall.

“The Royal New Zealand Ballet production of *Peter Pan*. It was a lovely performance and the last I have seen because of the earthquakes in Christchurch.”

Female, Canterbury region, aged 30-34 years



Tiffany Singh, Newton & *The Piece Bomb*, an installation of hanging sculptural objects, which was fully activated through participation by gallery visitors. Artspace, Auckland 2010.

Adults:

key findings

NEW ZEALANDERS AGED 15 YEARS AND OVER

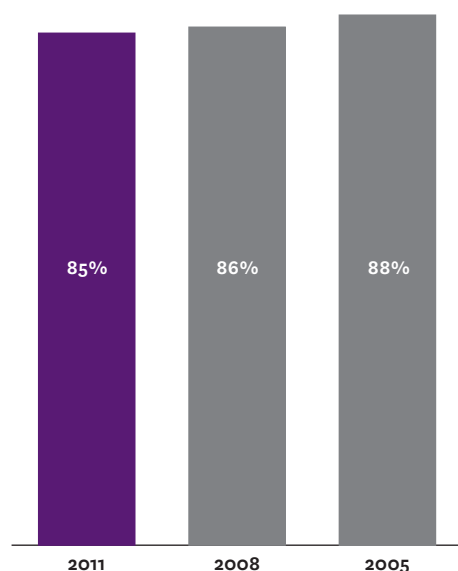
In this section we detail our key findings for New Zealanders aged 15 years and over

Adult survey: key findings

ENGAGEMENT WITH THE ARTS

The results for overall engagement in the arts are positive, with the majority of New Zealanders (85%) having either attended or participated in the arts in the past 12 months. Engagement includes attendance at an arts event or participation in the arts. When Christchurch residents and those in the surrounding area are excluded from the data, the 2008 and 2011 results are the same, at 86%.

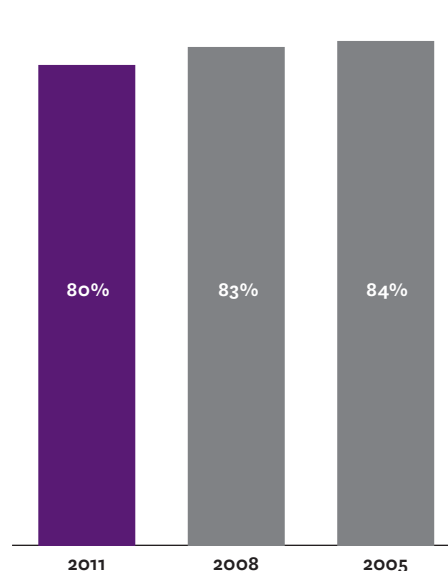
Overall engagement with the arts in New Zealand



ATTENDANCE AT ARTS EVENTS

The majority of New Zealanders (80%) have attended one or more arts events in the past 12 months. This is slightly lower than in the 2008 survey (down from 83%), and is likely to be due to the loss of arts infrastructure in Christchurch. When Christchurch residents, and those in the surrounding area, are excluded from the data, the 2008 and 2011 results are the same, at 83%.

Attended one or more arts events in the last year



Similar to the 2005 and 2008 results, one third of New Zealanders (32%) attend arts events regularly (more than 10 times per year), and 27% attend more than three and up to ten times per year.

Overall attendance by artform⁷ in the past 12 months is as follows:

- **Visual arts:** 58% have attended at least one visual arts event.
- **Performing arts:** 59% have attended at least one performing arts event (46% have attended a concert or musical performance, 33% have attended the theatre, and 21% have attended a ballet or dance event).
- **Literature:** 11% have attended at least one literature event.
- **Māori arts:** 30% have attended at least one Māori arts event.
- **Pacific arts:** 29% have attended at least one Pacific arts event.

For the most part, attendance for each artform in the past 12 months was similar to 2008, with a few exceptions:

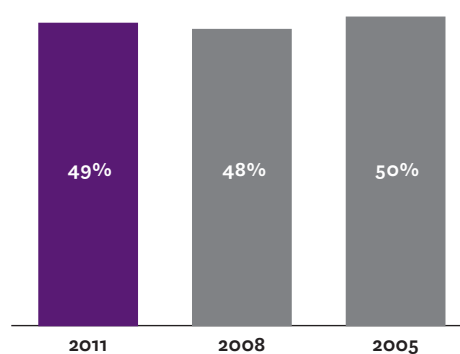
- There has been less frequent attendance of the visual arts, with 39% attending four or more events in 2011 compared to 48% in 2008. This decrease remains when respondents from Christchurch or the surrounding area are removed from the data.
- Fewer New Zealanders have attended a literature event (down from 14% in 2008 to 11% in 2011). This decrease also remains when respondents from Christchurch or the surrounding area are removed, although the difference is no longer statistically significant⁸.

Māori and Pacific artforms clearly appeal to a range of New Zealanders. Almost three quarters (74%) of those who have attended a Māori arts event in the past 12 months are not Māori and almost nine out of 10 people attending Pacific arts events (88%) are not from a Pacific Island ethnic group.

PARTICIPATION IN THE ARTS⁹

Half of New Zealanders have been actively involved in at least one arts event in the past 12 months, and one quarter (25%) participate at least monthly.

Active participation in the arts over the past 12 months



Participation for each artform in the past 12 months is similar to 2008, with the exception that it has increased for Māori arts (up from 12% to 14%) and performing arts (up from 16% to 19%).

- **Visual arts:** 33% have been actively involved in visual arts.
- **Performing arts:** 19% have been actively involved in the performing arts (13% in concerts or musical performances, 6% in ballet or dance events, and 5% in theatre).
- **Literature:** 12% have been actively involved in literature.
- **Māori arts:** 14% have been actively involved in Māori arts.
- **Pacific arts:** 10% have been actively involved in Pacific arts.
- **Digital arts:** 22% have used a computer to create an original work of art.

⁷ For a definition of each artform, see page 76.

⁸ A difference is 'statistically significant' if it is unlikely to have occurred by chance.

⁹ For a definition of participation, see page 76.

ATTITUDES TOWARDS THE ARTS

New Zealanders remain very supportive of the arts. The majority agree that the arts contribute to our economy, that the arts should receive public funding, and that their local council should support the arts in their communities.

More than two thirds of New Zealanders agree with the following statements:

- **The arts are good for you** (87%)
- **The arts help define who we are as New Zealanders** (80%)
- **The arts are strong in New Zealand** (76%)
- **The arts should receive public funding** (76%)
- **The arts contribute positively to our economy** (73%)
- **My local council should give money to support the arts** (73%)
- **My community would be poorer without the arts** (69%)

The attitudinal results are similar to the 2008 survey, although there have been some small, but statistically significant changes.

Fewer people agreed with the following statements in 2011 compared to 2008:

- **The arts are for people like me** (69%, compared to 72% in 2008)
- **The arts are part of my everyday life** (58%, compared to 65% in 2008)
- **The arts should receive public funding** (76%, compared to 79% in 2008).
- **My community would be poorer without the arts** (69%, compared to 72% in 2008).

These changes appear to reflect the economic situation and slightly lower attendance, resulting in some New Zealanders feeling less personal connection with the arts in 2011.

THE ARTS ONLINE

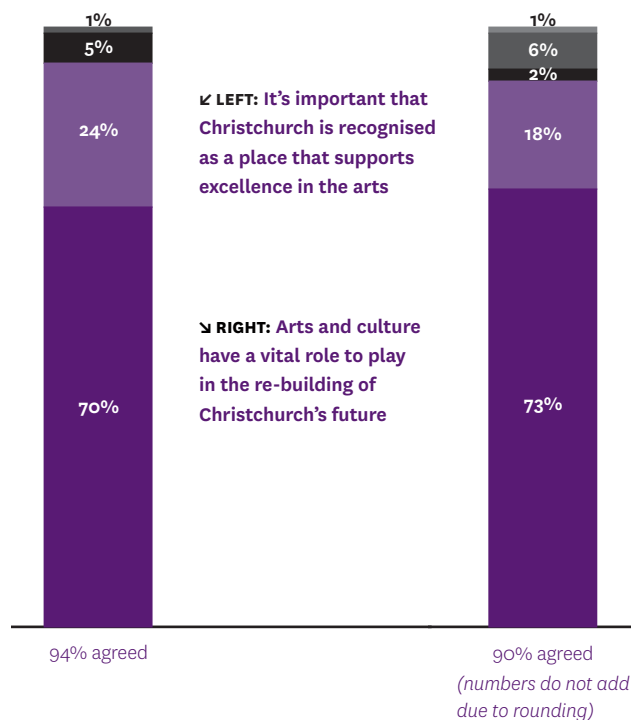
Since 2008 there have been substantial increases in engagement with the arts online. This is likely to increase further over the next few years as new technologies become more integrated and commonplace (eg, smartphones, tablet computers, on-demand television) and their potential applications to the arts are realised.

In the past 12 months:

- 51% viewed an artform online (up from 38% in 2008) – and 23% of those attended a live event as a direct result (up from 15% in 2008).
- 39% purchased a ticket to an arts event online (up from 29% in 2008).

SUPPORT FOR THE ARTS IN CHRISTCHURCH

There is a high level of support for the arts in Christchurch city. The vast majority of Christchurch residents agree that it is important Christchurch is recognised as a place that supports excellence in the arts (94% agree) and that arts and culture have a vital role to play in the re-building of Christchurch's future (90% agree).



KEY: ■ strongly agree ■ slightly agree ■ neither ■ slightly disagree ■ strongly disagree



Saviour Dub from Tiki Taane Mahuta (performed at Kōwhiri Dance 2011). Composer: Tiki Taane. Choreographer: Tanemahuta Gray and Kurahapainga Te Ua. Photo: Wendy Smith. Courtesy of Infinite Monkeys Photography.



Children partake in a design competition at the Auckland Arts Festival 2011. Photo: John McDermott.

Young people: key findings

NEW ZEALANDERS AGED 10 TO 14 YEARS

In this section we detail our key findings for New Zealanders aged 10 to 14 years

Young people survey: key findings

ENGAGEMENT WITH THE ARTS

Over the past 12 months virtually all (99%) young New Zealanders had engaged with the arts in some way, either through active participation or by attending arts events. This is the same as 2008.

In the past 12 months:

- **99% had actively participated in at least one artform.** This figure excludes taking music or singing lessons.
- **87% had attended at least one arts event.**

ATTENDANCE AT ARTS EVENTS

The majority (87%) have attended an arts event, and nearly three quarters (72%) have done so outside of school with friends or family members in the past 12 months.

Compared to 2008 there have been significant increases in young people's attendance at visual arts (up from 46% to 52%) and Pacific arts events (up from 32% to 38%). Attendance at other types of arts events is on a par with attendance in 2008, including attendance at performing arts (64%), literature (27%) and Māori arts events (42%).

PARTICIPATION IN THE ARTS

New Zealand schools are instrumental in helping young people engage with the arts. However, what is perhaps most encouraging is that the majority of young New Zealanders (91%) have been involved in at least one arts event outside of school or school homework.

This includes 88% who have participated at home in their own time, 13% who have participated on a marae, and 39% who have participated somewhere else (other than school).

When asked what they like to do in their spare time, four out of five (80%) responded that they like to do at least one creative arts activity. This is an increase since 2008 (up from 73%), and it puts the creative arts alongside popular pastimes such as watching TV and DVDs (80%) and playing video games (77%).

ATTITUDES TOWARDS THE ARTS

Young New Zealanders generally feel more positive about the arts than in 2008. Nearly half (46%) feel 'brilliant' when participating in the arts and a further third (38%) feel 'really good'. Less than 1% say that doing creative things does not make them feel good.

The majority feel confident about their capability in the arts, with nearly three quarters (71%) saying they are 'very' or 'quite' creative. Just over one quarter (28%) see themselves as 'sort of' or 'not that creative'. This is down from 34% in 2008.

It appears that New Zealanders continue to foster a culture that supports the arts, with nearly all young New Zealanders being encouraged to participate in the arts by at least one person. There also appears to be little stigma attached to the arts, with only a small minority saying their friends do not like the arts (4%).

Girls appear to be in social networks that are slightly more supportive of the arts, and this is reflected in their generally higher levels of attendance and participation in the arts.

Young people get support and encouragement to be involved in the arts from a range of others, including parents (81%), teachers (69%), friends (49%), siblings (24%) and other relatives (30%).

“I love the arts. You're always going to be around the arts. And I think that it's really cool and I think the new Christchurch should be a place filled with art.”

Girl, 13-years-old, NZ European



Visual artist Karangawai Marsh and girls painting, 2011.



Audience watching *Vietnamese Water Puppets* at the Auckland Arts Festival 2011. Photo: John McDermott.

Adults:

full findings

NEW ZEALANDERS AGED 15 YEARS AND OVER

In this section we provide more detailed information about the research results for New Zealanders' engagement with, attendance at and participation in the arts

Arts attendance: frequency

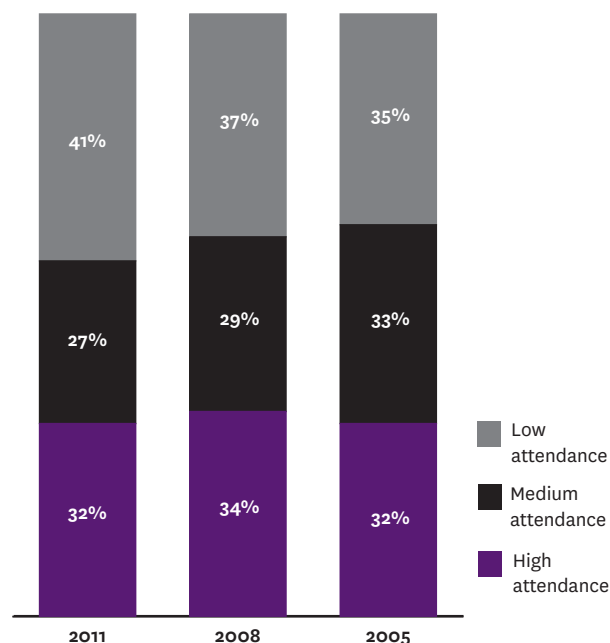
ATTENDANCE GROUPS

For the 2011 survey, as with 2005 and 2008, frequency of attendance by New Zealanders was grouped into three even-sized behavioural groups (or 'trities') based on levels of attendance – low, medium and high – across all categories of the arts measured in the study.

Attendance is defined as:

- Low attendance: did not attend anything (20%) or attended three or fewer events in the past 12 months (21%)
- Medium attendance: attended more than three events and up to 10 events in the past 12 months (27%)
- High attendance: attended more than 10 events in the past 12 months (32%).

Respondents were asked, "On average, how often have you attended an arts event in the past 12 months?". The 2005, 2008 and 2011 findings are presented in the chart below.



Consistent with the result shown for overall attendance, the low attendance segment has increased. However, again, this appears to be due primarily to lower attendance in Christchurch in 2011. If we exclude respondents from Christchurch and the surrounding area from the 2008 and 2011 surveys, there is no difference in the size of each segment.

WHO ATTENDS THE MOST FREQUENTLY?

Those in the 'high' attendance group (**32%**) are more likely to be:

- women (34%)
- 15 to 29 years of age (36%)
- Māori and Pacific people (50% and 46% respectively)
- those with high household incomes, \$120,000 or higher (41%).

WHO ATTENDS THE LEAST FREQUENTLY?

Those in the 'low' attendance group (**41%**) – people who attend infrequently or not at all – are more likely to be:

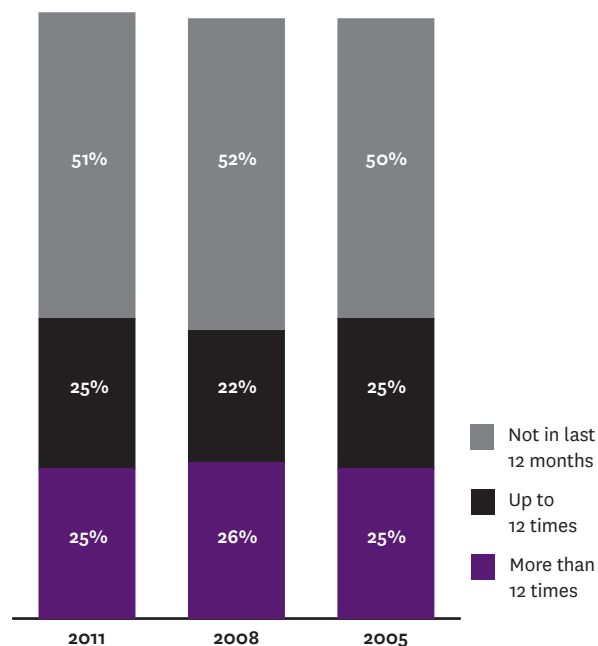
- men (47%)
- those who identify with Asian ethnicities (51%)
- those with household incomes under \$80,000 (44%).

Arts participation: frequency

PARTICIPATION GROUPS

Half of New Zealanders (50%) are actively involved in the arts. They can be divided into two equal-sized groups – those who participated more than 12 times in the past 12 months (25%), and those who participated less often than that (25%).

Frequency of participation in the past 12 months



(Percentages in 2011 add to 101 due to rounding)

WHO PARTICIPATES THE MOST FREQUENTLY?

Those who have participated in the arts more than 12 times in the past 12 months (**25%**) are more likely to be:

- 15 to 29 years of age (36%)
- Māori (43%)
- those with low household incomes, under \$30,000 (30%).

As in the 2005 and 2008 surveys, the overall findings have been influenced by significantly higher participation among 15 to 24 year olds.

WHO PARTICIPATES THE LEAST FREQUENTLY?

Those who have not participated in the arts (**51%**) are more likely to be:

- aged 40 years or over (59%)
- those with a household income of \$80,000 or more (57%)
- living in an urban area (53%).

MUCH HIGHER ACTIVE PARTICIPATION BY YOUNGER NEW ZEALANDERS

PARTICIPATION	Total*	15-29 years	30-44 years	45-59 years	60-74 years	75+ years
Total (n=)	2,580	482	772	662	488	173
Did not participate	51%	34%	54%	58%	57%	62%
Participated 12 times or less	25%	31%	22%	24%	21%	23%
Participated more than 12 times	25%	36%	24%	19%	22%	15%



Kila Kokonut Krew, *The Factory* – a Pacific musical, 2011.

Attitudes towards the arts

OVERALL ATTITUDE TO THE ARTS

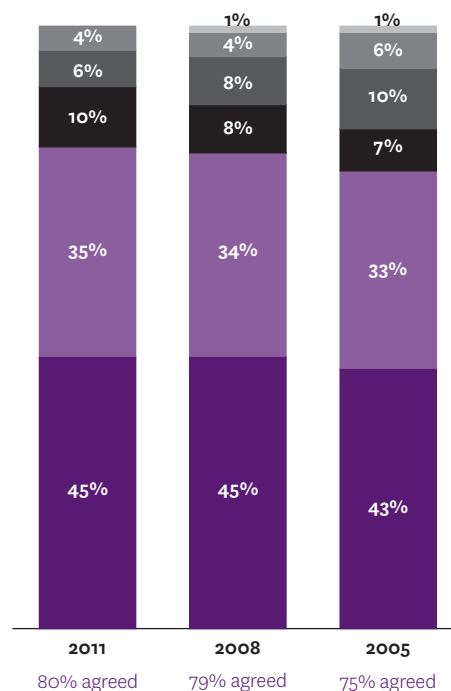
Similar to previous surveys the arts are closely linked to New Zealanders' sense of identity – four out of five New Zealanders agree that the arts help define who we are, and more than two thirds believe that their community would be poorer without the arts.

While the results are similar to those of previous years, there have been small but statistically significant changes. For the most part, these changes appear to reflect the economic situation for New Zealand and slightly lower attendance over the past 12 months. All of the changes remain when respondents from Christchurch and the surrounding area are excluded from the 2008 and 2011 results.

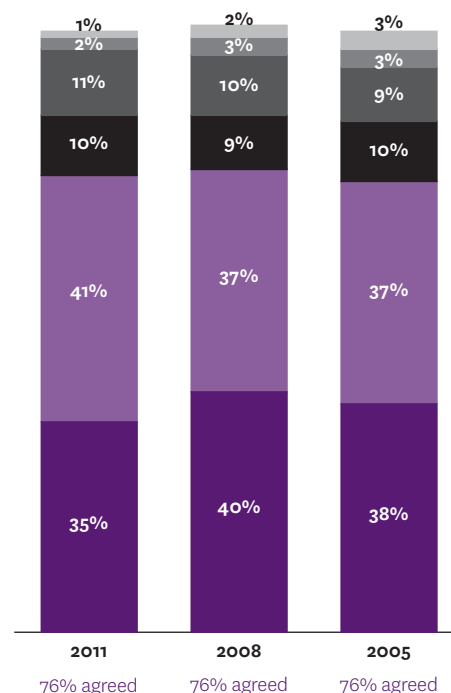
To find out what New Zealanders think about the arts in New Zealand a series of 15 attitudinal 'agree-disagree' statements were developed and included in the three surveys.

The bar graphs in this section give the results for each statement. Each percentage in the bar graphs has been rounded to a whole number. This means that some bars do not add to 100 and some percentages for 'agreed' differ by 1% from the sum of those in the bar.

The arts help define who we are as New Zealanders



The arts are strong in New Zealand

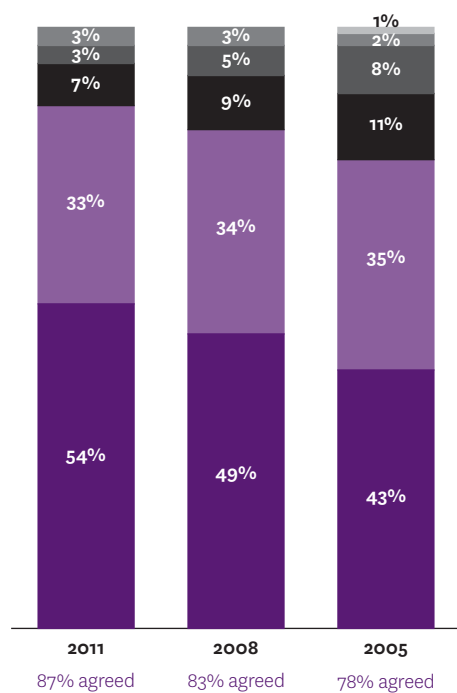


KEY: ■ strongly agree ■ slightly agree ■ neither ■ slightly disagree ■ strongly disagree ■ don't know

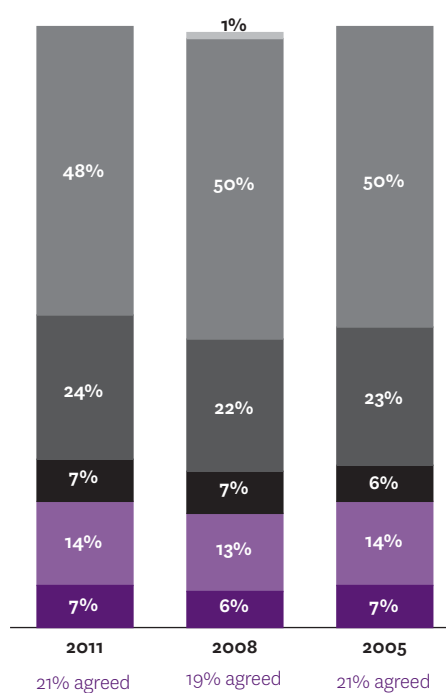
AN APPETITE FOR THE ARTS

New Zealanders have an appetite for the arts. A large majority (up from 83% to 87%) agree that ‘The arts are good for you’. Just one fifth agree with the statement ‘I don’t find the arts all that interesting’ (21%). The level of agreement with the latter statement has not changed since 2005.

The arts are good for you¹⁰



I don't find the arts all that interesting

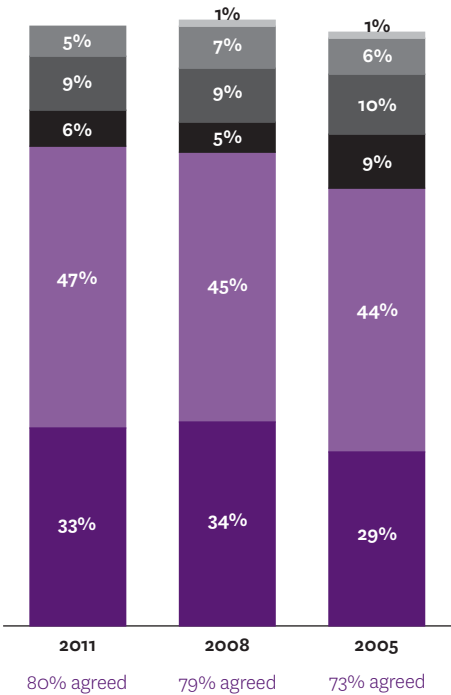


KEY: ■ strongly agree ■ slightly agree ■ neither ■ slightly disagree ■ strongly disagree ■ don't know

¹⁰ In previous surveys this statement read ‘The arts are supposed to be good for you’.

It is encouraging to see that four out of five New Zealanders (80%) agree with the statement ‘Some arts events interest me but I still don’t go much’. It suggests that there is potential to encourage New Zealanders to attend the arts more frequently. Consistent with the 2005 and 2008 surveys, those most likely to agree with this statement are in the low or medium attendance segments.

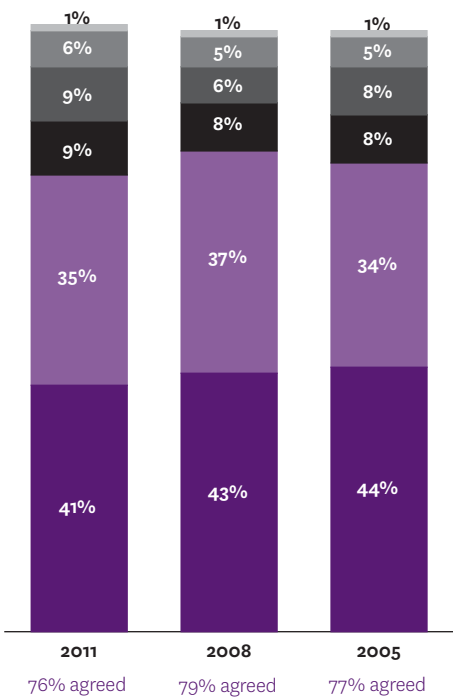
Some arts events interest me but I still don’t go much



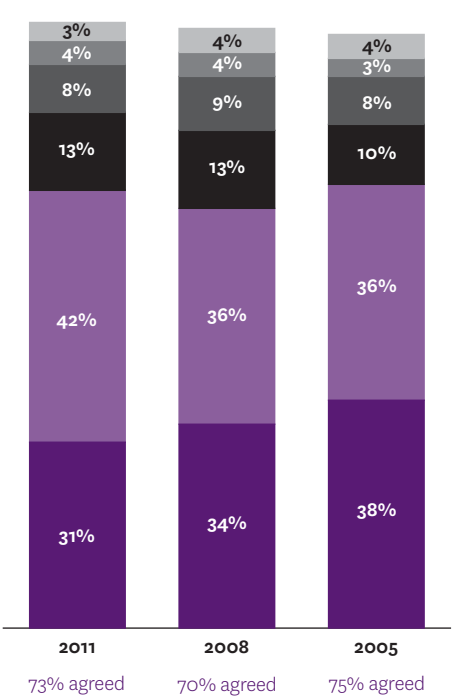
PUBLIC FUNDING AND THE CONTRIBUTION ARTS MAKE TO THE ECONOMY

The difficult economic climate may have resulted in a slight decrease in the proportion of New Zealanders agreeing that ‘The arts should receive public funding’ (down from 79% to 76%). However, more than three quarters of New Zealanders still support public funding for the arts, and more New Zealanders this year agree that ‘The arts contribute positively to our economy’ (up from 70% to 73%).

The arts should receive public funding



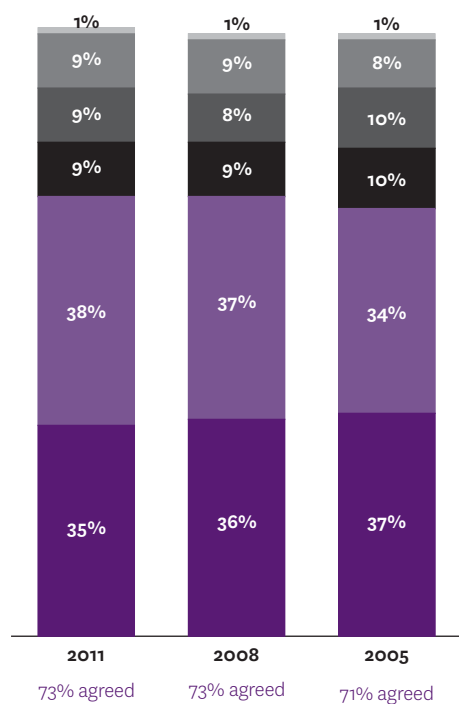
The arts contribute positively to our economy



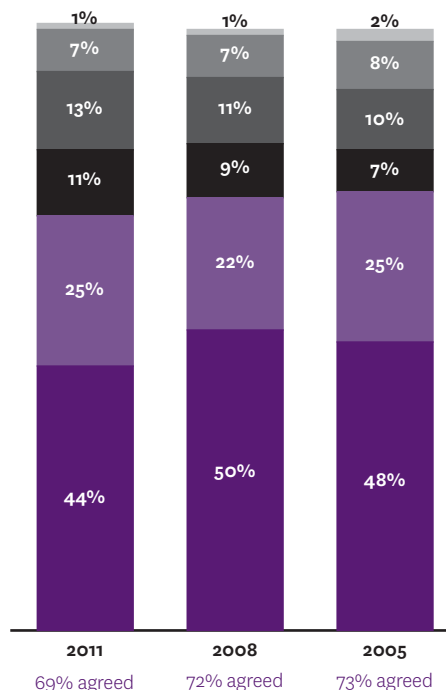
SUPPORT FOR THE ARTS IN OUR COMMUNITIES

Most New Zealanders (73%) want their local council to continue to support the arts in their community. This overall sentiment has not changed since 2005. Although there has been a small decrease in agreement with the statement 'My community would be poorer without the arts' (down from 72% to 69%), there has been no significant change in agreement with the statement 'The availability of good arts activities and events is an important reason why I like living where I do' (51% agree).

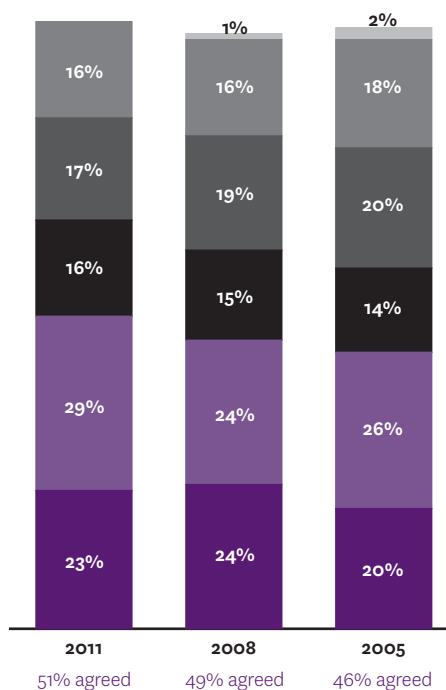
My local council should give money to support the arts



My community would be poorer without the arts



The availability of good arts activities and events is an important reason why I like living where I do



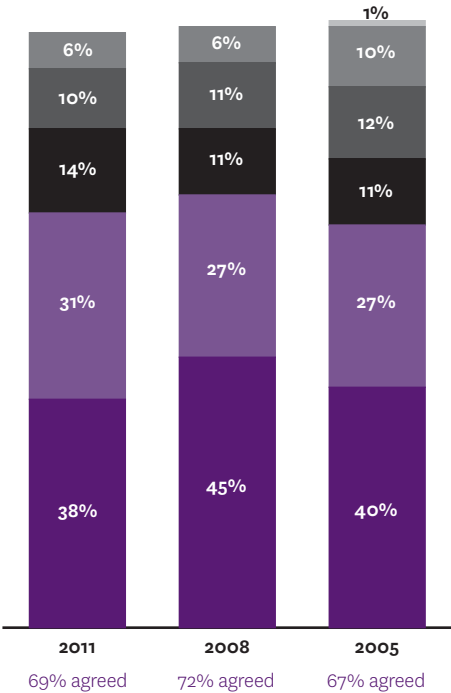
KEY: ■ strongly agree ■ slightly agree ■ neither ■ slightly disagree ■ strongly disagree ■ don't know

THE ARTS AND THE INDIVIDUAL

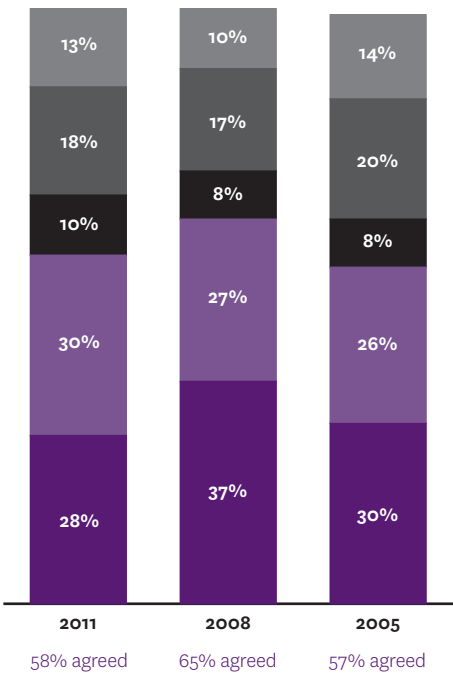
In keeping with slightly lower attendance at arts events relative to 2008, some New Zealanders appear to feel less of a personal connection with the arts in 2011.

Fewer people agree with the statements ‘The arts are for people like me’ (down from 72% in 2008 to 69% in 2011) and ‘The arts are part of my everyday life’ (down from 65% to 58%). Similarly, fewer New Zealanders agree that they ‘can’t live without the arts’ (down from 51% to 45%). And more agree that ‘The arts are only for certain types of people’ (up from 25% to 31%).

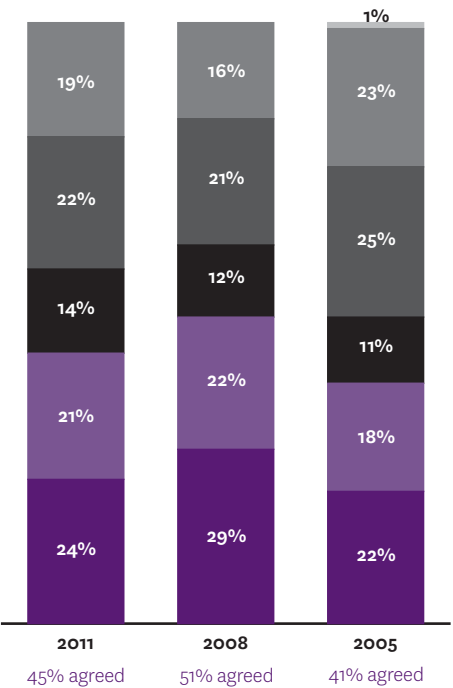
The arts are for people like me



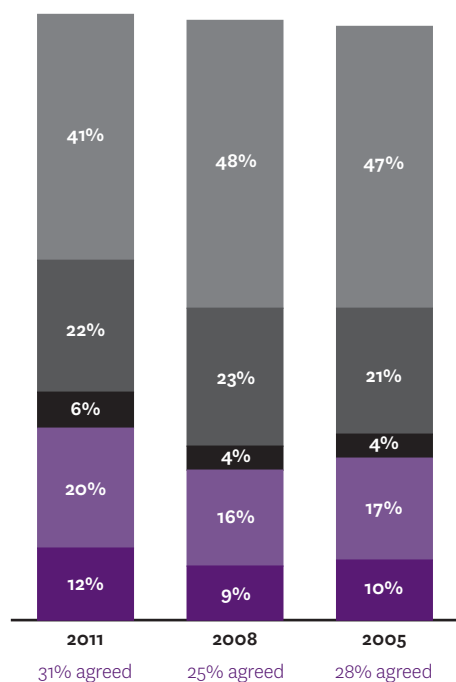
The arts are part of my everyday life



I can't live without the arts



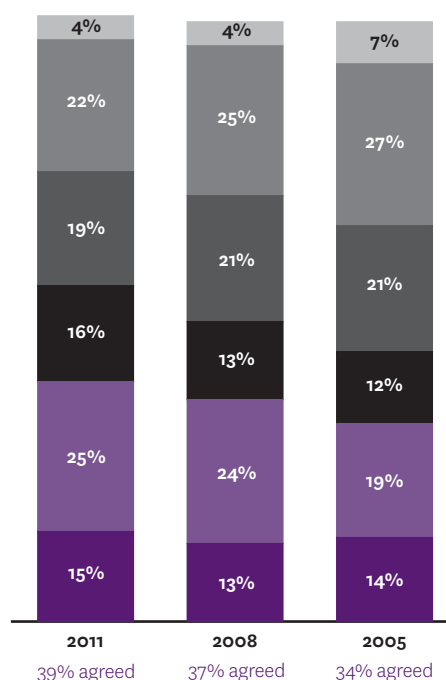
The arts are only for certain types of people



ACCESS TO INTERNATIONAL ARTS

Since 2005 more New Zealanders agree with the statement 'The arts in New Zealand aren't as good as in some overseas countries' (up from 34% in 2005, to 37% in 2008 and 39% in 2011). This may be related in part to an increasing level of engagement with the wide variety of arts available online (much of which is from overseas sources), exposure to international arts through festivals, and higher levels of knowledge and awareness of the arts internationally.

The arts in New Zealand aren't as good as in some overseas countries

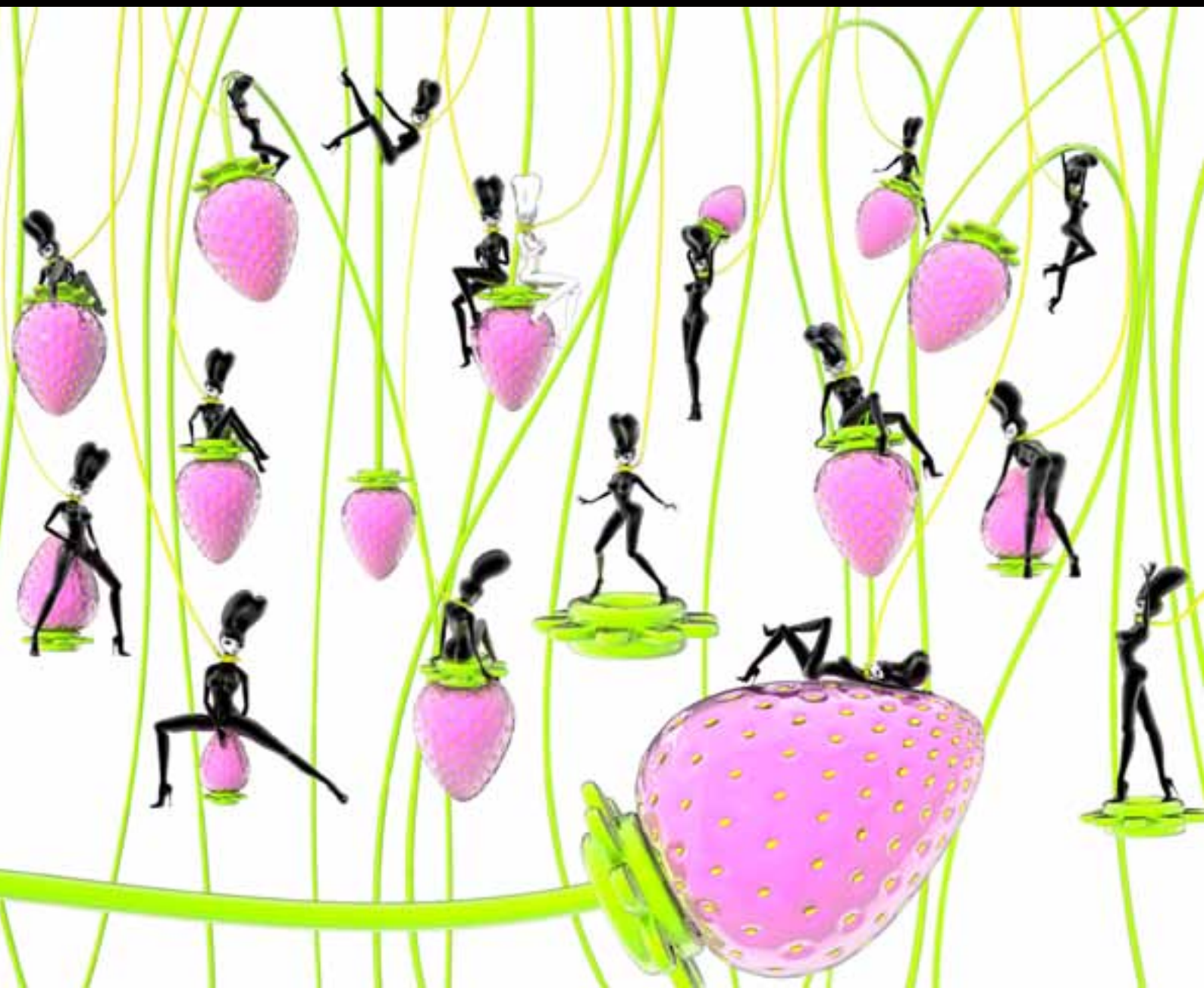


“The New Zealand International Arts Festival – the different cultures and arts that are made available during this festival is amazing and great that we can get them to New Zealand.”

NZ European female, Wellington region, aged 60-64 years



Emerging New Zealand writers Ellie Catton, Hamish Clayton and Craig Cliff at a book-signing at Writers & Readers Week, as part of the New Zealand International Arts Festival 2012. Photo: Robert Catto.



Hye Rim Lee, *Strawberry Garden*, 2011. 3d animation, 2'46" loop. Courtesy the artist, Kukje Gallery Seoul, Starkwhite Auckland.

The arts online

ONLINE ENGAGEMENT WITH THE ARTS

Those who view performances or other artforms online (**51%**) are more likely to be:

- 15 to 29 years of age (68%)
- Pacific Island people (72%).

Those who attend live events after viewing them online (**23%**) are more likely to be:

- Māori (35%) and Pacific Island (35%) people, and those who identify with an 'other' ethnic group
- those on high household incomes, \$120,000 per year or more.

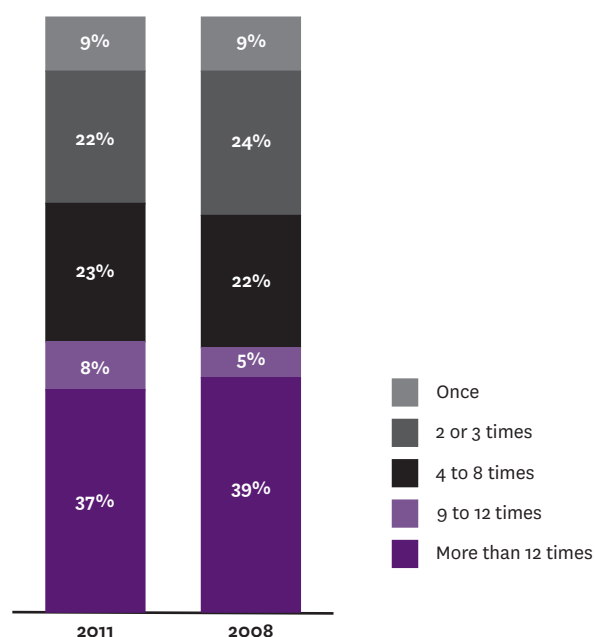
Those who use the Internet to purchase a ticket to a performance or other artform (**39%**) are more likely to be:

- New Zealand Europeans (43%)
- 15 to 49 years of age (41%)
- those with a household income of \$80,000 or more (57%)
- those who live in a main city (43%) or provincial city/town (41%).

Those who use digital technology to create an original work of art (**23%**) are more likely to be:

- men (25%)
- 15 to 29 years of age (38%).

The majority (91%) of those who use a computer to create art do so more than once a year



“I was looking at a New Zealand art gallery online. I was amazed how someone could paint a picture and be able to tell a story with it.”

NZ European female, Canterbury region, aged 25-29 years



Michel Tuffery MNZM, *First Contact*, Architectural Projection Artwork, New Zealand International Arts Festival at Museum of New Zealand Te Papa Tongarewa, 24 February – 18 March 2012. Photo: Gareth Moon.

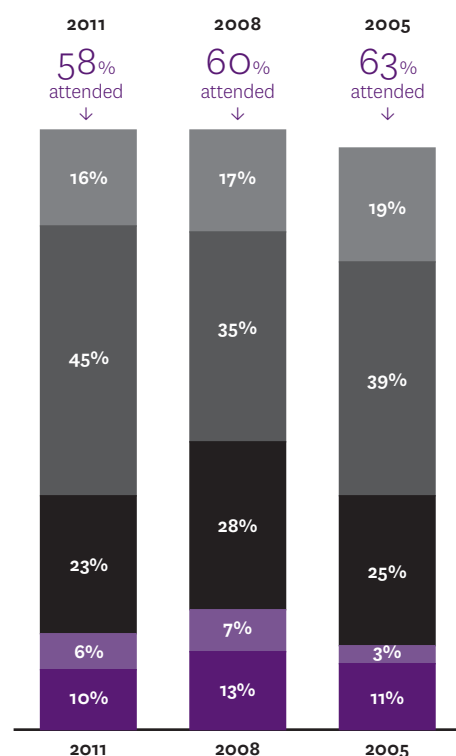
Attendance: by artform

Visual arts

ATTENDANCE

In total, 58% of New Zealanders have attended a visual arts event in the past 12 months. The majority of those who attended (84%) or participated (93%) did so two or more times.

Attendance and frequency of attendance by those who did



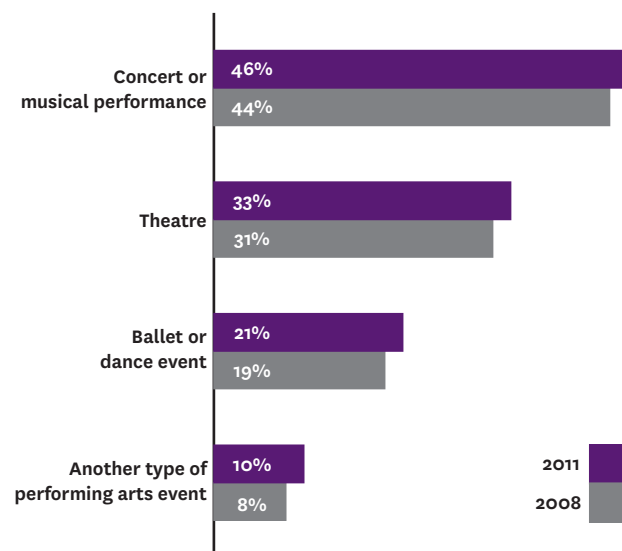
Performing arts

ATTENDANCE

In total, 59% of New Zealanders have attended a performing arts event in the past 12 months. All of the 2011 results for attendance of the performing arts, including the individual artform results, are statistically equivalent to 2008.

Attendance:	2011	2008	2005
	59% attended	60% attended	61% attended

Attendance by artform comparing 2008 and 2011

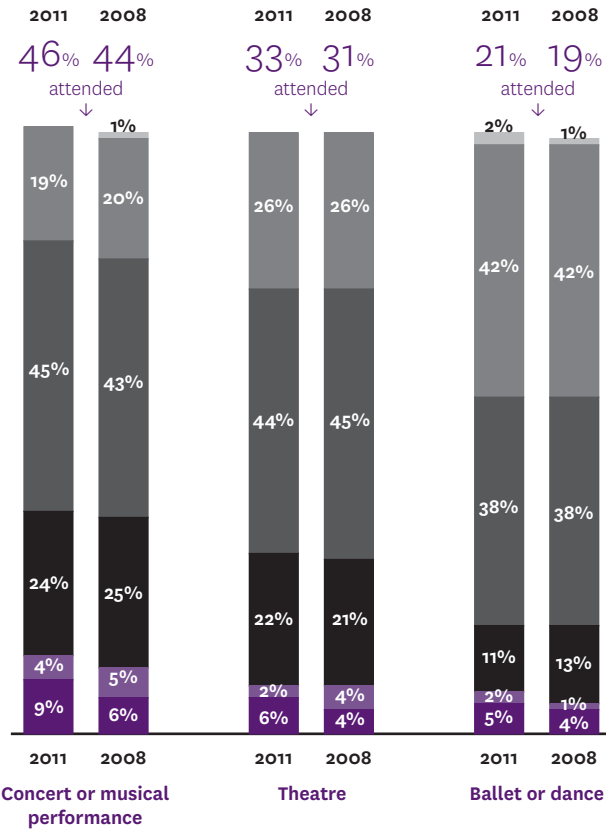


Concerts and musical performances are the most commonly attended performing artform – nearly half (46%) have attended at least one of these events in the past 12 months. The majority (82%) of those who attend concerts or musical performances do so more than once a year, and over one third (37%) attend four or more times.

One third (33%) of New Zealanders aged 15 or more have attended the theatre in the past 12 months. Like concerts or musical performances, most attendees (74%) go to the theatre more than once a year and just under one third (30%) attend four or more times.

One fifth (21%) have attended ballet or dance events in the past 12 months. Relative to the other performing artforms, attendees tend to visit ballet or dance events less often, although more than half (56%) attend more than once a year.

Attendance and frequency of attendance by performing artform

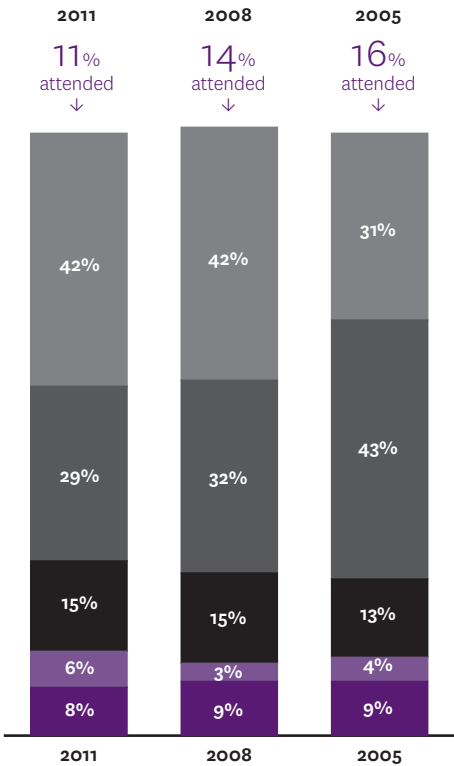


Literature

ATTENDANCE

Relative to 2008, fewer New Zealanders have attended a literature event such as a poetry or book reading or a literary festival. This decrease also remains when respondents from Christchurch or the surrounding area are excluded from the data, although the difference is no longer statistically significant.

Attendance and frequency of attendance by those who did



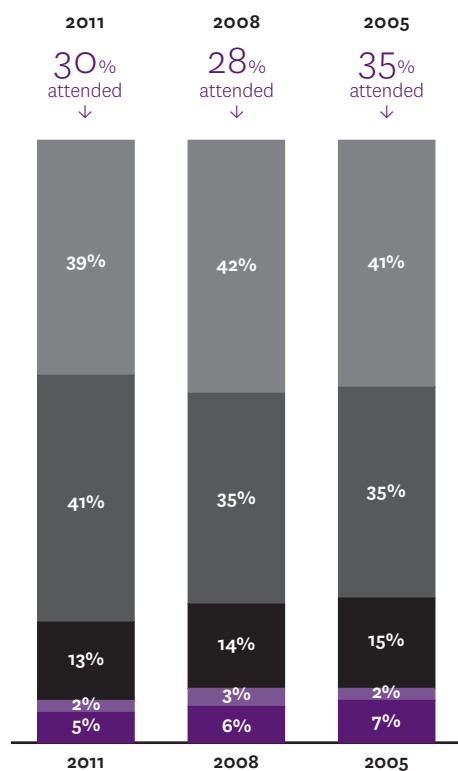
The frequency of attendance is lower than for other artforms, although more than half (58%) of the attendees have attended two or more events.

Māori arts

ATTENDANCE

Similar to 2008, 30% of New Zealanders have attended at least one Māori arts event in the past 12 months. A Māori arts event may have included cultural performances, festivals, exhibitions or celebrations by Māori people or groups. The majority (61%) of those who attend Māori arts events do so two or more times a year, and 20% do so four or more times.

Attendance and frequency of attendance by those who did

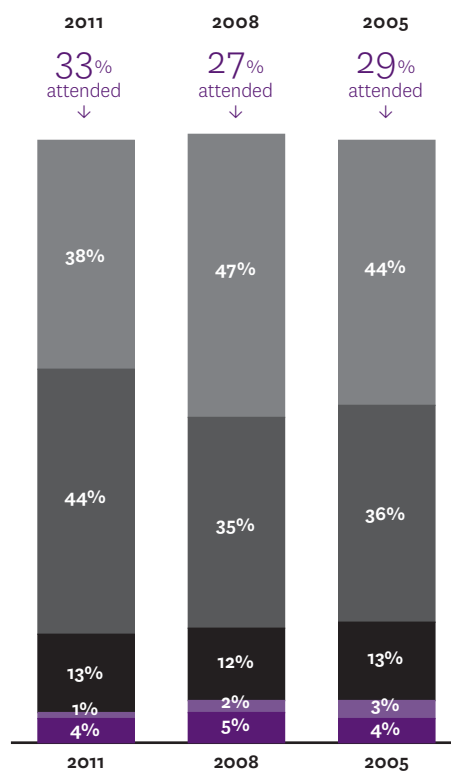


Pacific arts

ATTENDANCE

Consistent with the 2008 survey, 29% of New Zealanders attended at least one Pacific arts event in the past 12 months, which may have included cultural performances, festivals, exhibitions or celebrations by Pacific people or groups. Among attendees, frequency of attendance is higher than in 2008, with 62% attending more than one event (up from 54%).

Attendance and frequency of attendance by those who did





Te Ataarangī Māori language class, Te Wānanga o Raukawa, Parewahawaha Marae, Bulls, 2011.

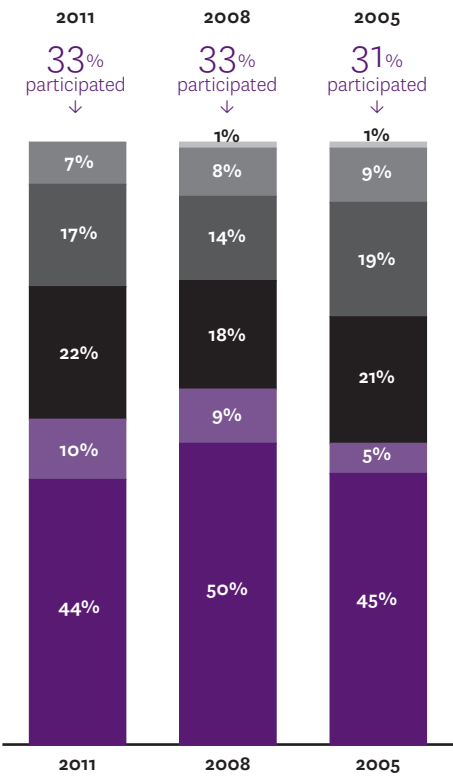
Participation: by artform

Visual arts

PARTICIPATION

One third (33%) of New Zealanders surveyed were actively involved in visual arts during the past 12 months. The large majority of those who participated (93%) did so multiple times in the past 12 months.

Participation and frequency of participation

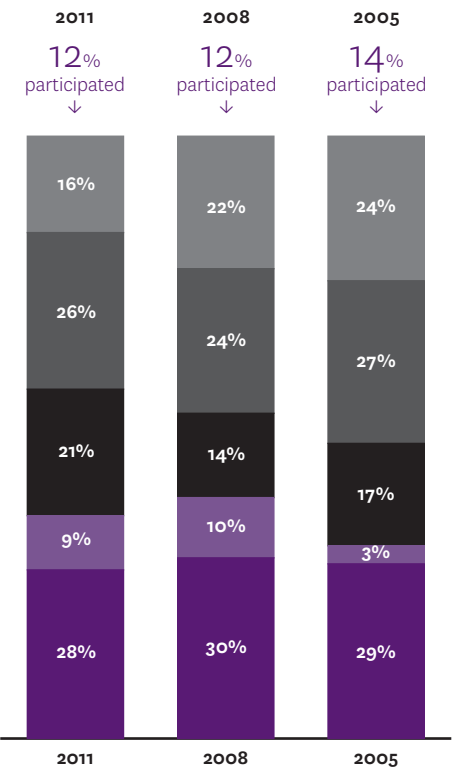


Literature

PARTICIPATION

Of the New Zealanders surveyed, 12% have been actively involved in literature. Interestingly, 8% of those who have not attended a literature event have been actively involved in writing in the past 12 months.

Participation and frequency of participation



When results for attendance and participation in literature are combined, close to one fifth (19%) of New Zealanders have engaged in creative writing in some way.

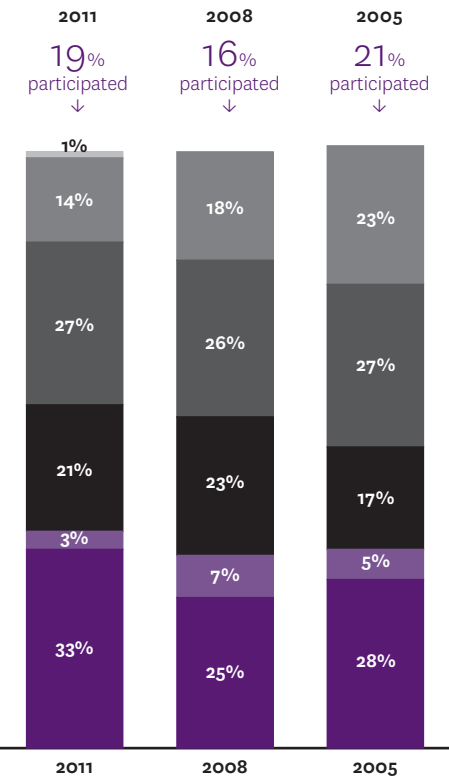
Most people who participate in literature tend to do so more than once per year (84%).

Performing arts

PARTICIPATION

Active involvement in the performing arts is higher than in 2008, with one fifth (19%) of New Zealanders involved in some way. This overall increase is driven by higher involvement in concerts or musical performances (up from 10% to 13%) and ballet and dance (up from 4% to 6%).

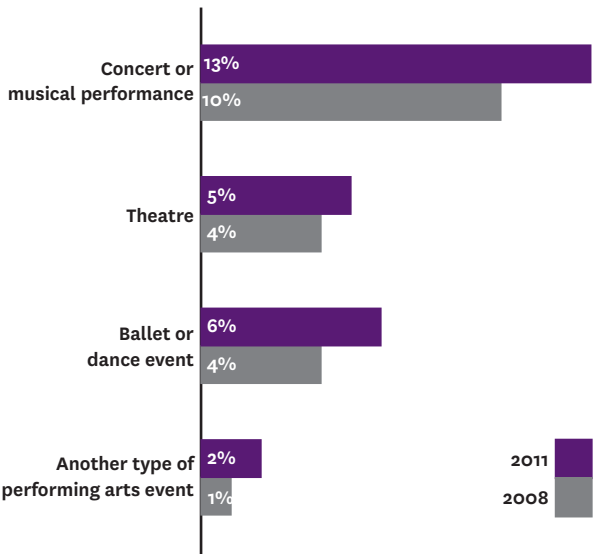
Participation and frequency of participation



Although not measured in 2011, we know from the 2005 and 2008 surveys that around two thirds of participants are involved as an artist, performer or member of a group, while others are involved in supporting roles, such as being part of a crew, teaching, or helping to organise and fund events.

The majority (84%) of those who participate in the performing arts do so more than once a year, and more than half (58%) are involved four or more times.

Participation by artform comparing 2008 and 2011



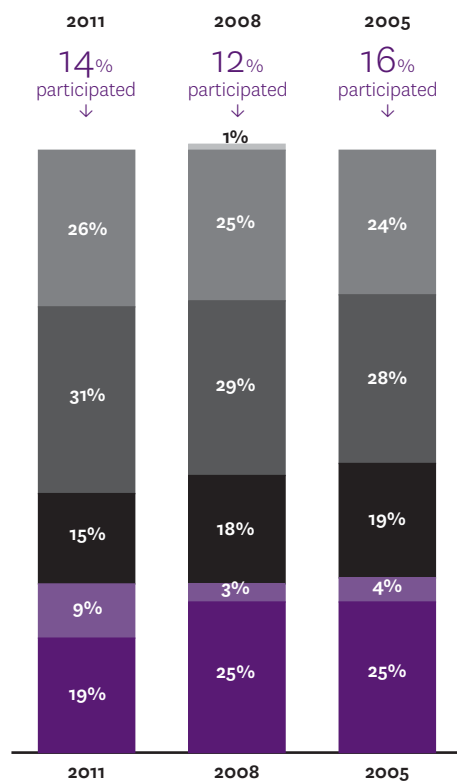
Māori arts

PARTICIPATION

Participation in Māori arts has increased by 2% compared with 2008, with 14% of New Zealanders saying they have been involved in one or more Māori artforms in the past 12 months. Most of those who participate in Māori arts (74%) do so two or more times per year.

We know from the 2005 and 2008 surveys that roughly 60% of participants are involved as artists or performers, while others are involved in supporting roles, such as helper, teacher or coach, organiser or fundraiser.

Participation and frequency of participation



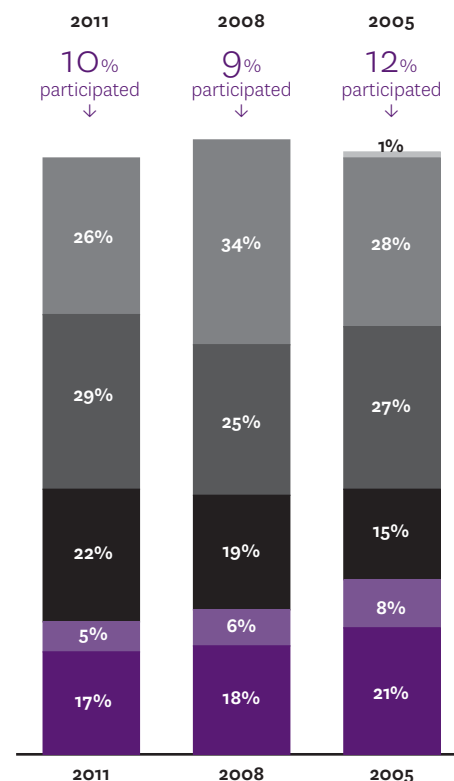
Pacific arts

PARTICIPATION

In total, 10% of New Zealanders were actively involved in Pacific arts over the past 12 months. Most of those involved in the Pacific arts (73%) participate more than once per year.

Similar to participation in Māori arts, we know from the 2005 and 2008 surveys that roughly 60-70% of participants are involved as artists or performers, while others are involved in supporting roles, such as helper, teacher or coach, organiser or fundraiser.

Participation and frequency of participation





The New Zealand String Quartet in concert.

Audience profiles: by artform

Visual arts

AUDIENCE PROFILE

Compared to the overall population the audience for the visual arts tends to over-represent those on higher household incomes (\$80,000 or higher), and under-represent young people (aged 15 to 29 years) and those who live in small towns or rural areas.

Those who attend visual arts events are more likely to be Māori, and are less likely to identify with Asian or Pacific Island ethnic groups.

	Total	Attended	Did not attend
Total (n=)	2,580	1,553	1,022
Male	48%	46%	50%
Female	52%	54%	50%
15 to 29 years	26%	24%	28%
30 to 39 years	16%	17%	14%
40 to 49 years	22%	22%	21%
50 to 64 years	23%	23%	22%
65+ years	14%	14%	14%
Ethnicity – NZ European	75%	76%	74%
Ethnicity – Māori	12%	13%	10%
Ethnicity – Pacific Island	5%	4%	6%
Ethnicity – Asian	10%	8%	13%
Ethnicity – Other	9%	9%	7%
Household income – Under \$30k	19%	18%	21%
Household income – \$30 to \$49k	18%	17%	19%
Household income – \$50 to \$79k	19%	16%	22%
Household income – \$80 to \$119k	18%	19%	16%
Household income – \$120,000+	14%	17%	10%
Location – Main city	58%	59%	57%
Location – Provincial city or town	18%	19%	17%
Location – Small town or rural area	24%	23%	27%

Purple % – statistically **higher** than those who did not attend

Lilac % – statistically **lower** than those who did not attend

Performing arts

AUDIENCE PROFILE

Concert and musical performance

The audience for concerts and musical performances includes more women than men, and tends to be younger overall. Compared to the overall population the audience over-represents those aged under 30 years and under-represents those aged 65+.

The audience tends to over-represent those on higher household incomes (\$80,000 per year or higher) and under-represent those who live in small towns and rural areas.

Those who identify with an Asian ethnicity are slightly under-represented in the audience for concerts and musical performances, while those who identify with an 'other' ethnic group are over-represented.

Theatre

The audience for the theatre is similar to the audience for concerts and musical performances as it includes more women than men and compared to the overall population over-represents those on higher household incomes (\$80,000 per year or higher).

However, the audience for the theatre tends to be older, and over-represents those aged 50 years or more.

People who attend the theatre are less likely to identify with an Asian or Pacific Island ethnicity. Those who identify with an 'other' ethnic group are over-represented in the audience.

Ballet and dance

Compared to the overall population young people (aged under 30) and those who identify as Māori or with a Pacific Island or 'other' ethnic group are over-represented in the audience for ballet or dance. Like the audiences for other performing arts, ballet or dance audiences tend to include more women than men.

The audience appears to slightly under-represent those with a household income between \$50,000 and \$79,000 per year, although in general within each of the income bands the percentage for attendance is similar in size to that for non-attendees.

PERFORMING ARTS: AUDIENCE PROFILE		Concert or musical performance		Theatre		Ballet or dance	
	Total	Attended	Did not attend	Attended	Did not attend	Attended	Did not attend
Total (n=)	2,580	1,283	1,297	958	1,622	593	1,987
Male	48%	44%	51%	43%	50%	38%	50%
Female	52%	56%	49%	57%	50%	62%	50%
15 to 29 years	26%	28%	24%	21%	29%	33%	24%
30 to 39 years	16%	16%	16%	15%	16%	16%	16%
40 to 49 years	22%	20%	23%	23%	21%	20%	22%
50 to 64 years	23%	24%	21%	26%	21%	18%	24%
65+ years	14%	12%	15%	16%	13%	13%	14%
Ethnicity – NZ European	75%	75%	75%	77%	74%	70%	77%
Ethnicity – Māori	12%	13%	11%	12%	12%	16%	11%
Ethnicity – Pacific Island	5%	6%	5%	4%	6%	8%	4%
Ethnicity – Asian	10%	8%	12%	7%	12%	11%	10%
Ethnicity – Other	9%	11%	6%	12%	7%	14%	7%
Household income – Under \$30k	19%	16%	23%	15%	22%	19%	20%
Household income – \$30 to \$49k	18%	17%	18%	17%	18%	17%	18%
Household income – \$50 to \$79k	19%	18%	19%	15%	21%	15%	19%
Household income – \$80 to \$119k	18%	20%	16%	22%	16%	18%	18%
Household income – \$120,000+	14%	18%	11%	20%	11%	17%	13%
Location – Main city	58%	60%	57%	58%	58%	61%	57%
Location – Provincial city or town	18%	18%	17%	18%	17%	16%	18%
Location – Small town or rural area	24%	22%	26%	24%	24%	23%	25%

Purple % – statistically **higher** than those who did not attend

Lilac % – statistically **lower** than those who did not attend

“The talent of the performers was outstanding. There was so much acrobatic skill involved that I was amazed at what the human body can do ... things I thought were impossible!”

NZ European female, Taranaki region, aged 30-34 years

Literature

AUDIENCE PROFILE

The audience for literature includes more women than men, and compared to the overall population over-represents those on lower household incomes (under \$30,000).

The literature audience tends to under-represent New Zealand Europeans. Although they are more likely than other groups to be in the low arts attendance segment overall, Asian people are over-represented in the audience for literature. Those who identify with an 'other' ethnic group are also over-represented, relative to non-attendees.

	Total	Attended	Did not attend
Total (n=)	2,580	339	2,241
Male	48%	38%	49%
Female	52%	62%	51%
15 to 29 years	26%	27%	26%
30 to 39 years	16%	16%	16%
40 to 49 years	22%	17%	22%
50 to 64 years	23%	25%	22%
65+ years	14%	15%	14%
Ethnicity – NZ European	75%	67%	76%
Ethnicity – Māori	12%	14%	12%
Ethnicity – Pacific Island	5%	4%	5%
Ethnicity – Asian	10%	15%	9%
Ethnicity – Other	9%	15%	8%
Household income – Under \$30k	19%	29%	18%
Household income – \$30 to \$49k	18%	11%	18%
Household income – \$50 to \$79k	19%	18%	19%
Household income – \$80 to \$119k	18%	16%	18%
Household income – \$120,000+	14%	15%	14%
Location – Main city	58%	62%	57%
Location – Provincial city or town	18%	15%	18%
Location – Small town or rural area	24%	23%	24%

Purple % – statistically **higher** than those who did not attend

Lilac % – statistically **lower** than those who did not attend

Māori arts

AUDIENCE PROFILE

As may be expected, those who attend Māori arts are much more likely to identify as Māori. However, the audience for Māori arts is ethnically diverse. Nearly three quarters (74%) of the audience do not identify as Māori.

The audience for Māori arts is slightly more likely to include women than men, and those aged 30 to 39 years tend to be over-represented when compared to the overall population.

The audience slightly under-represents those with a household income between \$30,000 and \$49,000 per year, although both lower and higher income bands are roughly the same size as they are for non-attendees and the total population.

	Total	Attended	Did not attend
Total (n=)	2,580	798	1,776
Male	48%	43%	50%
Female	52%	57%	50%
15 to 29 years	26%	26%	26%
30 to 39 years	16%	19%	15%
40 to 49 years	22%	20%	22%
50 to 64 years	23%	25%	21%
65+ years	14%	10%	16%
Ethnicity – NZ European	75%	66%	79%
Ethnicity – Māori	12%	26%	6%
Ethnicity – Pacific Island	5%	7%	4%
Ethnicity – Asian	10%	9%	10%
Ethnicity – Other	9%	10%	8%
Household income – Under \$30k	19%	19%	20%
Household income – \$30 to \$49k	18%	15%	19%
Household income – \$50 to \$79k	19%	21%	18%
Household income – \$80 to \$119k	18%	19%	17%
Household income – \$120,000+	14%	16%	13%
Location – Main city	58%	57%	58%
Location – Provincial city or town	18%	18%	17%
Location – Small town or rural area	24%	25%	24%

Purple % – statistically **higher** than those who did not attend

Lilac % – statistically **lower** than those who did not attend

“The Whenua Māori production in Nelson was something different. It told local stories through song and kapa haka ... and was affordable. It was a warm and touching experience.”

Other European female, Nelson region, aged 55-59 years

Pacific arts

AUDIENCE PROFILE

Like the audience for Māori arts, the audience for Pacific arts is ethnically diverse. That is, 88% of those who have attended at least one Pacific arts event do not identify with a Pacific Island ethnic group – 21% identify as Māori, 14% identify with an Asian ethnic group, and 60% identify as New Zealand European.

Also similar to the audience for Māori arts, the audience for Pacific arts is slightly more likely to include women than men.

Younger people (aged 15 to 29 years) are over-represented in the Pacific Arts audience, as are those who live in one of New Zealand's main cities.

	Total	Attended	Did not attend
Total (n=)	2,580	836	1,741
Male	48%	43%	49%
Female	52%	57%	51%
15 to 29 years	26%	33%	23%
30 to 39 years	16%	15%	16%
40 to 49 years	22%	18%	24%
50 to 64 years	23%	24%	22%
65+ years	14%	9%	16%
Ethnicity – NZ European	75%	60%	81%
Ethnicity – Māori	12%	21%	8%
Ethnicity – Pacific Island	5%	12%	2%
Ethnicity – Asian	10%	14%	9%
Ethnicity – Other	9%	10%	8%
Household income – Under \$30k	19%	19%	20%
Household income – \$30 to \$49k	18%	16%	18%
Household income – \$50 to \$79k	19%	20%	18%
Household income – \$80 to \$119k	18%	17%	18%
Household income – \$120,000+	14%	14%	14%
Location – Main city	58%	63%	56%
Location – Provincial city or town	18%	16%	18%
Location – Small town or rural area	24%	21%	26%

Purple % – statistically **higher** than those who did not attend

Lilac % – statistically **lower** than those who did not attend

“Pasifika Festival in Point Chevalier – great mixture of activities, culture, dance, music and food. [I] liked the way that each country had its own location and distinct feel.”

NZ European female, Auckland region, aged 35-39 years



Māori Art Market 2009, Te Rauparaha Arena, Porirua, Wellington. Two hundred leading, mid-career and emerging contemporary artists showed their work over a three-day period. Each day saw debates, demonstrations of art, and an exciting environment for people to absorb the creative energy of the artists. Photo: Tania Niwa. Courtesy of Toi Māori Aotearoa – Māori Arts New Zealand.



Bipeds Productions, *Lily*, Theatre Royal, Nelson. Photo: John-Paul Pochin.

Young people: full findings

NEW ZEALANDERS AGED 10 TO 14 YEARS

In this section we provide more detailed information about the research results for young New Zealanders' engagement with, attendance at and participation in the arts

Defining the arts

Young New Zealanders most commonly associate the arts with painting, drawing and music.

WHEN YOU THINK ABOUT 'THE ARTS' WHAT SORT OF THINGS DO YOU THINK ABOUT?

	2011	2008
Total (n=)	758	1,015
Painting/drawing/sketching/colouring in	52%	54%
Music	26%	22%
Drama	15%	11%
Paintings/famous paintings	13%	12%
Dancing/krumping DVDs	13%	16%
Dance/movement	11%	10%
Singing	10%	10%
Art/artwork	9%	6%
Acting/mime	8%	6%
Drawings/pictures	6%	11%
Sculptures	6%	5%
Creativity	5%	3%
Photography/photos	4%	3%
Performing	4%	5%
Performing arts	4%	1%
Crafts/arts and crafts	4%	7%
Plays	4%	3%
Live performance/performances	3%	4%
Film/movies	3%	3%
Art galleries	3%	3%
Expressing mind and feelings	3%	2%
Creating/making stuff	3%	7%

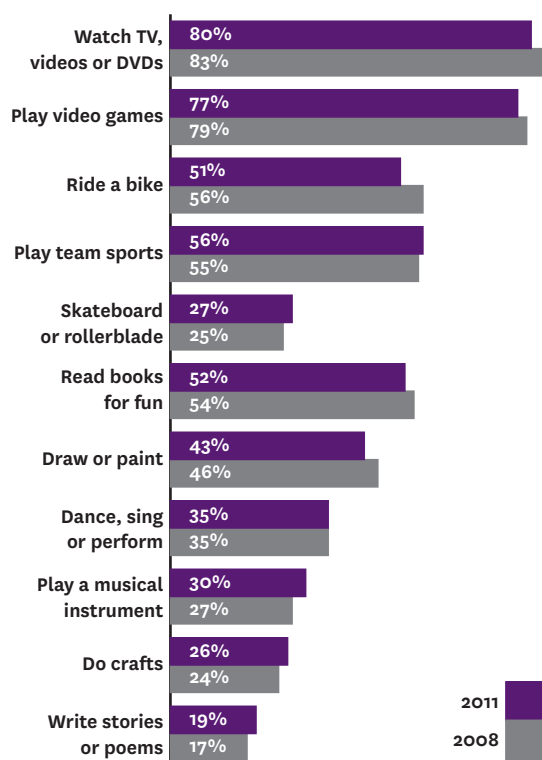
“I love drawing and writing but my favourite thing ever is to be dancing and singing. I spend all my time at home at my desk or dancing and singing in front of the mirror.”

Girl, 10-years-old, NZ European

Engagement with the arts

In the past 12 months virtually all young New Zealanders engaged with the arts in some way, either through participation or by attending arts events. When asked about the things they like to do in their spare time, 80% said they like to do at least one kind of arts activity.

Things young people like to do in their spare time

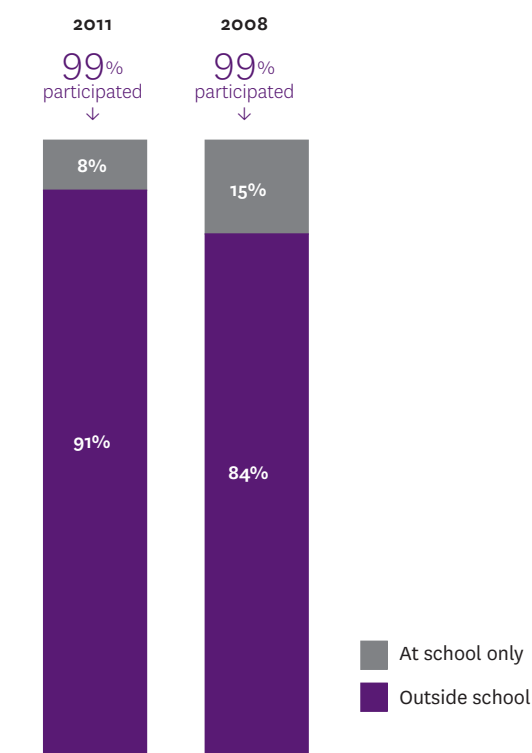


School is a significant driver of participation in the arts. However, more young New Zealanders are participating outside of school in 2011, at 91% compared to 84% in 2008.

Of those who have participated outside of school, 88% participated at home, 13% on a marae, and 39% somewhere else.

Most young New Zealanders (87%) attended at least one arts event. This is an increase compared to 2008 (up from 83%). More than two thirds (72%) attended events outside of school in 2011, compared with 70% in 2008.

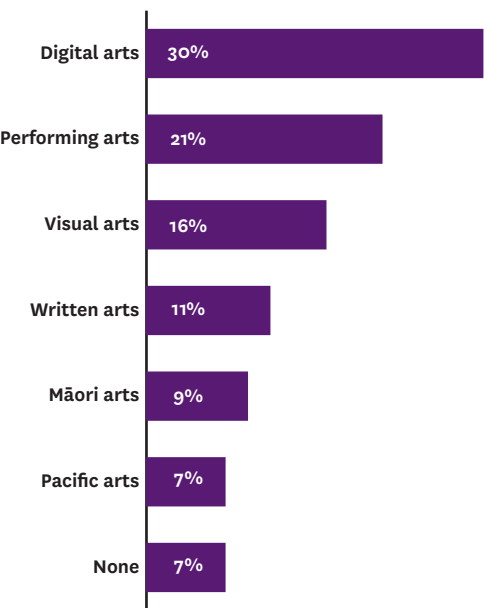
Active participation



Interest in the arts

Most young people (93%) can identify at least one artform they would like to do more of. Overall, these findings are consistent with the 2008 survey.

Arts the 10 to 14 year olds would like to do more of



Digital and performing arts are the artforms that young people most want to do more of. Girls (27%) and New Zealand European young people (26%) are particularly interested in being more involved in the performing arts.

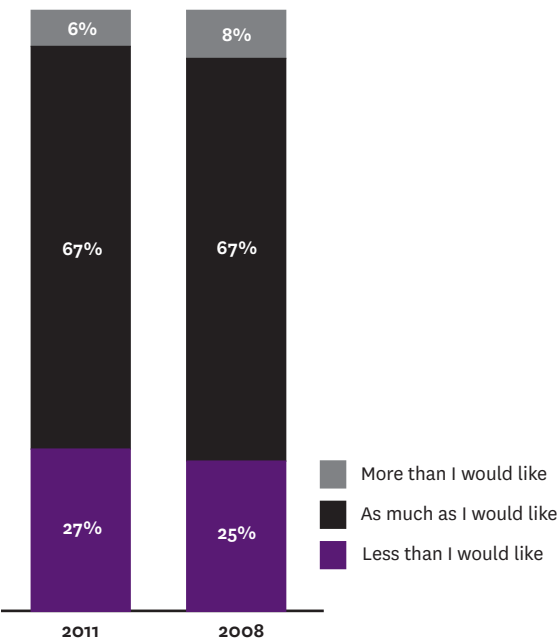
The 2008 and 2011 survey results show that digital art is particularly attractive to those who tend to be less interested in the creative arts overall and feel less confident in their creative ability, including:

- boys (38%, compared with 22% of girls)
- those who say art makes them feel just ‘okay’ (40%, compared with 31% who say art makes them feel ‘really good’ and 26% who say art makes them feel ‘brilliant’)
- those who think of themselves as ‘not that creative’/ ‘sort of creative’ (38%, compared with 29% who see themselves as ‘quite creative’ and 25% who see themselves as ‘very creative’).

BARRIERS TO TAKING PART

Most young people (67%) are happy with their level of involvement in the creative arts. However, similar to the results in 2008, around one quarter of young people (27%) would like to be even more involved.

Would you say you do creative arts ...?



“I love making things and writing songs and kapa haka.” Girl, 10-years-old, Māori

Girls are slightly more likely than boys to say they would like to do creative things more than they already do (31%, compared with 23% of boys). Similar to in 2008, the main barriers to more involvement in the arts are time, affordability, accessibility and confidence.

BARRIERS TO PARTICIPATING IN THE ARTS

	2011	2008
Total (n=)	208	266
I don't have enough time to do the creative things I would like to	50%	45%
We can't afford to do the creative things I would like to do	32%	37%
I don't know where to go to do creative things	24%	17%
The creative things I would like to do are too far away from where I live	23%	13%
I don't know how to get involved in creative things	22%	18%
I don't think I'm very good at creative things	21%	24%
I don't do them enough at school, don't always have the option at school	1%	3%
My parents don't take me any more, they don't have time	-	1%
Other reasons	8%	6%
I'm not sure	7%	8%

A minority of young people (6%) participate in the arts more than they would like. Their reasons tend to centre on having to do creative things when they don't really want to.

REASONS FOR BEING TOO INVOLVED

	2011	2008
Total (n=)	53	67
I have to do them at school	61%	75%
I do like to do them (just want to do them less)	18%	17%
My parents make me do them when I don't want to	15%	14%
Have to do them at after-school programmes	-	1%
Other reasons	5%	1%
I'm not sure	15%	7%

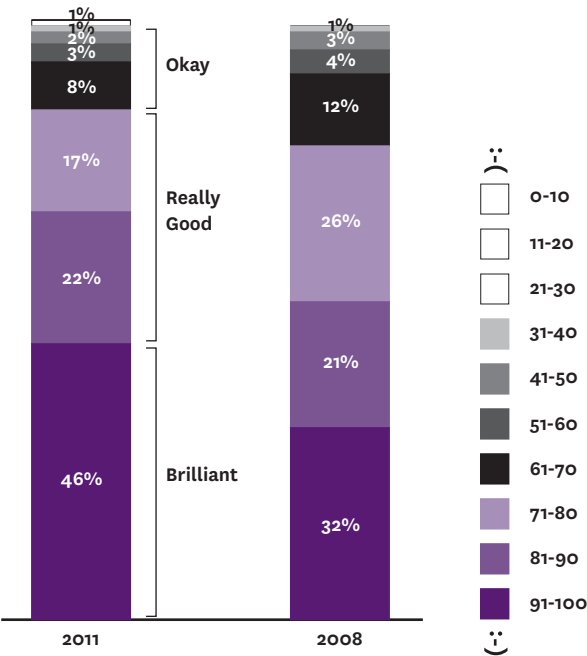
Those who identify with an Asian ethnic group (22%) and those who say that nobody encouraged them to get involved in the arts (20%) are most likely to say they would like to do creative things less than they already do.

Attitudes & feelings towards the arts

Young New Zealanders were asked a set of questions to measure their attitudes and feelings towards the arts. They could use a 'smile-o-meter' to answer the questions.

HOW DO THE ARTS MAKE YOUNG PEOPLE FEEL?

When you do creative things how do you feel?



More than four in every five young people (84%) feel really positive when they do creative things – they rate their feelings between 71 and 100, which is higher than in 2008 (79%).

There is also an increase in the percentage that feel 'brilliant', at 46% in 2011 compared with 32% in 2008. Those who feel 'brilliant' come from all parts of the population. On average girls tend to feel more positive than boys when they do creative things (51% of girls feel 'brilliant', compared to 41% of boys), although more than three quarters (77%) of boys do say that doing creative things makes them feel 'really good' or 'brilliant'.

Māori and Pacific young people tend to feel more positive than New Zealand European young people when they do creative things – 53% of Māori and 55% of Pacific young people feel 'brilliant', compared with 41% of New Zealand European young people.

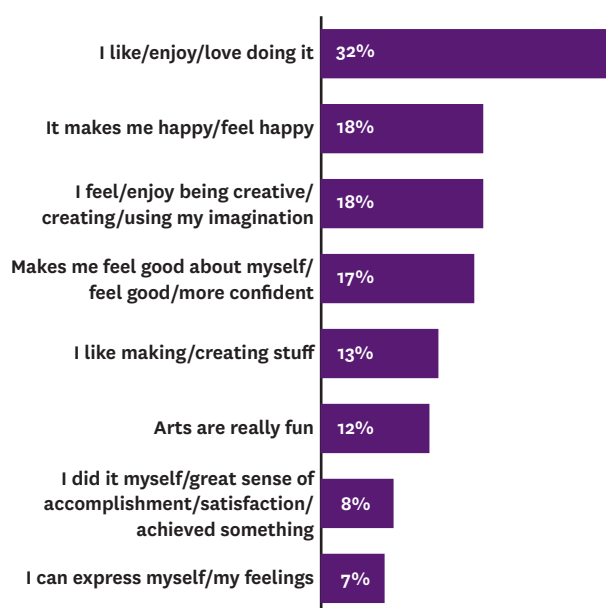
Just like in 2008, there is also an association between age and feeling positive about the arts, with younger people tending to feel more positive overall.

“It’s quite a unique feeling creating something new, just seeing what you can do and what you can come up with.”

Girl, 13-years-old, NZ European

WHY DO YOUNG PEOPLE LIKE DOING CREATIVE THINGS?

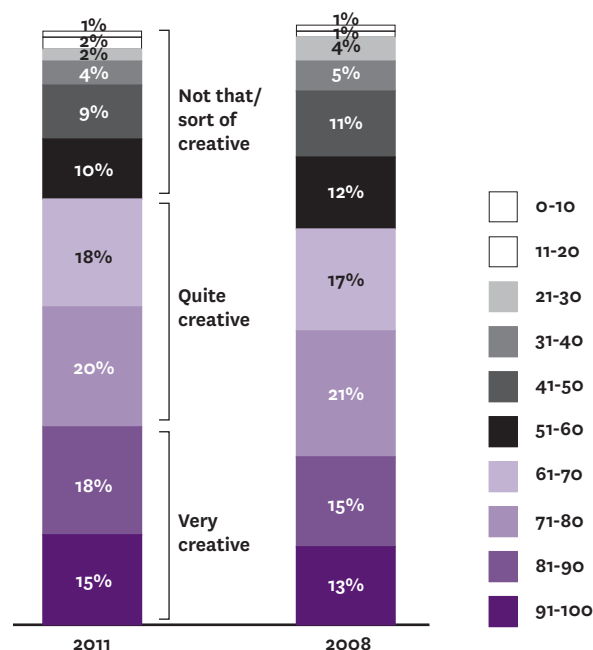
Why young people like doing creative things 2011



The arts provide young people with enjoyment, happiness and an opportunity to build their confidence and self-esteem.

HOW CREATIVE DO YOUNG PEOPLE FEEL?

How creative are you?



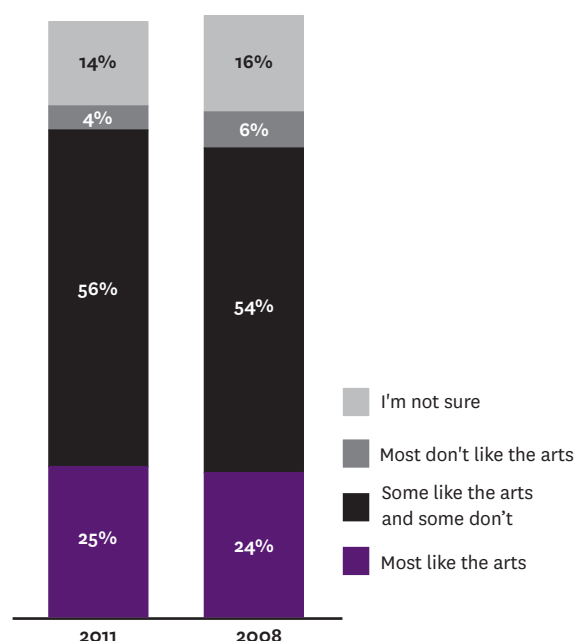
Those who say they are creative tend to be girls, to be younger, to have friends who like the arts, and those who are encouraged to get involved by a sibling, friend or relative.

“I love dancing, many people say I dance well, it makes me feel happy about myself and feel confident. I like writing poems, playing on my Casio, on the computer.”

Girl, 13-years-old, Indian

DO YOUNG PEOPLE HAVE SOCIAL NETWORKS THAT SUPPORT THE ARTS?

What do friends think of the arts?



Eight out of 10 young people (81%) have friends who like the arts.

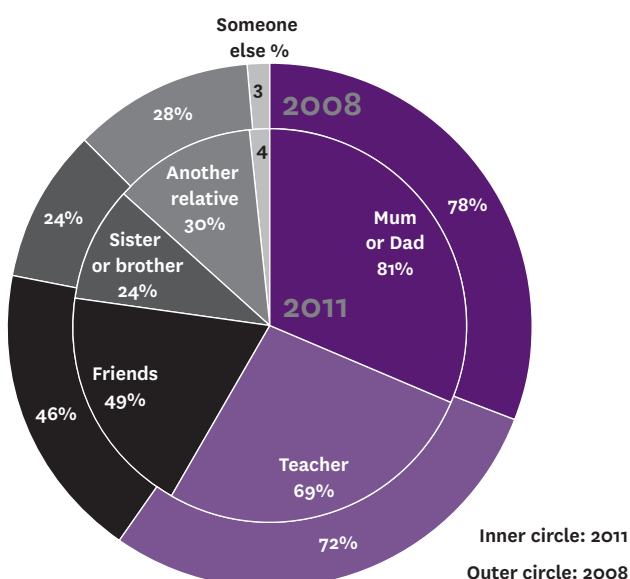
The majority of young people have social networks that are supportive of the arts. Those slightly more likely than others to be in a supportive network are girls, younger, those who do not identify as New Zealand European, and those who say they are very creative.

“Because I give art to friends and family and it makes them smile.”

Boy, 12-years-old, Māori

ENCOURAGEMENT TO BE INVOLVED IN THE ARTS

Who encourages you to be involved in the arts?



“Painting and dancing make me happy and it’s cool hearing my family and friends telling me I have done well.”

Girl, 10-years-old, Māori



Counting the beat at one of the Strike Workshops, Christchurch Arts Festival 2011. Photo: Kelly Shakespeare.

Attendance & participation: by artform

Visual arts

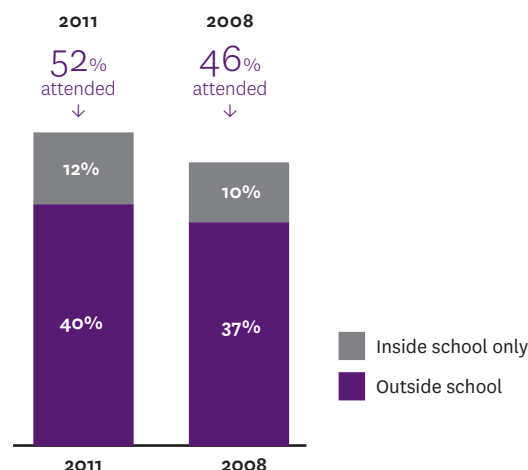
Virtually all (97%) young New Zealanders participated in the visual arts, and more than half (52%) have attended at least one visual arts event.

Participation in photography and film-making is higher than it was in 2008, which may be because the technology is becoming more accessible, while participation in painting and drawing is slightly lower than in 2008.

With the exception of sculpting and print-making, most who have participated in visual arts have done so outside of school at some point. Similarly, most young New Zealanders who have attended visual arts events have done so with friends or family outside of school. A small minority have only attended visual arts events with their school.

The demographic profile of those involved in the visual arts outside of school is a close match to the New Zealand adult population, although there are some differences by individual artform. Girls are slightly more likely than boys to be involved in painting or drawing and photography outside of school, and younger people (aged 10 to 11 years) are over-represented among those who have painted or drawn outside school in the past year. New Zealand European 10 to 14 year olds tend to be over-represented in film making and in sculpting. Conversely, Asian 10 to 14 year olds are under-represented in film making but over-represented in print-making.

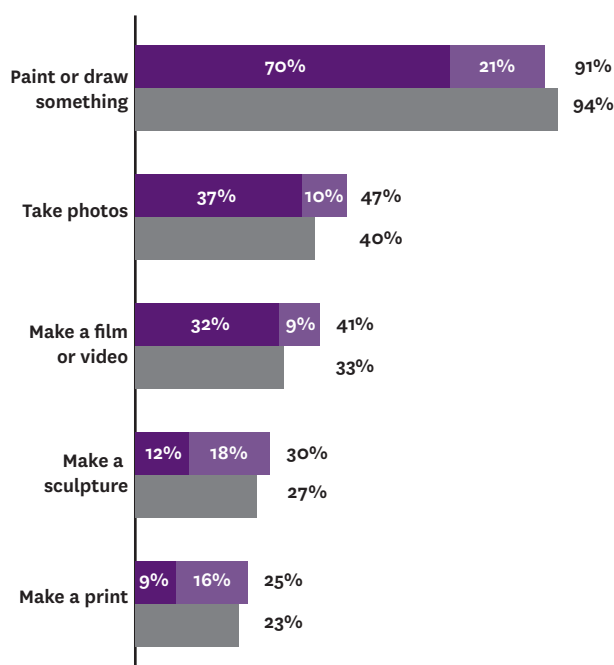
ATTENDANCE



PARTICIPATION

2011	2008
97% participated	97% participated
→ 13% Inside school only	
→ 84% Outside school	

Active participation by artform



2011
 Outside school
 Inside school only
 2008
 Total participation

VISUAL ARTS: PARTICIPATION PROFILE		Visual art	Painting or drawing	Photography (for art)	Film- or video-making	Sculpting	Print making
	Total	Participated outside school	Participated outside school	Participated outside school	Participated outside school	Participated outside school	Participated outside school
		Did not	Did not	Did not	Did not	Did not	Did not
Total (n=)	758	643	542	270	238	91	76
Boys	51%	49%	46%	44%	51%	48%	55%
Girls	49%	51%	54%	56%	49%	52%	45%
10 years	20%	21%	24%	18%	17%	23%	27%
11 years	20%	21%	22%	23%	19%	26%	19%
12 years	20%	19%	18%	16%	22%	25%	20%
13 years	20%	19%	18%	20%	24%	16%	16%
14 years	21%	20%	18%	23%	18%	10%	18%
Ethnicity – NZ European	64%	65%	66%	62%	71%	74%	58%
Ethnicity – Māori	23%	23%	25%	22%	22%	20%	20%
Ethnicity – Pacific Island	11%	11%	10%	13%	12%	7%	12%
Ethnicity – Asian	9%	9%	10%	8%	5%	5%	19%
Ethnicity – Other	11%	11%	10%	13%	11%	11%	12%

Purple % – statistically **higher** than those who did not participate in that artform outside of school

Lilac % – statistically **lower** than those who did not participate in that artform outside of school

Performing arts

Almost three quarters (73%) of young New Zealanders have participated in the performing arts, and just under two thirds (64%) have attended at least one performing arts event.

Participation in most performing artforms is similar to 2008, although there has been a slight decrease in involvement with musical performances.

A significant portion of participation in the performing arts is through schools, although 15% to 24% (depending on the artform in question) have been involved with performances outside of school.

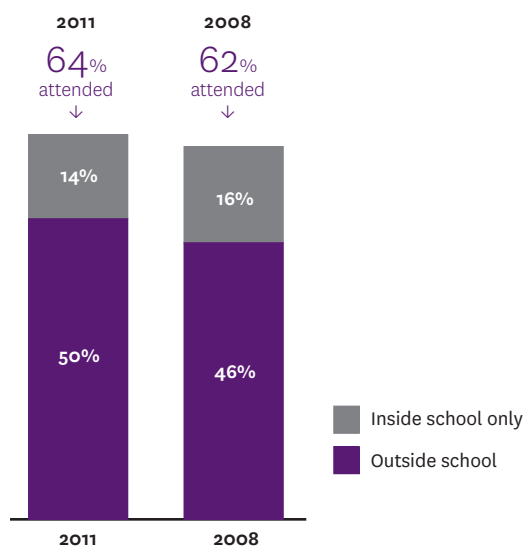
Most young New Zealanders who have attended performing arts events have done so with friends or family outside of school. A minority have only attended performing arts events with their school.

The demographic profile shows that girls are more likely than boys to be involved in the performing arts outside of school, although this is mainly due to girls being over-represented in dance and musical performances (boys and girls are almost equally likely to be involved in drama performances). The age profiles for each artform are fairly similar to the population, with the exception that younger people (aged 10 to 14-years-old) are more likely to be involved in dance outside of school. Young Pacific Islanders are over-represented in the performing arts, particularly in dance and musical performances.

“I love acting. It’s really fun and, when I do it, it makes me happy. Also I love writing, especially writing creatively. I take drama lessons and compete. We did a school production this year and it was so fun to be a part of.”

Girl, 13-years-old, NZ European

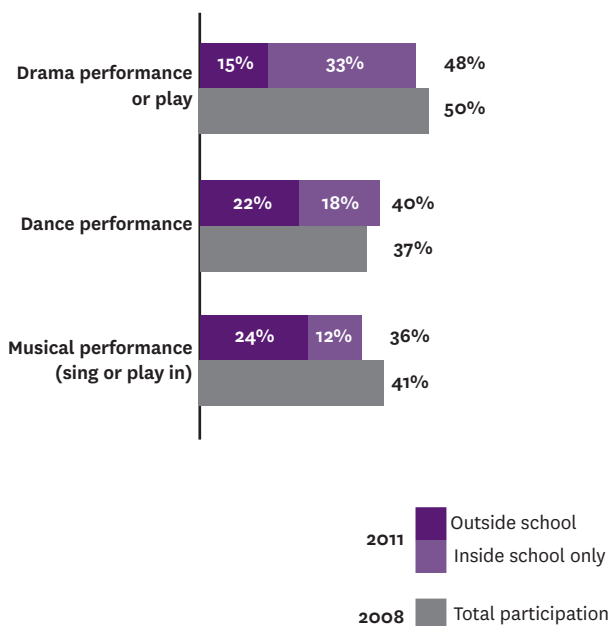
ATTENDANCE



PARTICIPATION

2011	2008
73% participated	76% participated
→ 33% Inside school only	
→ 40% Outside school	

Participation by artform



PERFORMING ARTS: PARTICIPATION PROFILE		Performing arts		Drama performance or play		Dance performance		Musical performance (singing or playing in)	
Total		Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not
Total (n=)	758	302	456	111	647	159	599	188	570
Boys	51%	41%	58%	47%	52%	34%	56%	41%	55%
Girls	49%	59%	42%	53%	48%	66%	44%	59%	45%
10 years	20%	22%	18%	24%	19%	25%	18%	21%	19%
11 years	20%	19%	20%	20%	20%	17%	20%	23%	18%
12 years	20%	19%	20%	20%	20%	20%	20%	19%	20%
13 years	20%	18%	22%	18%	21%	17%	21%	15%	22%
14 years	21%	21%	20%	19%	21%	21%	21%	22%	20%
Ethnicity – NZ European	64%	63%	65%	62%	64%	61%	65%	66%	63%
Ethnicity – Māori	23%	23%	23%	21%	23%	27%	22%	20%	24%
Ethnicity – Pacific Island	11%	15%	8%	15%	10%	16%	10%	17%	9%
Ethnicity – Asian	9%	10%	9%	9%	9%	9%	9%	11%	9%
Ethnicity – Other	11%	11%	11%	14%	11%	8%	12%	11%	11%

Purple % – statistically **higher** than those who did not participate in that artform outside of school

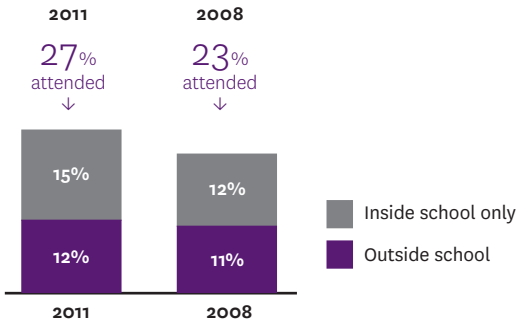
Lilac % – statistically **lower** than those who did not participate in that artform outside of school

Literature

The majority (91%) of young New Zealanders have participated in creative writing, and more than one quarter (27%) have attended at least one literature event. For the most part participation is through school, although 41% have written a story outside of school, and 20% have written a poem outside of school.

The demographic profile shows that girls are more likely than boys to be involved in creative writing outside of school, including both poetry and story-writing. Young people are over-represented in story-writing, while the age profile for poetry is a fairly close match to the New Zealand population.

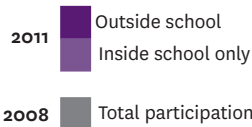
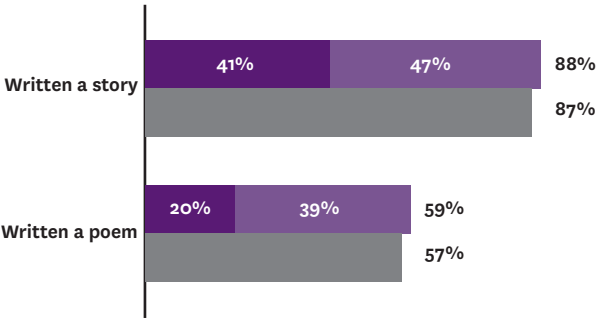
ATTENDANCE



PARTICIPATION

2011	2008
91% participated	92% participated
→ 47% Inside school only	
→ 44% Outside school	

Participation by artform



“My mind explodes with creativity on my paper and through my dance.”

Boy, 11-years-old, NZ European

LITERATURE:
PARTICIPATION PROFILE

		Written art		Written a story		Written a poem	
		Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not
Total		328	430	309	449	148	610
Total (n=)	758						
Boys	51%	41%	59%	42%	58%	35%	56%
Girls	49%	59%	41%	58%	42%	65%	44%
10 years	20%	25%	15%	26%	15%	20%	20%
11 years	20%	21%	18%	22%	18%	23%	19%
12 years	20%	19%	21%	19%	21%	19%	20%
13 years	20%	18%	22%	17%	22%	19%	21%
14 years	21%	16%	24%	16%	24%	20%	21%
Ethnicity – NZ European	64%	63%	64%	65%	63%	64%	64%
Ethnicity – Māori	23%	25%	22%	24%	23%	26%	22%
Ethnicity – Pacific Island	11%	11%	11%	11%	11%	8%	12%
Ethnicity – Asian	9%	8%	10%	7%	10%	7%	10%
Ethnicity – Other	11%	13%	9%	13%	9%	11%	11%

Purple % – statistically **higher** than those who did not participate in that artform outside of school

Lilac % – statistically **lower** than those who did not participate in that artform outside of school

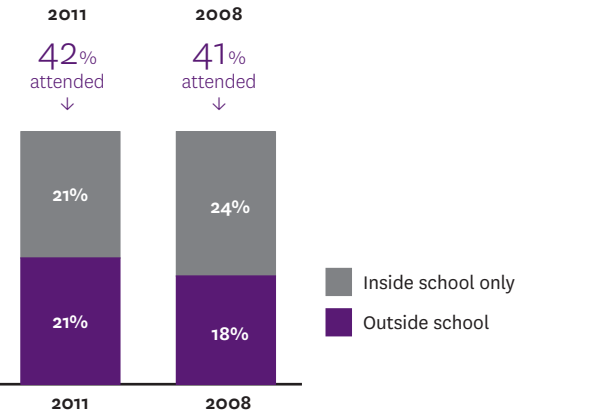
Māori arts

More than two thirds (68%) of young New Zealanders have participated in Māori arts, and 42% have attended at least one Māori arts event. For the most part participation in Māori arts is through school, although one quarter (26%) have participated outside of school.

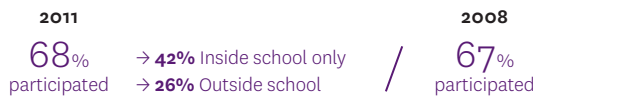
As may be expected, the demographic profile shows that young Māori are far more likely than others to be involved in all forms of Māori arts outside of school. However, more than half (52%) of those involved in Māori arts outside of school do not identify as Māori.

Girls are more likely than boys to be involved in singing, dancing, kapa haka and weaving outside of school, while boys are more likely than girls to be involved in carving (although this difference is not statistically significant due to the small sample size for carving).

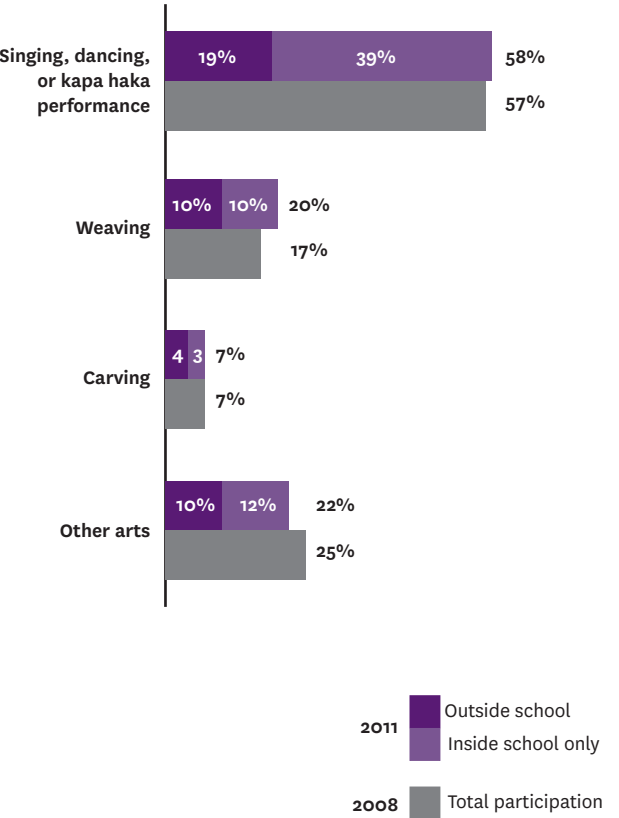
ATTENDANCE



PARTICIPATION



Active participation by artform



“I like feeling included in the Māori class at school even though I’m not Māori. I am doing art this term and would like to have a career in some sort of creative art programme.”

Boy, 14-years-old, NZ European

MĀORI ARTS: PARTICIPATION PROFILE		Māori art	Singing, dancing, kapa haka	Weaving	Carving	Other arts
	Total	Participated outside school	Participated outside school	Participated outside school	Participated outside school	Participated outside school
Total (n=)	758	197	144	76	28	66
Boys	51%	45%	44%	37%	68%	45%
Girls	49%	55%	56%	63%	32%	55%
10 years	20%	21%	20%	19%	21%	22%
11 years	20%	23%	25%	21%	9%	27%
12 years	20%	20%	20%	30%	34%	19%
13 years	20%	20%	19%	22%	22%	18%
14 years	21%	16%	15%	8%	14%	14%
Ethnicity – NZ European	64%	52%	49%	58%	41%	39%
Ethnicity – Māori	23%	50%	58%	54%	63%	60%
Ethnicity – Pacific Island	11%	10%	11%	13%	11%	15%
Ethnicity – Asian	9%	7%	5%	3%	11%	5%
Ethnicity – Other	11%	10%	10%	5%	4%	10%

Purple % – statistically **higher** than those who did not participate in that artform outside of school

Lilac % – statistically **lower** than those who did not participate in that artform outside of school

Pacific arts

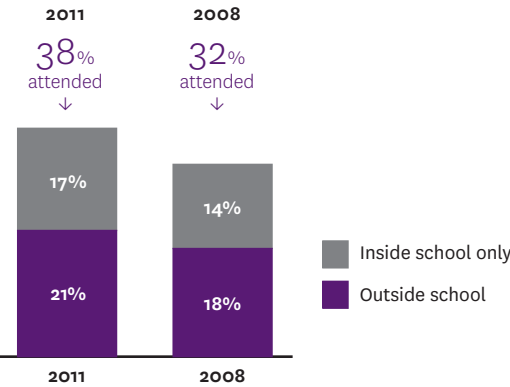
Nearly half (46%) of all young New Zealanders have been actively involved in the Pacific arts, and 38% have attended at least one Pacific arts event. Participation in the Pacific arts, particularly Pacific cultural performances, tends to be through school, although one fifth (19%) have participated outside of school.

The demographic profile shows that girls are more likely than boys to be involved in the Pacific arts outside of school, particularly in cultural performances and weaving.

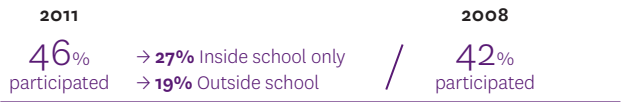
Young Māori and Pacific Islanders are more likely to participate in the Pacific arts. However, as for Māori arts, a high proportion of young non-Pacific New Zealanders are involved in Pacific arts outside of school.

More than three quarters (77%) of those involved in the Pacific arts outside school do not identify with a Pacific Island ethnic group.

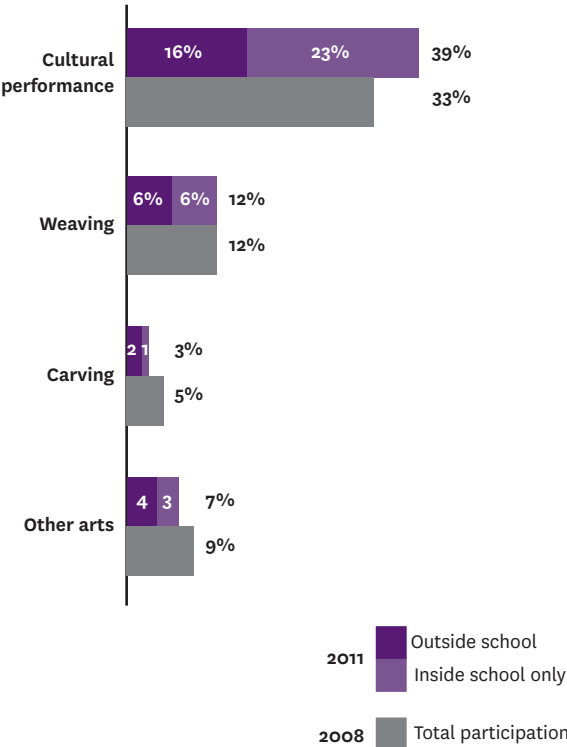
ATTENDANCE



PARTICIPATION



Active participation by artform



“I think of the things I can do in my life when I get older – like being a director of a movie, doing more digital art and being an artist. And so much more. But the number one thing is that I do more Māori and Pacific arts ... and get a good job.”

Boy, 10-years-old, Māori and Tongan

PACIFIC ARTS: PARTICIPATION PROFILE		Pacific arts		Cultural performances		Weaving		Carving		Other arts	
Total		Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not	Participated outside school	Did not
Total (n=)	758	142	616	117	641	45	713	12	746	29	729
Boys	51%	30%	56%	33%	55%	25%	53%	42%	51%	35%	52%
Girls	49%	70%	44%	67%	45%	75%	47%	58%	49%	65%	48%
10 years	20%	25%	18%	24%	19%	29%	19%	27%	19%	31%	19%
11 years	20%	23%	19%	26%	18%	15%	20%	12%	20%	20%	20%
12 years	20%	16%	21%	17%	21%	17%	20%	33%	20%	9%	20%
13 years	20%	16%	21%	12%	22%	28%	20%	28%	20%	24%	20%
14 years	21%	19%	21%	21%	20%	11%	21%	0%	21%	15%	21%
Ethnicity – NZ European	64%	54%	66%	52%	66%	62%	64%	55%	64%	47%	65%
Ethnicity – Māori	23%	36%	20%	40%	20%	41%	22%	33%	23%	37%	22%
Ethnicity – Pacific Island	11%	23%	8%	25%	8%	21%	10%	8%	11%	44%	10%
Ethnicity – Asian	9%	11%	9%	9%	9%	7%	9%	20%	9%	11%	9%
Ethnicity – Other	11%	8%	12%	8%	12%	4%	11%	0%	11%	3%	11%

Purple % – statistically **higher** than those who did not participate in that artform outside of school

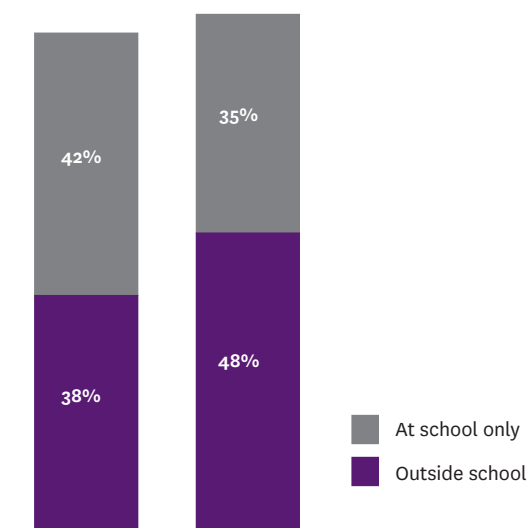
Lilac % – statistically **lower** than those who did not participate in that artform outside of school

Digital art

PARTICIPATION

Four out of five 10 to 14-year-olds (80%) have used a computer to make their own art in the past 12 months. This includes making a new graphic design, editing photographs, making or editing a film, making new music, or writing a story or poem. The results are slightly lower than in 2008.

In the last 12 months, have you ever used a computer to make your own art?

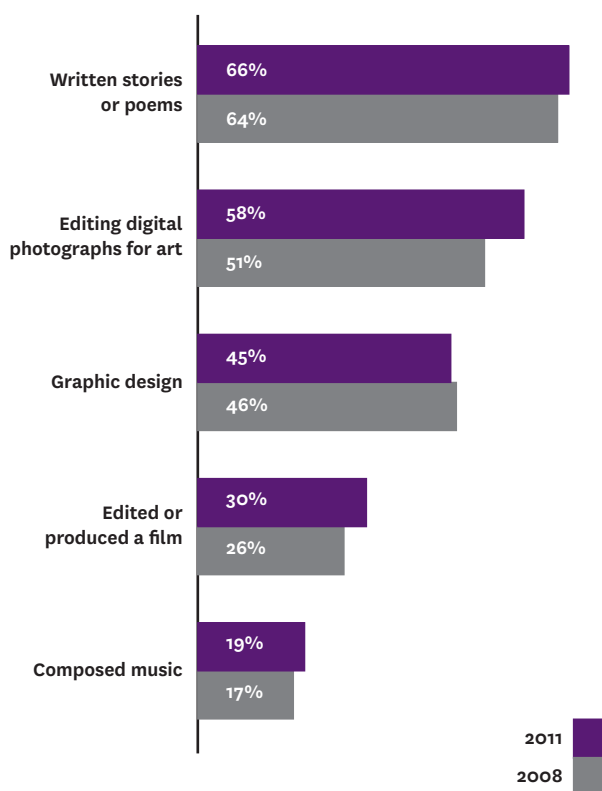


The following groups are more likely to use a computer to create their own art outside of school:

- those aged 11 to 14 years (40%)
- those who see themselves as quite or very creative (43%).

Writing, photography and graphic design are the main artforms created using a computer.

Type of art created using a computer



“I like using the computer and my iPod to create digital cartoons and photo art because it’s great fun.”

Boy, 11-years-old, NZ European

Art competitions

Close to half of all 10 to 14-year-olds (48%) have entered an artwork into a competition, or performed in a competition, in the past 12 months.

Entered an artwork into a competition:	2011	2008
	48% entered	47% entered

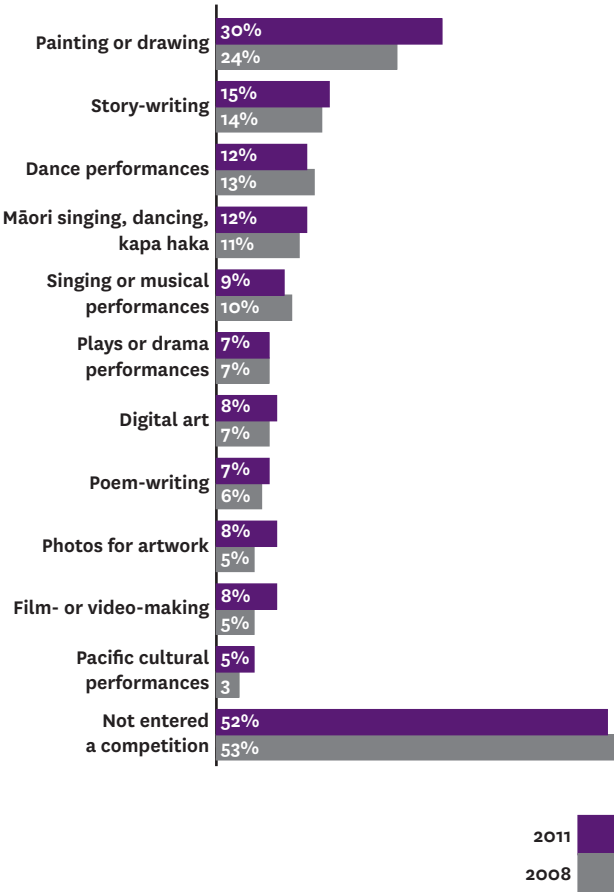
Young people most commonly enter paintings and drawings in art competitions.

There has been a significant increase since 2008 in the proportion of young people who have entered photos and films into competitions, as well as paintings and drawings.

Young people who are more likely to enter art into a competition or perform in a competition include:

- girls (52%)
- non-NZ Europeans (57%), particularly those who identify with a Pacific Island ethnic group (62%)
- those who see themselves as very creative (65%)
- those who say their friends like the arts (52%).

Art that 10 to 14 year olds have entered into a competition





Audience at the Central Lakes Trust Crystal Palace, Festival of Colour 2011, Wanaka. Photo: Simon Darby.

Background:

how and why we
did the research

Background

Why we did the research

As an arts-development organisation with an overview and knowledge of all artforms in New Zealand, Creative New Zealand takes a lead in providing research for the arts sector.

In 2005 Creative New Zealand commissioned Colmar Brunton to provide a 'benchmark' against which New Zealanders' changing attitudes to, attendance at and participation in the arts could be measured and trends identified. This research has been repeated on a three-yearly basis, in 2008 and again in 2011.

This arts research will help arts organisations understand and adapt to how New Zealanders are changing – for example, the significant increase in the use of the internet to 'try before you buy' points to the importance of making art available on online.

What we wanted to know

NEW ZEALANDERS AND THE ARTS

Creative New Zealand uses this research to find out how New Zealanders feel about the arts and what arts activities they attend and participate in.

What do we mean by *attendance*?

Attendance includes going to:

- art galleries (including online galleries), exhibitions and film festivals
- performances in theatre, contemporary dance, ballet, music concerts and circuses
- poetry or book readings, and literary festivals or events
- cultural performances and festivals and celebrations of Māori or Pacific arts.

What do we mean by *participation*?

Participation includes the active involvement of individuals, groups and/or communities in the making or presentation of art. It applies to professional, emerging and non-professional artists, including those involved in cultural and recreational activities.

Participation does not include activities such as listening to a CD, reading a book, or going to a movie.

What do we mean by *the arts*?

We grouped different genres of art under the following artform headings:

- **Visual arts:** painting; photography; sculpture; web-based/digital art; ceramic-making; filmmaking
- **Performing arts (theatre, dance, music):** ballet or contemporary dance performances; theatre; concerts; singing or musical performances or events; circuses
- **Literature:** writers' workshops or literary events; writing poetry, fiction or non-fiction
- **Māori arts:** art or craft; workshops, including carving, weaving or singing; kapa haka or other Māori dance or music activities
- **Pacific arts:** weaving and other Pacific handicrafts; workshops; carving; traditional dance; choir or other musical activities.

How we did the research

NEW ZEALANDERS AND THE ARTS (15 YEARS AND OVER)

In total, 2,580 interviews were carried out with New Zealanders aged 15 years and over.

The sample of 2,580 comprised:

- 1,000 nationwide Computer Assisted Telephone Interviews (CATI)
- 700 telephone interviews in Auckland for Auckland Council
- 350 interviews in Wellington for Wellington City Council
- 350 interviews in Palmerston North for Palmerston North City Council
- 60 face-to-face interviews with Māori people in Auckland, Wellington and Christchurch
- 60 face-to-face interviews with Pacific people in Auckland
- 60 face-to-face interviews with Asian people in Auckland and Wellington.

Survey results have been weighted to Statistics New Zealand population counts so that they are nationally representative. The weighting specification included region, ethnicity, age, gender, and number of people in each household.

Fieldwork took place between 12 September and 17 November 2011. The average interview duration was 15 minutes. The overall response rates were 21% for the telephone interviews and 54% for the face-to-face interviews. The maximum margin of error for the weighted sample of 2,580, at the 95% confidence level, is $\pm 2.9\%$.

NEW ZEALANDERS AND THE ARTS (10 TO 14 YEAR OLDS)

In total, 758 interviews were carried out with New Zealanders aged 10 to 14 years.

Fieldwork was carried out online, and took place between 13 October and 21 November 2011. The average interview duration was 11.5 minutes. The maximum margin of error for a simple random sample of 750 is $\pm 3.6\%$ at the 95% confidence level.

The survey employed a stratified sampling scheme, where potential parents of 10 to 14 year olds (that is, adults aged 30 to 55 years) were randomly selected in proportion to the size of each of New Zealand's 16 regions. The questionnaire began by asking parents a few questions about their household, and then asked for a young person aged 10 to 14 years to complete the remainder of the questions. If there was more than one qualifying young person in the household, parents were then asked to select the young person with the next birthday. If that young person was unavailable or if it was not an appropriate time, parents could close the survey and return to the same point later.

All potential parents were members of the Colmar Brunton Fly Buys panel – a panel of over 180,000 New Zealanders who complete surveys in exchange for Fly Buys points. Parents whose children completed the survey received 10 Fly Buys points, and children who completed the survey were entered into the draw to win a \$500 iTunes voucher or one of 10 \$50 iTunes vouchers.

Survey results have been weighted to Statistics New Zealand population counts so that they are nationally representative. The weighting specification included age x gender, and ethnicity. For age (each year band) x gender (male/female) a matrix was created using Statistics New Zealand's data, and interlocking weights were applied. The weights for ethnicity allowed respondents to select more than one ethnic group (that is, Māori/non-Māori, Pacific/non-Pacific, Asian/non-Asian, and NZ European/non-NZ European).

Local council involvement

For the 2011 New Zealanders and the Arts survey, three city councils partnered with Creative New Zealand to enable booster samples of additional interviews to be done. The aim was to gather more robust data for comparative purposes, and to permit a series of stand-alone reports about the state of the arts in their region or council territory.

Auckland Council, Palmerston North City Council and Wellington City Council commissioned the additional interviews.

The Auckland sample was stratified across Statistics New Zealand's main and non-main urban areas within the recently established Auckland City boundaries (roughly the area from the Bombay Hills to Wellsford). This allows for analyses by location (Central, Northern, Western, Southern, and non-main urban Auckland).

Palmerston North and Wellington samples were drawn from known telephone number ranges in each respective city council area (known as territorial authorities).

As well as being asked all of the questions in the national survey, respondents in Auckland, Palmerston North and Wellington were also asked a number of region-specific questions to gauge attitudes to the state of the arts in their region.

Results of this survey for Auckland, Palmerston North and Wellington can be accessed directly from the respective councils. Their contact details are as follows:

Auckland Council: (09) 301 0101
www.aucklandcity.govt.nz

Palmerston North City Council: (06) 356 8199
www.pncc.govt.nz

Wellington City Council: (04) 499 4444
www.wellington.govt.nz



Touch Compass Dance Trust, *SIX*, choreographed by Jeremy Nelson. Dancers: Suzanne Cowan and Emilia Rubio (2010). Photo: Kathrin Simon.

Want to know more?

AUDIENCE ATLAS NEW ZEALAND

The Audience Atlas New Zealand survey covers 39 artforms and leisure activities and 640 individual arts and heritage venues throughout the country.

All data quoted is taken from a nationally representative population survey of adults (aged 15 or more) who are in the market for arts, culture and leisure activities and events. Quotas were put in place to ensure that responses are representative of the New Zealand population. The weighted dataset is based on a sample of 3,900 respondents. The data was collected by Colmar Brunton in November-December 2011 using an online survey.

The survey includes New Zealand residents aged 15 or more who have been culturally active in the past three years – that is, having made at least one visit to a cultural event or place within that period (this includes cinema, live music, comedy, museums, galleries, theatre and dance). Population figures are taken from Statistics New Zealand. All percentages and figures are based on the total market for culture, unless stated otherwise.

As part of our role as an arts-development agency, Creative New Zealand commissions research that adds value and provides insight for the arts sector.

For more detailed findings from each of the research projects, please visit:

www.creativenz.govt.nz/research

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