



**COLMAR BRUNTON**  
A Kantar Company



Photo credit: Proudly Asian Theatre, PINAY, Fresh of the Page. Photography by John Rata.

# ***New Zealanders and the arts: attitudes, attendance and participation***

## ***Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru***

*Survey findings for Asian New Zealanders*



# 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 among Asian New Zealanders\*. 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.





## 1,366

### ONLINE INTERVIEWS

With adults aged 15+ who identify as Asian



### FIELDWORK DATES

2 October to 2 November 2020



### NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,263 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

The sample size for Asian New Zealanders was boosted to 1,366 to ensure we interviewed a sufficient number of Asian New Zealanders to allow for subgroup analysis.

Weighting was applied to the Asian New Zealanders interviews to ensure the sample profile was representative of the Asian population by age within gender.

## 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 1,366 Asian respondents, the margin of error is up to +/- 2.7 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Asian New Zealanders in 2017 and 2020 are statistically significant at the 95% confidence level. This is indicated on charts by white triangles

 = significantly higher / lower than 2017

- Whether any differences between the survey findings for Asian New Zealanders in 2020 and the New Zealand sample are statistically significant at the 95% confidence level. This is indicated on charts by grey triangles.

 = significantly higher / lower than all New Zealanders

Demographic subgroups are always compared to the average for all Asian New Zealanders unless otherwise stated. All subgroup differences highlighted in this report are significant at the 95% confidence level.



# ASIAN NEW ZEALANDERS: SUMMARY

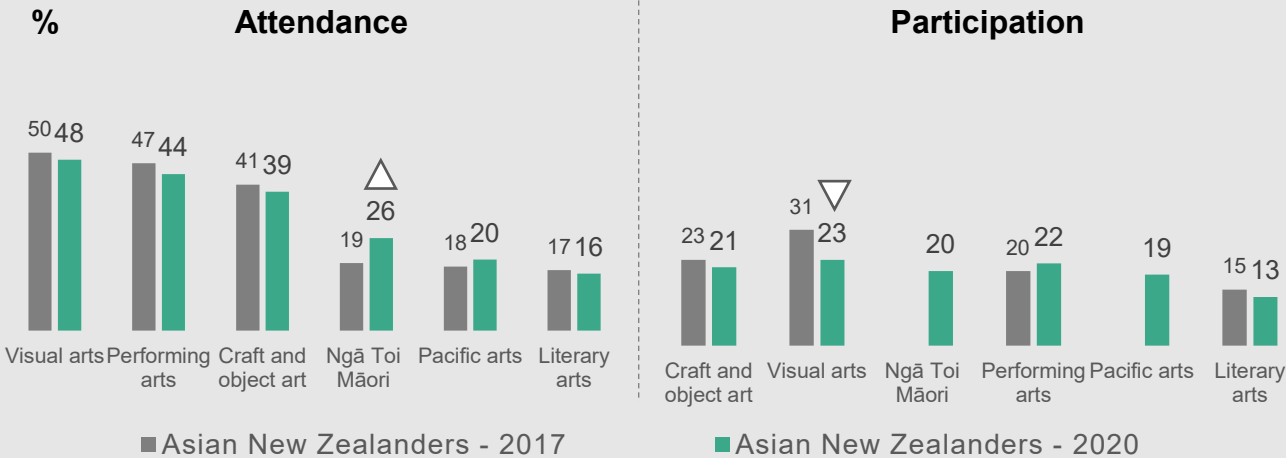
# Executive Summary: Asian New Zealanders and the Arts

**Method:** Online survey of 6,263 New Zealanders aged 15+ including 1,366 Asian New Zealanders      **Fieldwork:** 2 October to 2 November 2020      **Margin of error for Asian New Zealanders:** +/- 2.7%

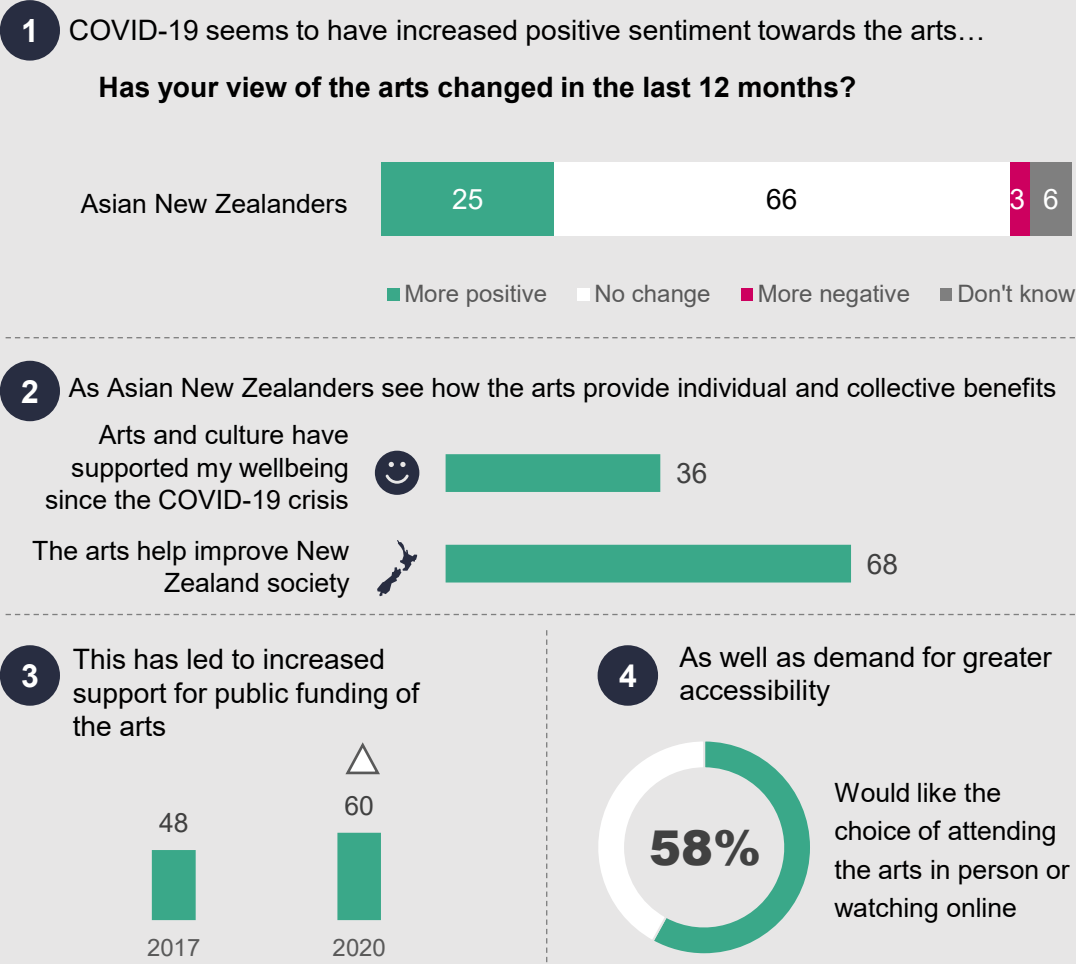
## Asian New Zealanders' ENGAGEMENT WITH THE ARTS

Three quarters of Asian New Zealanders have attended or participated in the arts in the last 12 months. This is in line with 2017, going against the national trend (which saw engagement fall from 80% to 75% across New Zealand).

Looking at individual art forms, Asian New Zealanders are significantly more likely to have attended Ngā Toi Māori than in 2017, but are significantly less likely to have participated in the visual arts.



## Asian New Zealanders' RELATIONSHIP WITH THE ARTS





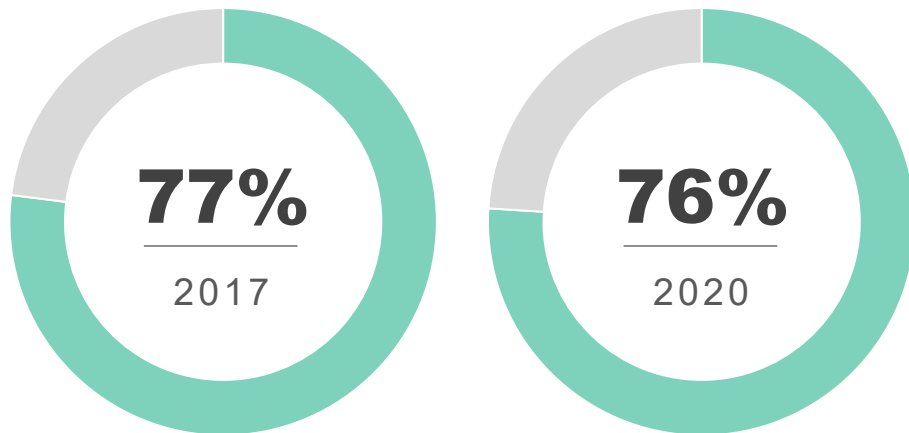
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION AMONG ASIAN NEW ZEALANDERS

# Overall engagement

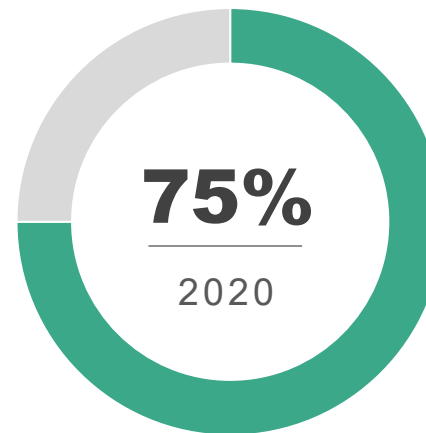
Q

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*

## Asian New Zealanders



## New Zealand



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

## COMMENTARY

The survey asks respondents about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level. The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Consistent with 2017, three quarters of Asian New Zealanders have engaged with the arts in the last 12 months. This goes against the national trend (engagement fell from 80% to 75%).

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (87%) and those aged 15 to 29 (82%) are more likely than average (76%) to be engaged with the arts. Conversely, men (72%) and those aged over 60 (61%) are less likely than average to be engaged.

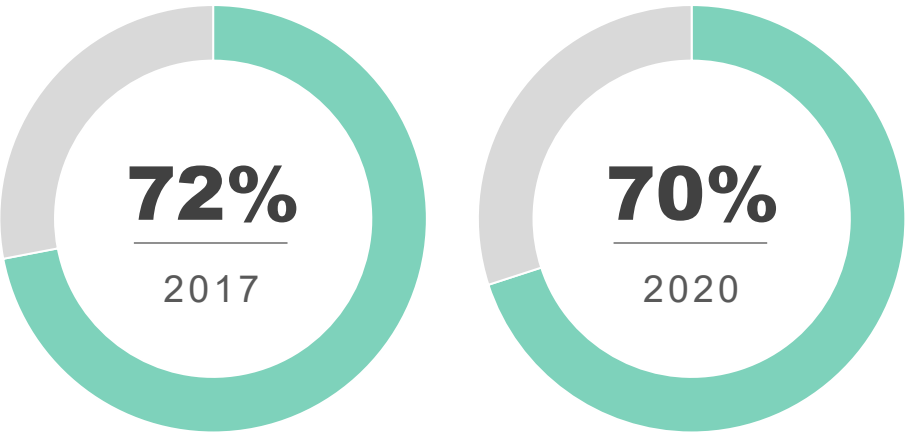


# Overall attendance

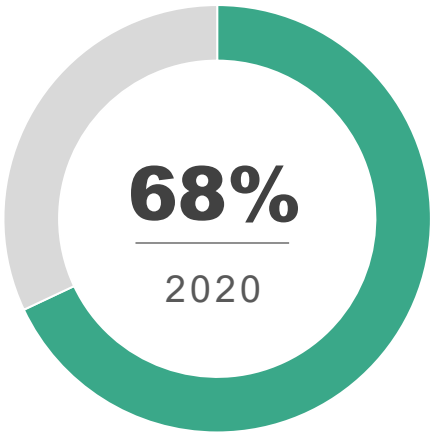
Q

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*

## Asian New Zealanders



## New Zealand



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

## COMMENTARY

Seven in ten Asian New Zealanders have attended at least one arts event or location in the last 12 months. This is in line with the 2017 result, as well as the national average.

**Sub-group differences among Asian New Zealanders:**

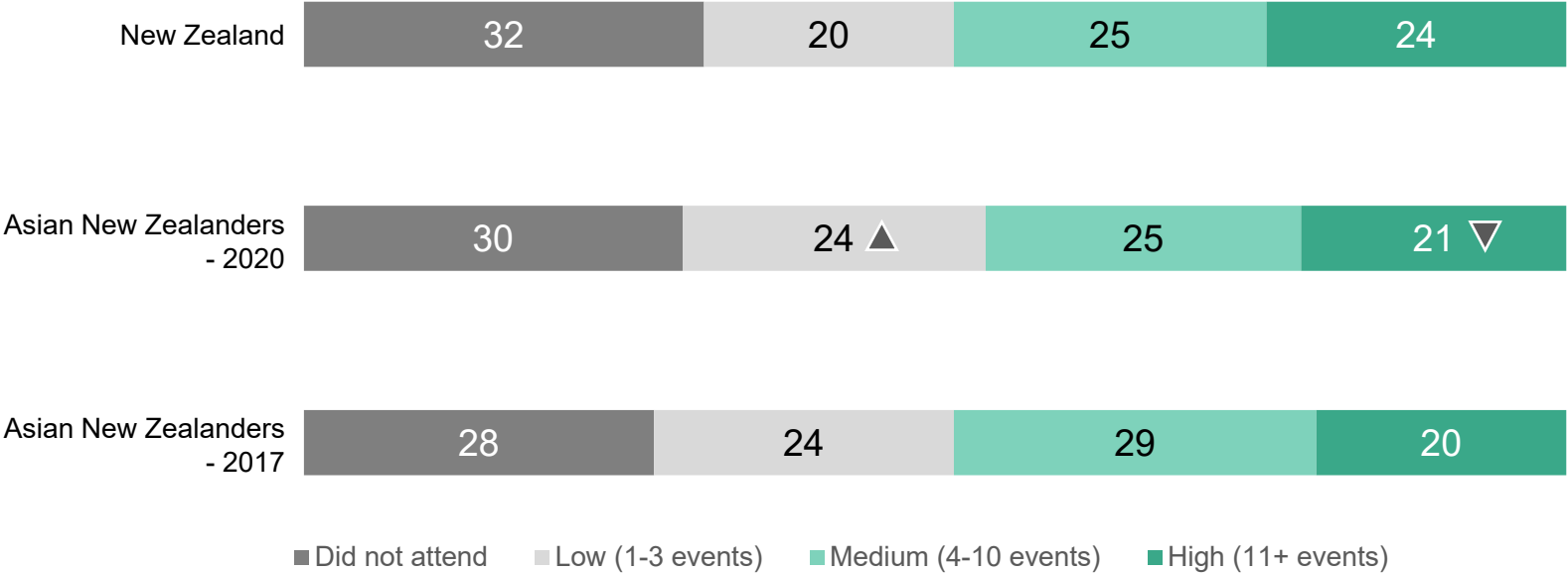
Asian New Zealanders with the lived experience of disability (78%) and those aged 15 to 29 (76%) are more likely than average (70%) to have attended the arts. On the other hand, men (67%) and people aged 70 plus (46%) are less likely to have done so.

# 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.

While overall attendance among Asian New Zealanders is in line with the national average, Asian New Zealanders are attending less frequently. The proportion of residents attending more than 10 times is lower than the national average (21% vs. 24%). While the proportion attending fewer than four times a year is higher (24% vs. 20%).

### Sub-group differences among Asian New Zealanders:

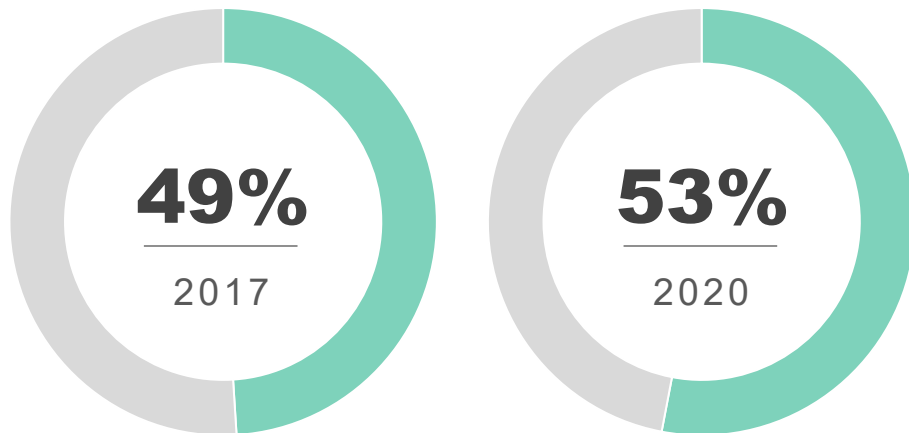
Asian New Zealanders with the lived experience of disability are more likely than average to be high attendees (43% vs. 21%).

# Overall participation

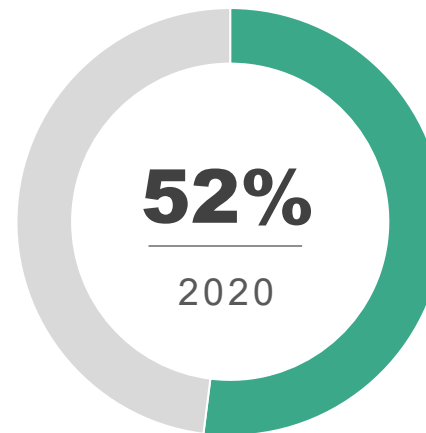
Q

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*

## Asian New Zealanders



## New Zealand



## COMMENTARY

Participation for Asian New Zealanders is slightly higher than it was in 2017, however this increase is not significant. Participation is also broadly in line with the national average (52%).

### Sub-group differences among Asian New Zealanders:

The following groups of Asian New Zealanders are more likely than average (53%) to have participated in the arts:

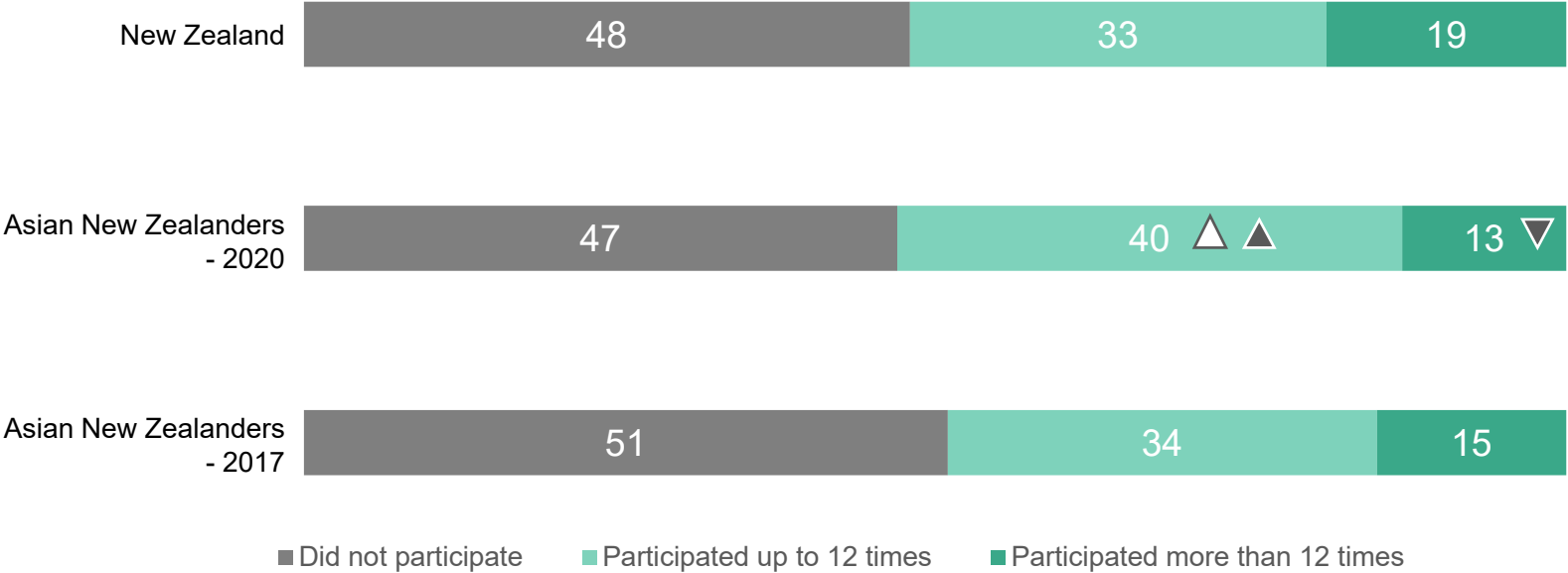
- People with the lived experience of disability (72%)
- Young people aged 15 to 29 (63%)
- Women (57%).

# 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

Thirteen percent of Asian New Zealanders participate in the arts on a regular basis (more than 12 times a year). This is consistent with 2017, but significantly lower than the national average.

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (25%) and those aged 15 to 29 (19%) are more likely than average (13%) to be regular participants.



# ARTS ATTITUDES AMONG ASIAN NEW ZEALANDERS

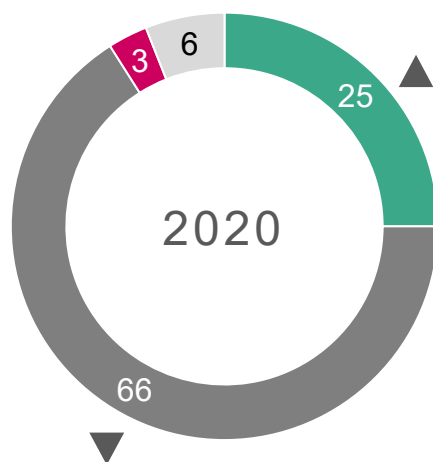


# Change in overall perception of the arts

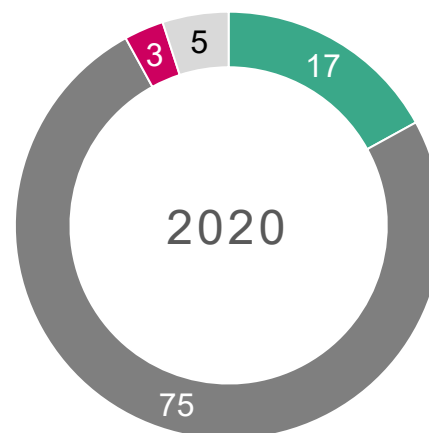
Q

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

## Asian New Zealanders



## New Zealand



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

## COMMENTARY

Overall, Asian New Zealanders are more positive about the arts than they were in 2017, with positive shifts in many of the attitudes included in this section. Indeed, it appears that COVID-19 and subsequent lockdowns has sparked a renewed appreciation for the arts. This trend is also evident at a national level.

This overall finding is supported by the chart opposite which illustrates how Asian New Zealander's perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts, a quarter are more positive and only 3% are more negative.

Compared to the national average, a higher proportion of Asian New Zealanders feel more positive about the arts now than they did 12 months ago (25% vs. 17%)

### Sub-group differences among Asian New Zealanders:

The following groups of Asian New Zealanders are more likely than average (25%) to say they feel more positive about the arts:

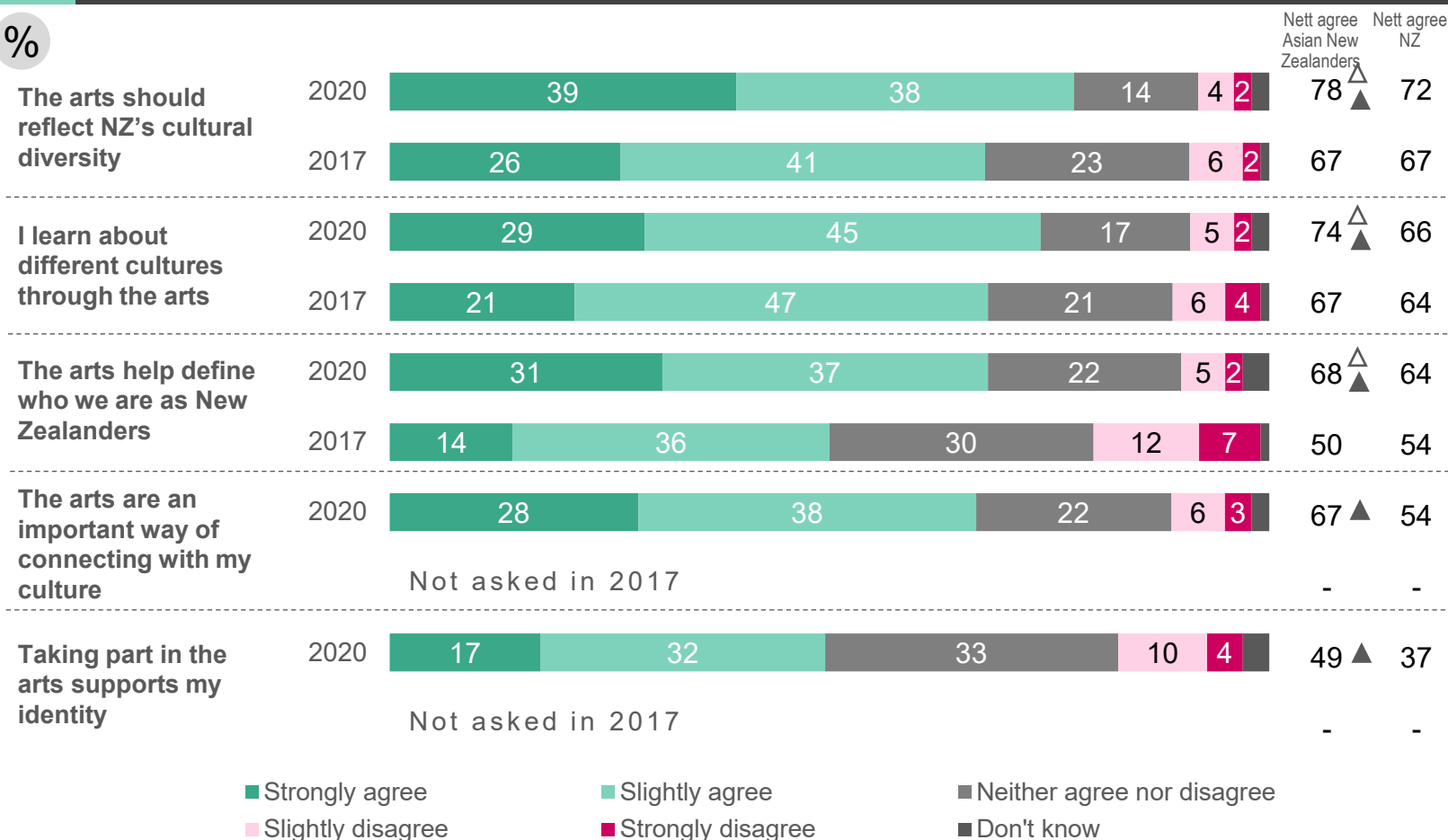
- People with the lived experience of disability (44%)
- People aged under 40 (30%)
- Men (29%).

# Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



## COMMENTARY

The arts contribute to Asian New Zealander's sense of self, nationhood, and understanding of others to a greater degree than average.

Nearly eight in ten (78%) agree the arts should reflect New Zealand's cultural diversity, 74% say they learn about other cultures and 68% say they help define who we are as New Zealanders. Agreement with these statements is higher than in 2017.

Two thirds of Asian New Zealanders agree the arts are an important way of connecting with their culture, and 49% say the arts help to support their identity.

Agreement with all statements is higher than the national average.

### Sub-group differences among Asian New Zealanders:

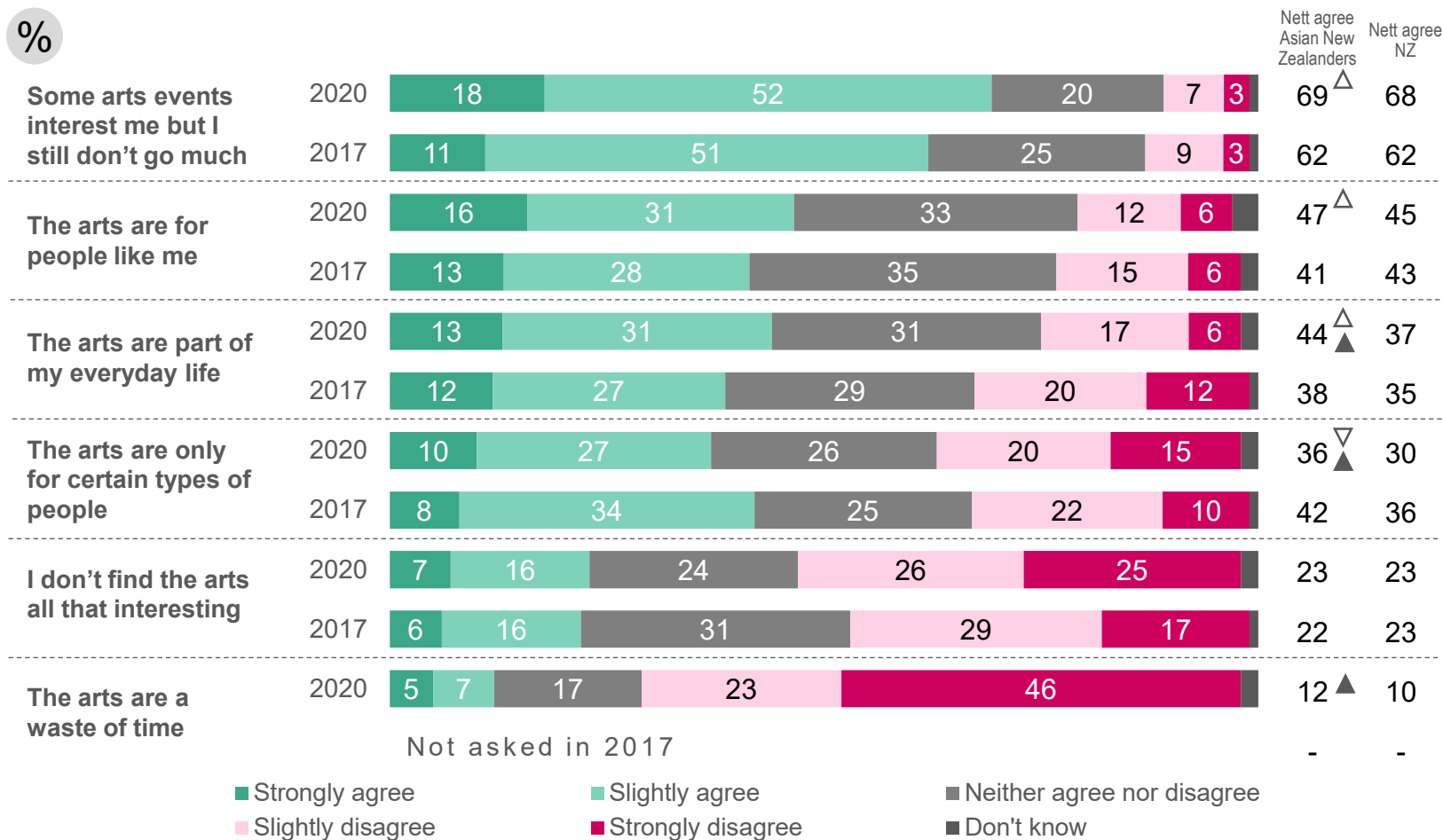
Asian women are more likely than average to agree that they learn about different cultures through the arts (79% vs. 74%).

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Asian New Zealanders have strengthened their personal connection to the arts since 2017. Nearly half agree the arts is for people like them (up from 41% in 2017). Further, 44% say the arts are part of their everyday life (up from 38% in 2017). Indeed, Asian New Zealanders are more likely than average to agree with the latter statement.

Only a minority say the arts aren't that interesting (23%) or are a waste of time (12%). However, agreement with the second statement is higher than the national average.

Thirty-six percent of Asian New Zealanders think the arts are only for certain types of people. This is lower than in 2017 but higher than the national average. This suggests that more could be done to make the arts feel more inclusive for Asian New Zealanders in particular.

There remains an opportunity to improve attendance at arts events. Sixty-nine percent of Asian New Zealanders are interested in some arts events but still don't attend often. This is significantly higher than in 2017, potentially reflecting a lack of opportunity due to COVID-19.

### Sub-group differences among Asian New Zealanders:

Asian men and those with the lived experience of disability are more likely than average to agree with the following statements:

- The arts are only for certain types of people
- I don't find the arts all that interesting
- The arts are a waste of time.

More negative attitudes towards the arts among men may be due to what Asian society expects of men. Namely, focusing on family responsibilities and career development.

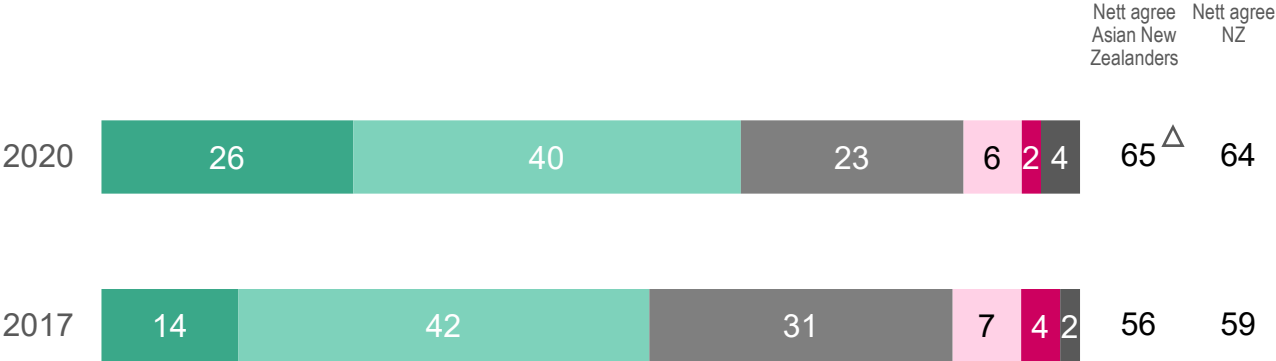
# Attitudes towards the arts: How the arts benefit New Zealand

Q

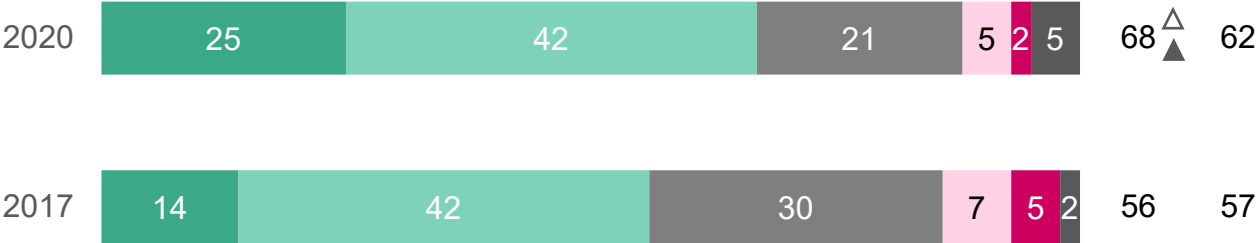
How much do you agree or disagree?

%

The arts contribute positively to our economy



The arts help improve New Zealand society



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

## COMMENTARY

Asian New Zealanders increasingly recognise the social and economic benefits of the arts.

Sixty-five percent agree that the arts contribute to our economy, and 68% agree the arts help improve New Zealand society. Agreement the arts improve society is higher than the national average.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree that the arts help improve New Zealand society (71% vs. 68%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366) | New Zealand 2017 (n=6101); 2020 (n=6263)

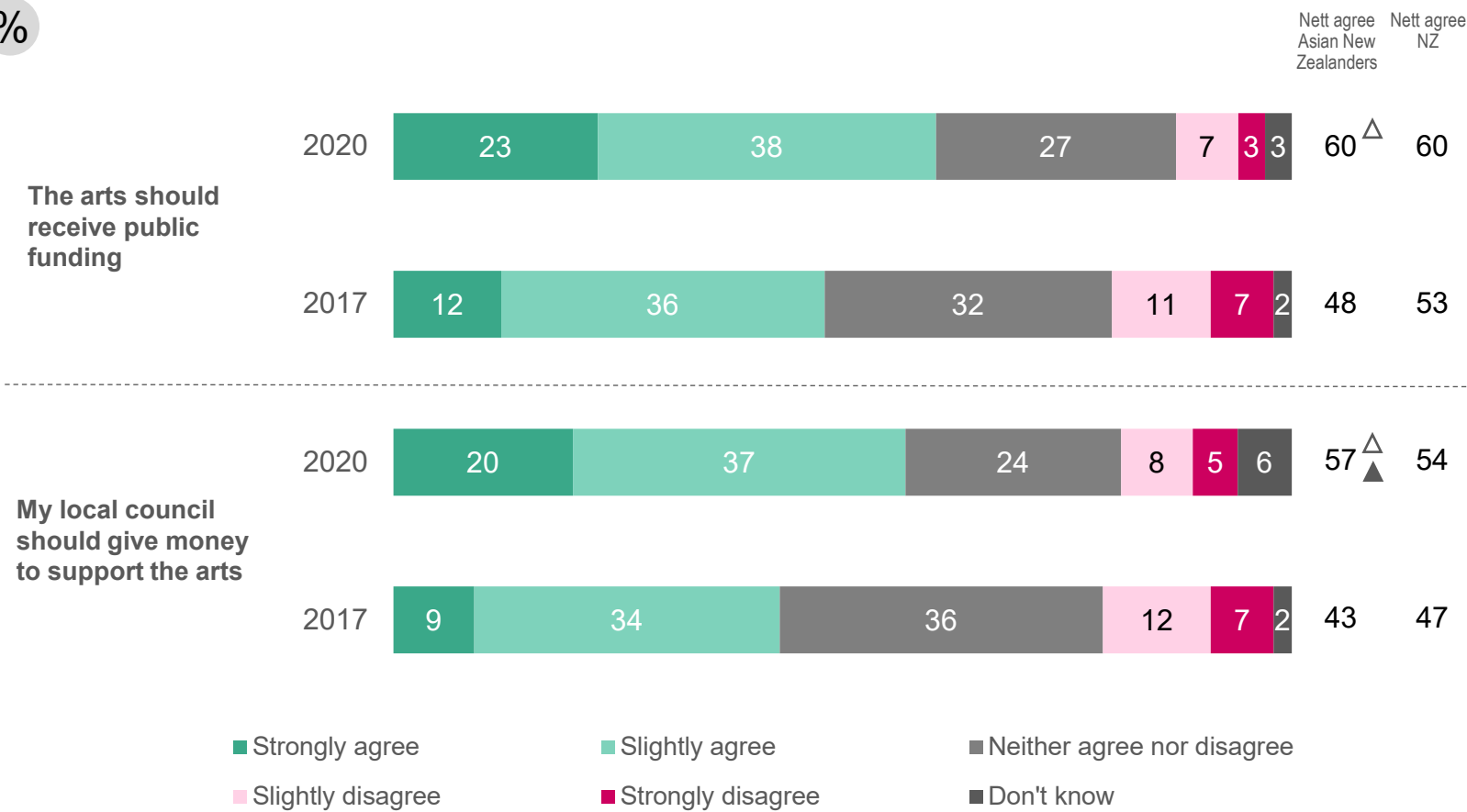
Δ ▽ = significantly higher / lower than 2017  
▲ ▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

Support for the public funding of arts has increased among Asian New Zealanders (was 48%, now 60%), and is now in line with the national average. This reflects the earlier finding that Asian New Zealanders are increasingly recognising the benefits of the arts to New Zealand.

There is also greater support for council funding. Fifty-seven percent agree with their local council should give money to support the arts, compared to 43% in 2017. Agreement with this statement is now significantly higher than the national average.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree the arts should receive public funding (64% vs. 60%), while people aged 50 to 59 are more likely to agree the local council should give money to support the arts (67% vs. 57%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

Δ ▽ = significantly higher / lower than 2017  
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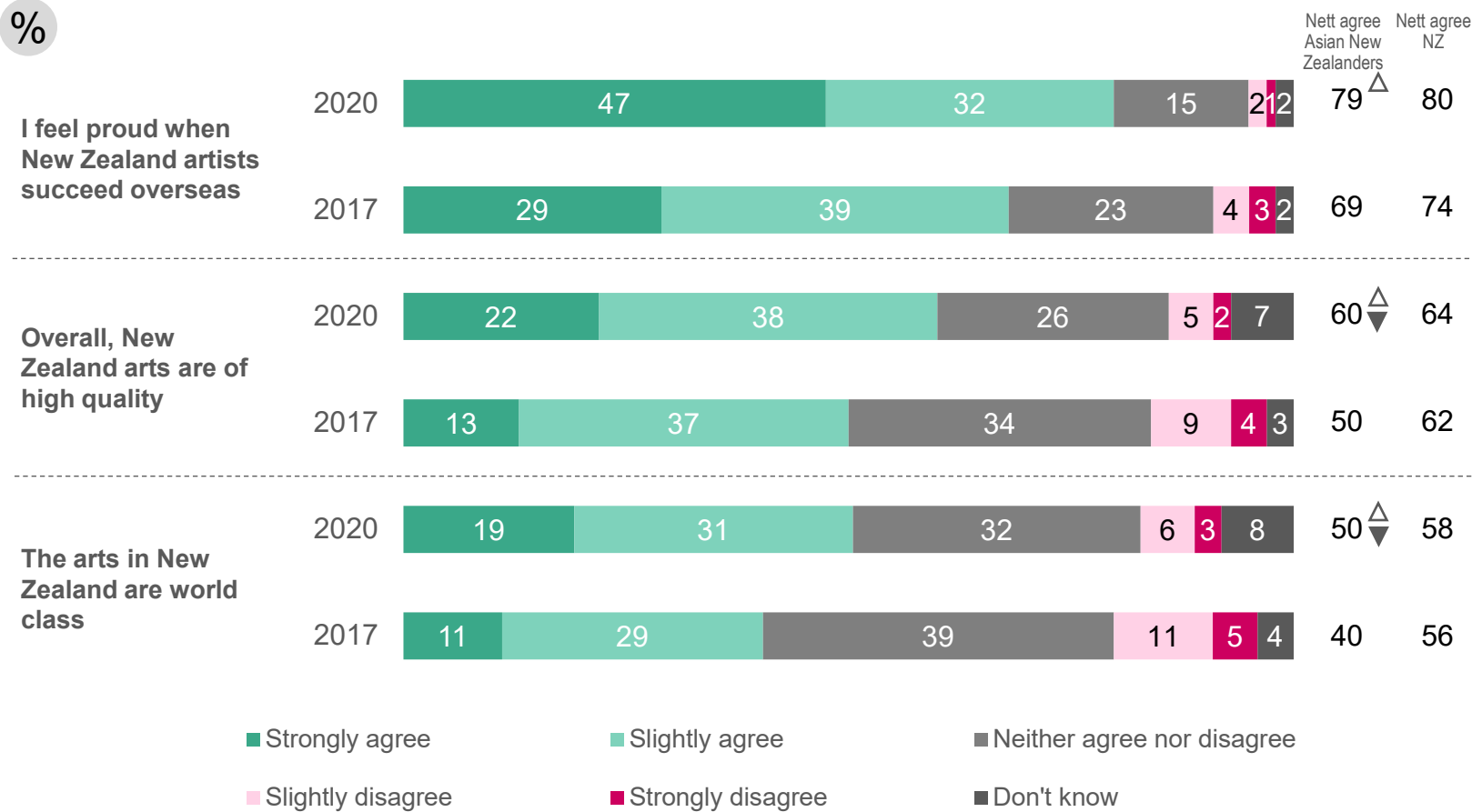


# Attitudes towards the arts: New Zealand arts on the international stage

Q

How much do you agree or disagree?

%



## COMMENTARY

Asian New Zealanders are more positive than ever about the quality of the arts in New Zealand, and are more likely to agree the arts in New Zealand are world class. However, agreement with these two statements still lags behind the national average.

Seventy-nine percent of Asian New Zealanders feel proud when New Zealand artists succeed overseas. Again, agreement with this statement has increased since 2017. It is now in line with the national average.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree:

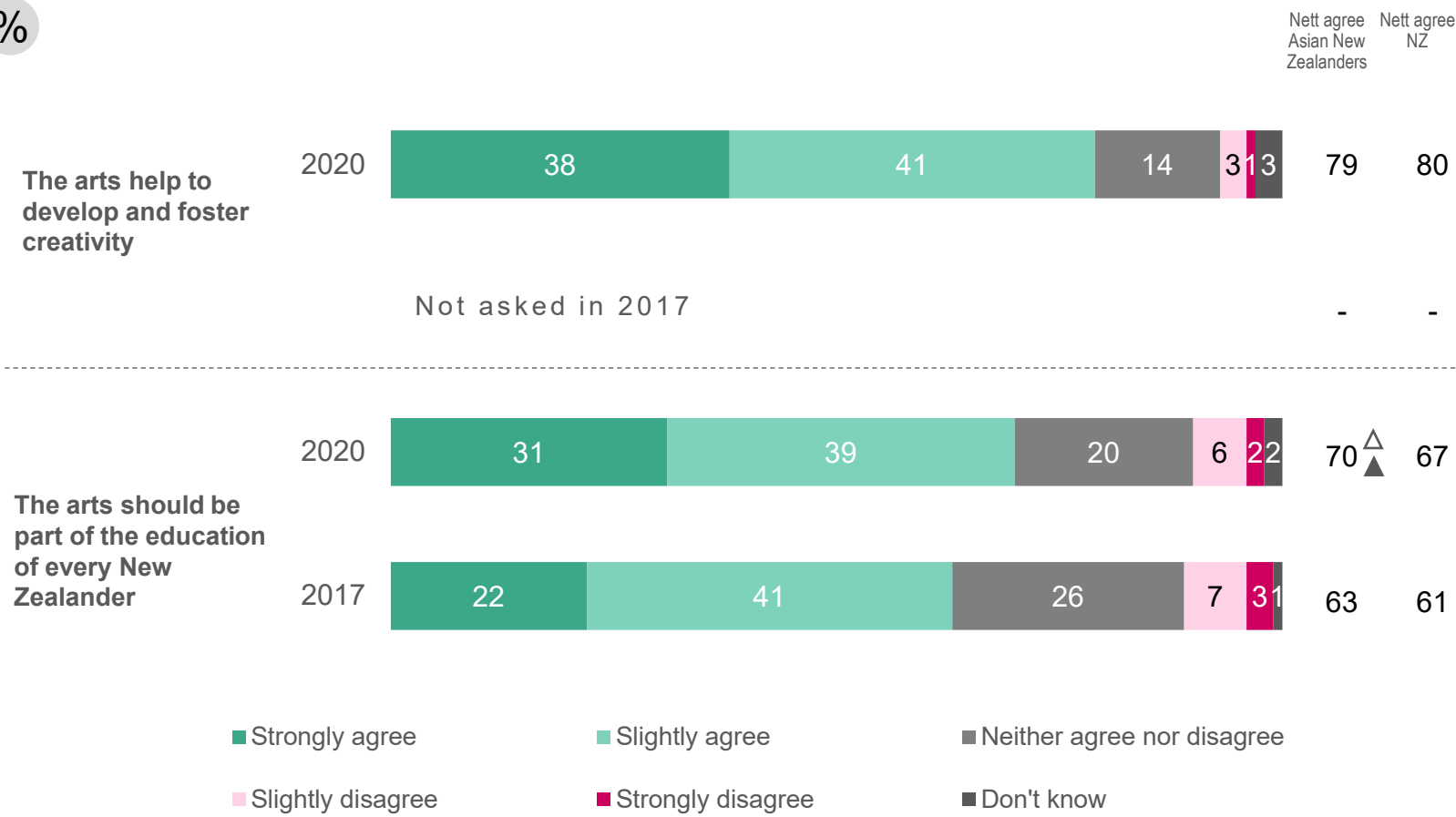
- New Zealand arts are of high quality (65% vs. 60%)
- I feel proud when New Zealand artists succeed overseas (83% vs 79%).

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

Most Asian New Zealanders recognise the value of the arts in fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders.

Support for the role of the arts in education has grown since 2017, and is significantly higher than the national average.

**Sub-group differences among Asian New Zealanders:**

Asian women are more likely than average to agree that the arts helps to develop and foster creativity (83% vs. 79%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366) | New Zealand 2017 (n=6101); 2020 (n=6263)

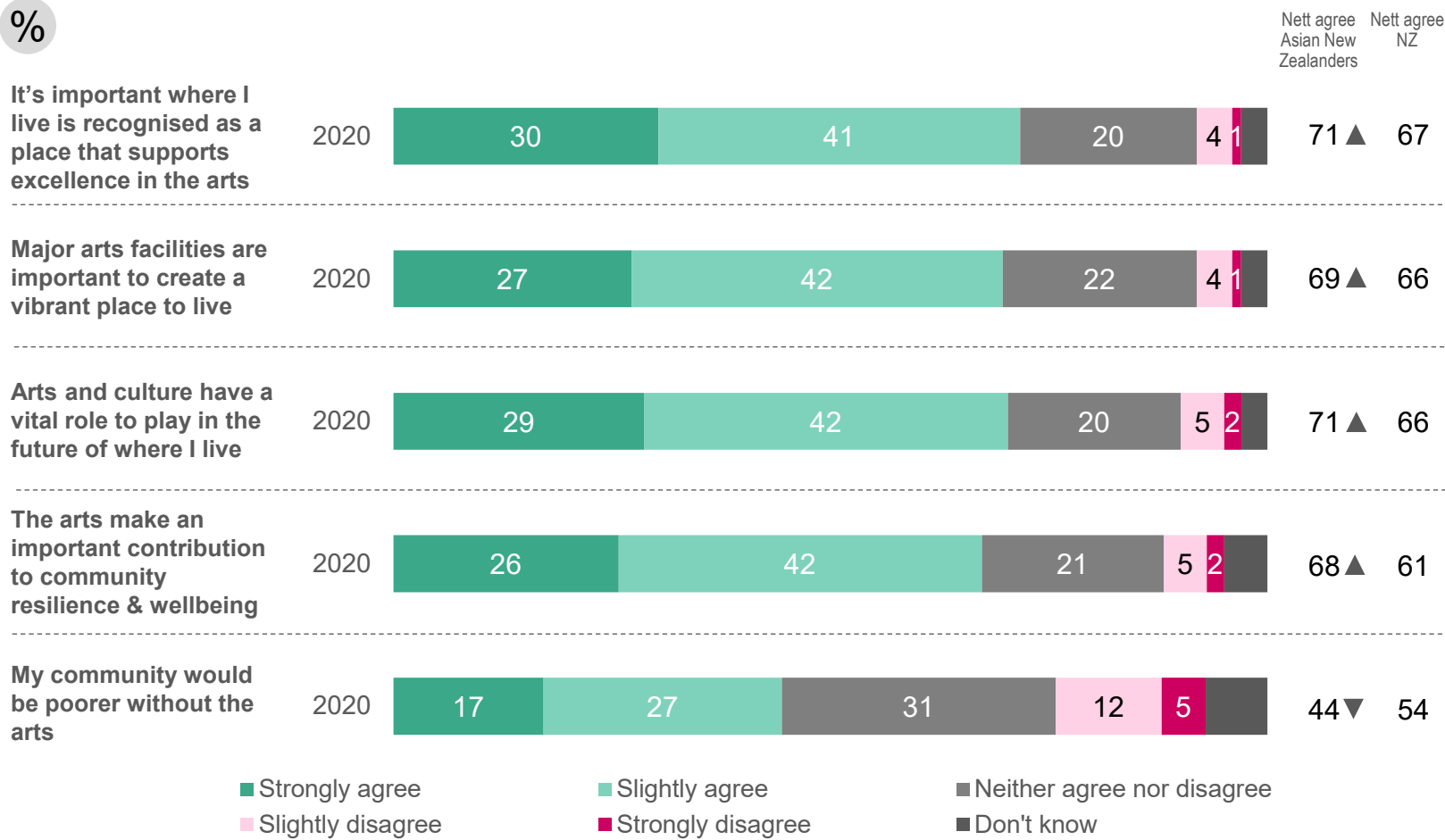
Δ ▽ = significantly higher / lower than 2017  
▲ ▼ = significantly higher / lower than all New Zealanders

# 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.

Compared to the national average, Asian New Zealanders are more likely to agree with all statements except for 'my community would be poorer without the arts'. It may be that there are other aspects of their community life which they view as more important.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely to agree with all statements, with the exception of 'my community would be poorer without the arts'.

Asian New Zealanders with the lived experience of disability are less likely than average to agree that:

- Arts and culture have a role to play in the future of where they live (63% vs. 71%)
- Major arts facilities are important to create a vibrant place to live (60% vs. 69%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Asian New Zealanders 2020 (n=1366); New Zealand 2020 (n=6263)

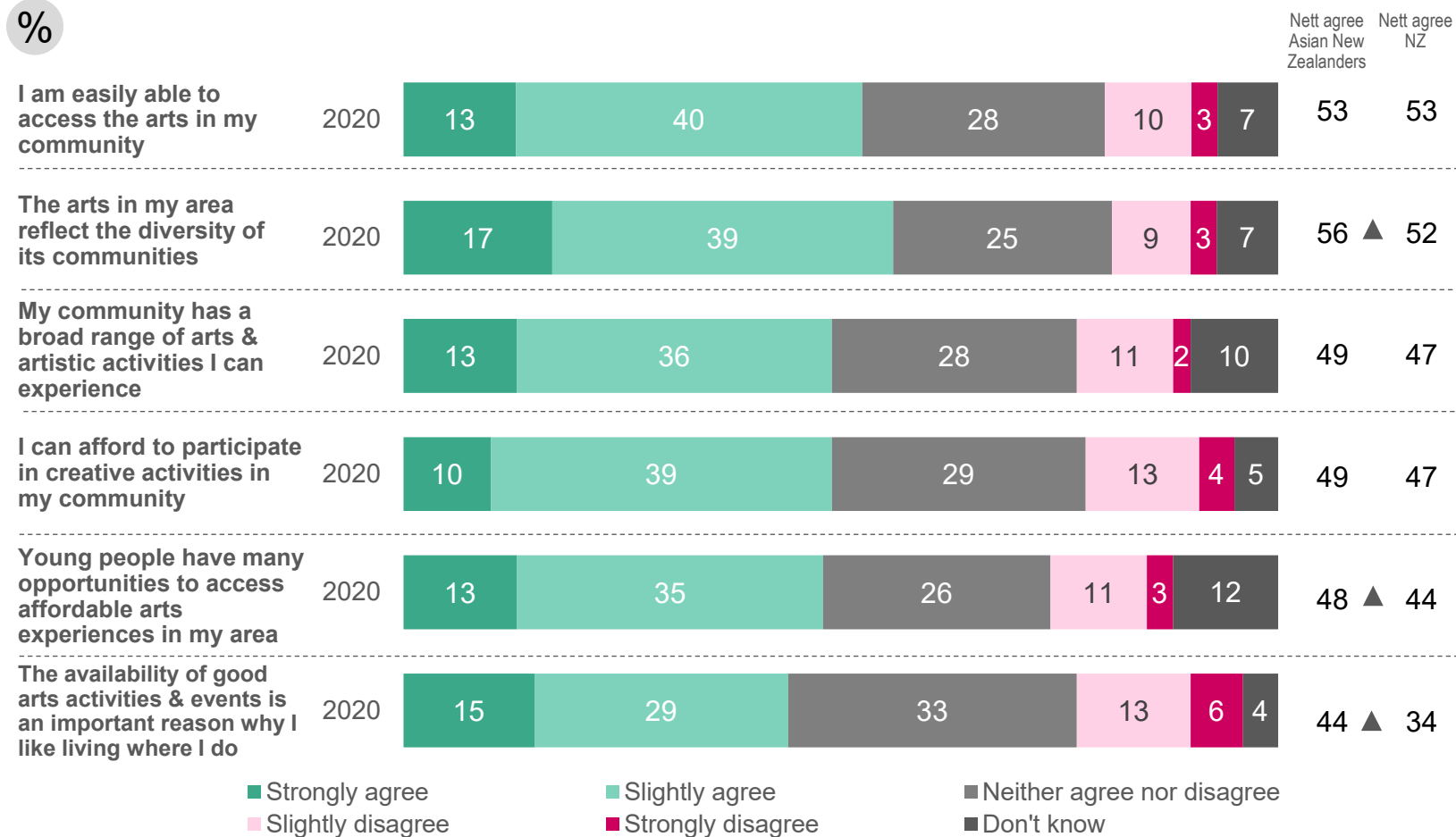
▲ ▼ = significantly higher / lower than all New Zealanders

# 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, Asian New Zealanders are positive about the extent to which arts in their community are accessible and inclusive. Compared to the national average, they are more likely to agree with the following statements:

- The arts in my area reflect the diversity of its communities
- Young people have many opportunities to access affordable arts experiences in my area
- The availability of good arts activities and events is an important reason why I like living where I do.

That said, affordability is an issue for some with 17% disagreeing that they can afford to participate in creative activities in their community, and a further 29% sitting on the fence.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree that the arts in their area reflect the diversity of its communities (60% vs. 56%).



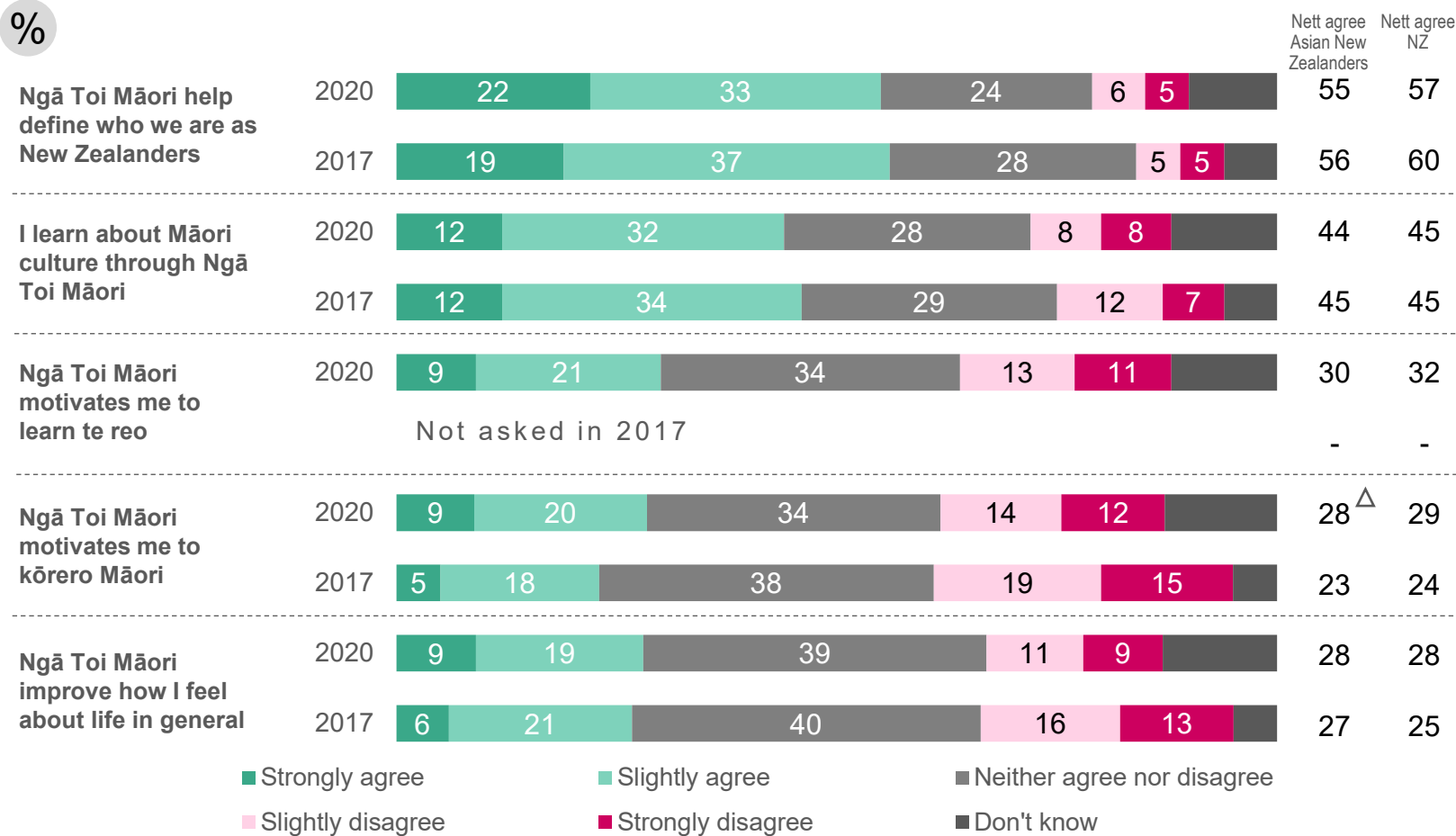
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS AMONG ASIAN NEW ZEALANDERS



# 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

Asian New Zealanders recognise multiple benefits from Ngā Toi Māori. Over half agree that Ngā Toi Māori help define who we are as New Zealanders, 44% agree they learn about Māori culture through Ngā Toi Māori and 28% say it improves how they feel about life.

Ngā Toi Māori acts as a catalyst for learning or conversing in te reo. In addition the proportion who say it motivates them to kōrero Māori has increased from 23% to 28%.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree that Ngā Toi Māori helps to define who we are as New Zealanders (61% vs. 55%).

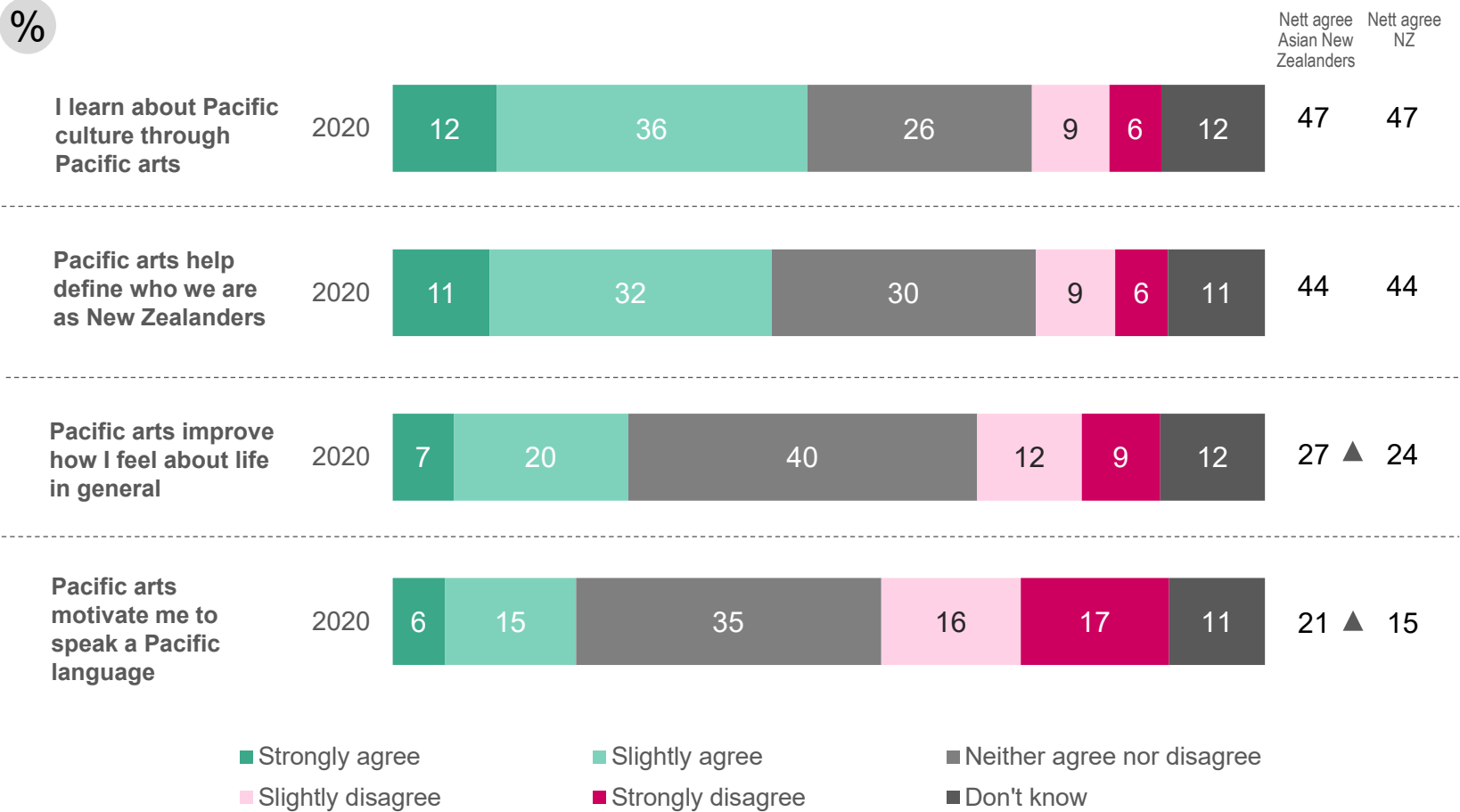
Those aged 15 to 29 are more likely than average to agree that Ngā Toi Māori helps them to learn about Māori culture (51%), and motivates them to kōrero te reo (34%).

# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

Asian New Zealanders also recognise multiple benefits from Pacific arts.

Nearly half (47%) agree that they learn about Pacific culture through Pacific arts and 44% agree that it helps define who we are as New Zealanders. These figures are in line with the national average.

More broadly, 27% say Pacific arts improves how they feel about life in general, and 21% say it encourages them to speak a Pacific language. Agreement with both of these statements is significantly higher than the national average.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree that they learn about Pacific culture through Pacific arts (52% vs. 47%). In addition, Asian New Zealanders with the lived experience of disability are more likely than average to agree that the Pacific arts motivates them to speak a Pacific language (32%), and improves how they feel about life (39%).



# ASIAN NEW ZEALANDERS' ATTENDANCE BY ARTFORM

# Attendance by art form

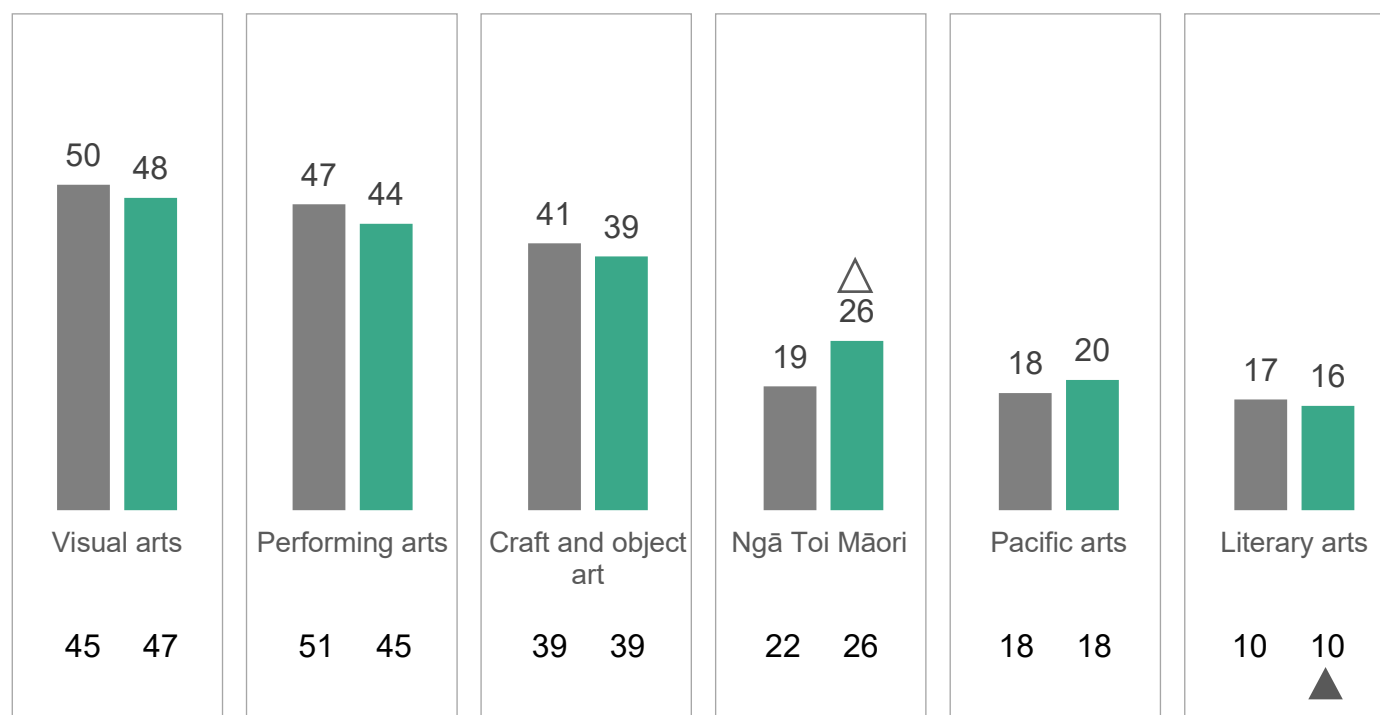
Q

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

%

■ Asian New Zealander - 2017

■ Asian New Zealander - 2020



## COMMENTARY

The chart shows the proportion of Asian New Zealanders who have attended each art form at least once in the last 12 months.

The most popular art forms for attendance are the visual arts (48%) and performing arts (44%).

Attendance at Ngā Toi Māori has increased significantly from 19% in 2017 to 26% in 2020. Attendance for most other art forms has dropped off very slightly, however none of these differences are significant.

Attendance at the literary arts is significantly 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?

Asian New Zealander - 2020 39

Asian New Zealander - 2017 41

Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Did you do this...



77% in person



41% online

Base: All Asian New Zealanders who have attended craft and object arts 2020 (n=511)

Q

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

Asian New Zealander - 2020 35 44 12 2 4 3

Asian New Zealander - 2017 35 47 10 3 2 3

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

Base: All Asian New Zealanders who have attended the craft and object arts 2017 (n=428); 2020 (n=511)

## COMMENTARY

Four in ten (39%) Asian New Zealanders have attended the craft and object arts in the last 12 months. This is in line with 2017. The frequency with which attendees are going to the craft and object arts is broadly consistent with 2017.

For the first time, the survey asked participants whether they attended in person or online for each art form. Of course, participants might have done both, so the percentages add to more than 100%. Of the 39% of Asian New Zealanders who have attended the craft and object arts, 77% did so in person, and 41% online.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to have attended the craft and object arts (43% vs. 39%).

People with the lived experience of disability (60%) and those living in towns or rural areas (50%) are more likely than average to have attended craft and object arts online.



%

Q

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

Asian New Zealander - 2020 16

Asian New Zealander - 2017 17

Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Did you do this...



71% in person



57% online

Base: All Asian New Zealanders who have attended the literary arts 2020 (n=217)

Q

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

Asian New Zealander - 2020 35 40 15 3 6 1

Asian New Zealander - 2017 32 46 14 2 4 3

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

Base: All Asian New Zealanders who have attended the literary arts 2017 (n=169); 2020 (n=217)

## COMMENTARY

Sixteen percent of Asian New Zealanders have attended literary arts in the last 12 months. This is in line with 2017.

Those who are attending go fairly infrequently with only a quarter doing so more than three times per year.

While it is most common to attend the literary arts in person, over half of those people attending literary arts have gone online to do so.

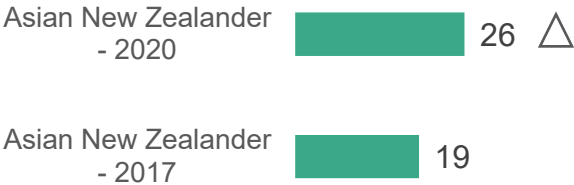
### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (28%), and those living in provincial New Zealand (22%) are more likely than average (16%) to have attended a literary arts event.

%

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 Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Did you do this...



78% in person

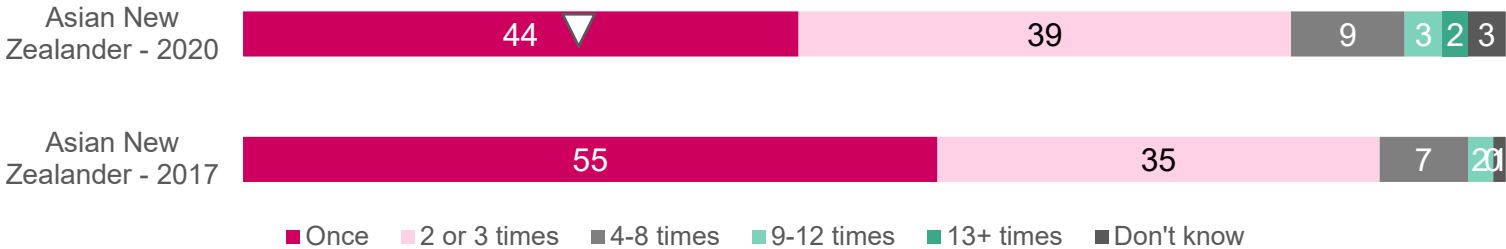


44% online

Base: All Asian New Zealanders who have attended Ngā Toi Māori 2020 (n=366)

Q

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



Base: All Asian New Zealanders who have attended Ngā Toi Māori 2017 (n=203); 2020 (n=366)

## COMMENTARY

The proportion of Asian New Zealanders who have attended Ngā Toi Māori in the last 12 months, has increased from 19% in 2017 to 26% in 2020.

Over half of those who attending are doing so more than once. This compares to less than half in 2017.

Those people who are attending Ngā Toi Māori are typically doing so in person, but 44% attended online at least one event or activity online.

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders living in provincial New Zealand (33%) are more likely than average (26%) to attend Ngā Toi Māori events and activities.

People with the lived experience of disability (58%) and people aged 15 to 29 (56%) are more likely than average to have attended Ngā Toi Māori events online.

%

Q

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

Asian New Zealander - 2020 20

Asian New Zealander - 2017 18

Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Did you do this...



73% in person



49% online

Base: All Asian New Zealanders who have attended the Pacific arts 2020 (n=265)

Q

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

Asian New Zealander - 2020 42 37 15 2 2 2

Asian New Zealander - 2017 56 33 8 2 2

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

Base: All Asian New Zealanders who have attended the Pacific arts 2017 (n=191); 2020 (n=265)

## COMMENTARY

Twenty percent of Asian New Zealanders have attended Pacific arts in the last 12 months. This is in line with 2017.

Over half of those who attending are doing so more than once. This compares to less than half in 2017.

Those people who are attending Pacific arts are typically doing so in person, but half are also attending online.

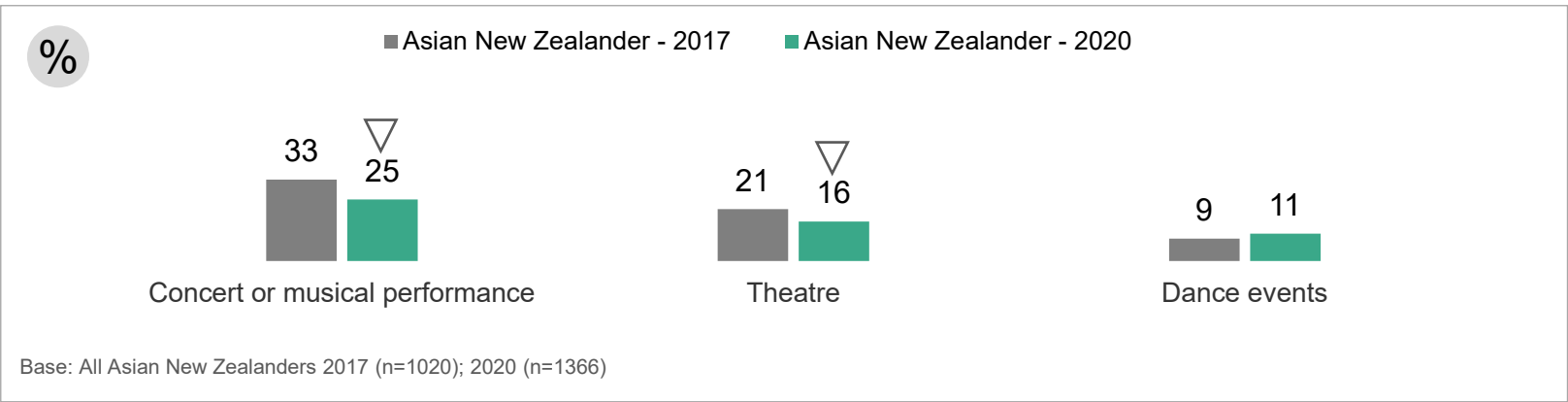
### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability are more likely than average to have attended the Pacific arts (29% vs. 20%).

# Performing arts attendance

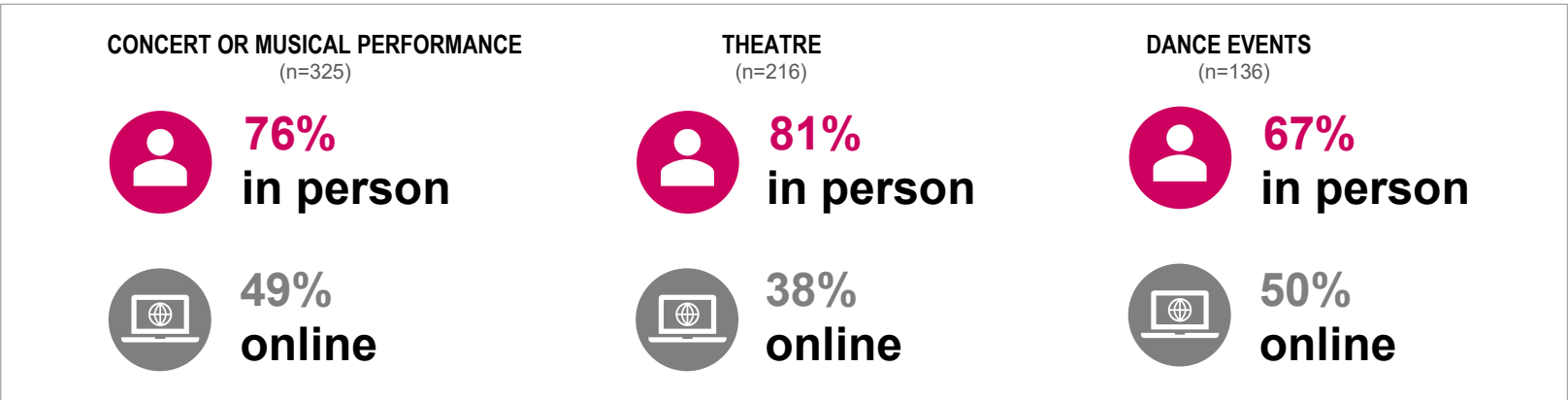
Q

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



Q

Did you do this...



## COMMENTARY

Overall, 44% of Asian New Zealanders have attended the performing arts in the last 12 months. The chart shows how this breaks down across different performing arts activities.

Concerts or musical performances remain the most popular type of performing arts. A quarter of Asian New Zealanders have attended a concert or musical performance in the last 12 months. This is followed by theatre (16%) and dance (11%). Attendance of both concerts / musical performance and theatre have declined significantly since 2017, likely due to COVID-19.

Those who are attending the performing arts are typically doing so in person, but up to 50% are attending online.

- Sub-group differences among Asian New Zealanders:**
- Some performing arts activities are more popular among certain demographic groups:
- Asian New Zealanders living in metropolitan cities are more likely than average to attend concerts or musical performances (28% vs. 25%)
  - People aged 15 to 29 are more likely than average to attend the theatre (21% vs. 16%)
  - Finally, Asian women are more likely than average to attend dance events (14% vs. 11%).

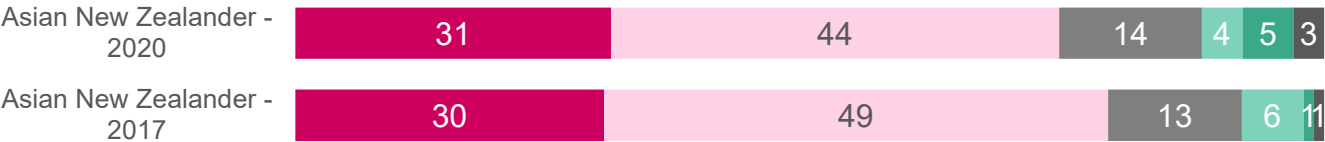
# Performing arts attendance

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

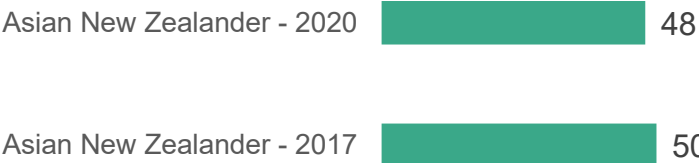
Most Asian New Zealanders who attend the performing arts do so infrequently i.e. up to three times in the last twelve months.

Those who are attending the theatre are doing so less frequently than in 2017.

%

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 Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Did you do this...



74% in person

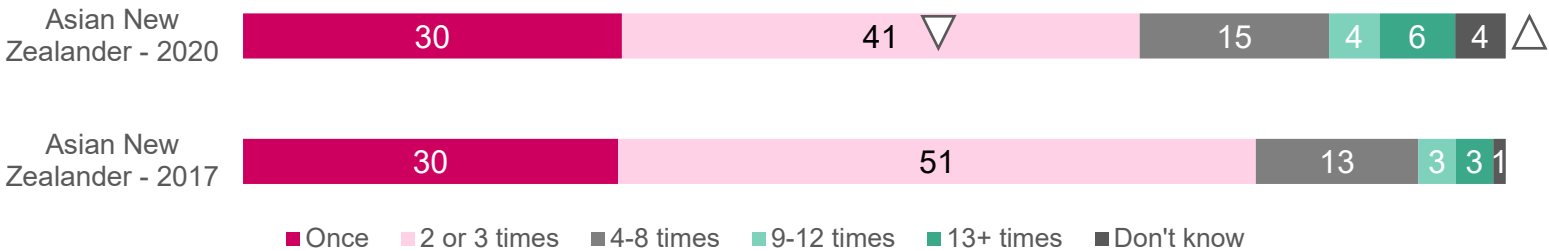


49% online

Base: All Asian New Zealanders who have attended the visual arts 2020 (n=630)

Q

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



Base: All Asian New Zealanders who have attended the visual arts 2017 (n=522); 2020 (n=630)

## COMMENTARY

Half of Asian New Zealanders have attended visual art events in the last 12 months. This is in line with 2017.

The frequency with which attendees are going to visual arts has increased since 2017, with a higher proportion attending four or more times.

Those people who are attending the visual arts are typically doing so in person, but around half are attending online.

### Sub-group differences among Asian New Zealanders:

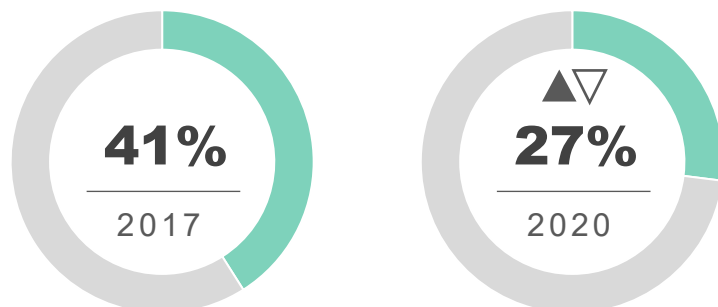
Asian New Zealanders with the lived experience of disability (56%) and those aged 15 to 29 (56%) are more likely than average (48%) to attend the visual arts.

# Visual arts attendance: impact of film festivals

Q

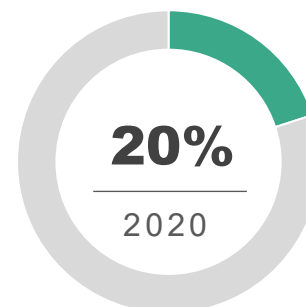
Were film festivals included among the visual arts you have visited in the last 12 months?

## Asian New Zealanders



Base: All Asian New Zealanders who have attended the visual arts 2017 (n=522); 2020 (n=630)

## New Zealand



Base: New Zealand (n=3032)

## COMMENTARY

Twenty-seven percent of Asian New Zealanders who have attended the visual arts have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format because of COVID-19. However, attendance remains higher than the national average (20%).

Eighty-one percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is in line with 2017 and with all New Zealanders.

### Sub-group differences among Asian New Zealanders:

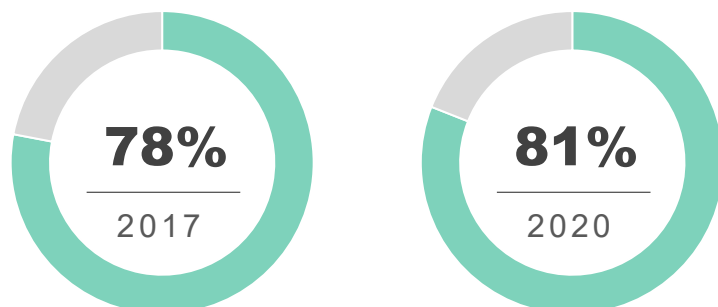
The following groups of Asian New Zealanders are more likely than average (27%) to have attended film festivals:

- People with the lived experience of disability (46%)
- People aged 30 to 39 (33%)
- Men (32%).

Q

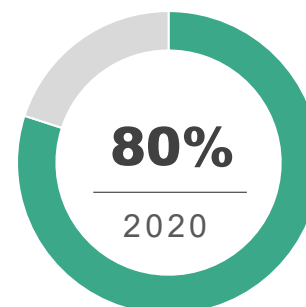
And have you visited visual arts other than film festivals in the last 12 months?

## Asian New Zealanders



Base: All Asian New Zealanders who have attended film festivals 2017 (n=211); 2020 (n=179)

## New Zealand



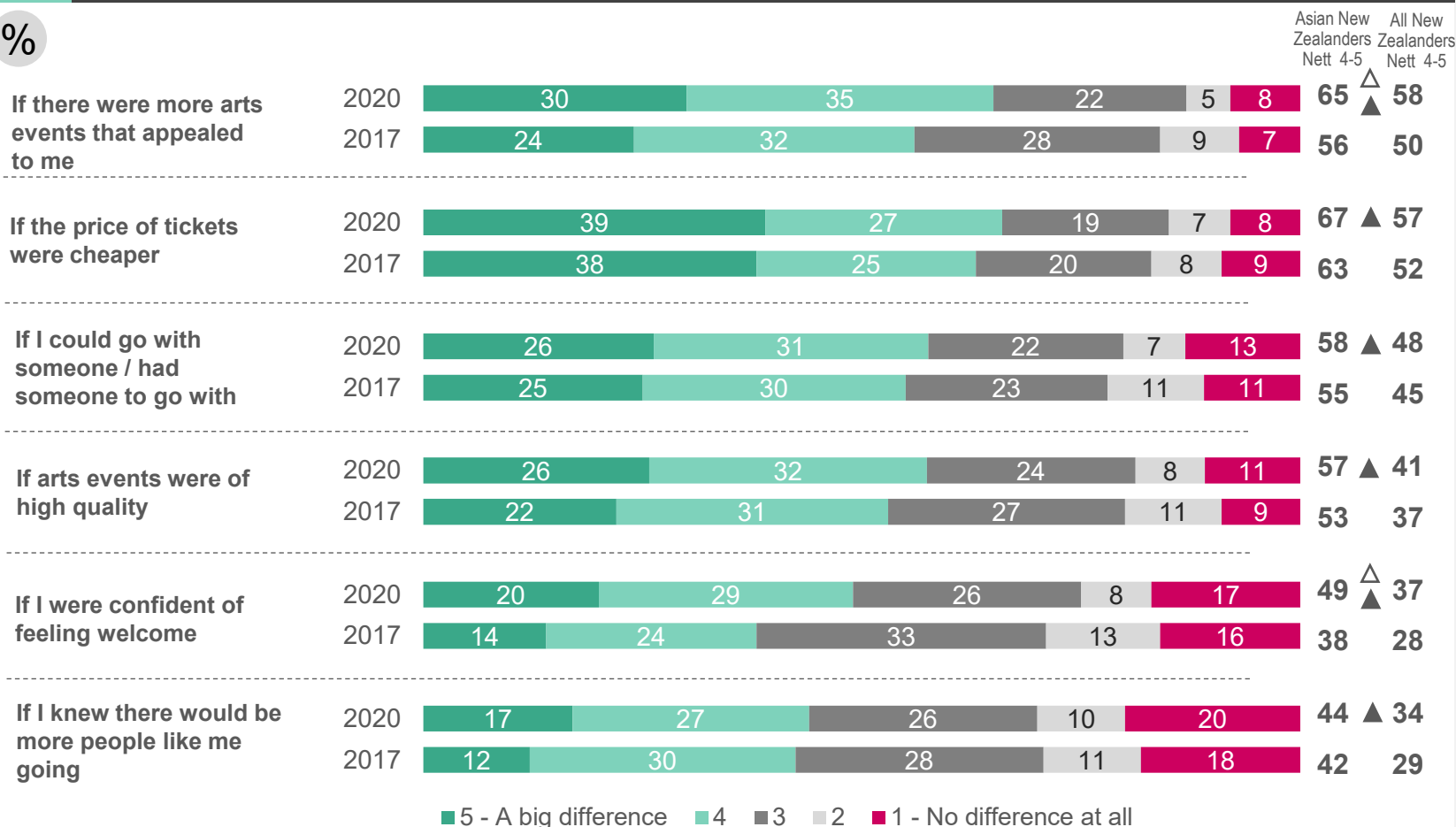
Base: New Zealand (n=652)

# Encouraging greater attendance in the arts

Q

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

%



## COMMENTARY

Seven in ten (69%) Asian New Zealanders 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.

Choice and ticket prices remain the top two factors that influence attendance. More than six in ten say these factors could make a difference in encouraging them to go more often.

There is also an opportunity to further increase attendance by tackling the social norm that you need to attend arts events with other people, as well as perceptions of quality.

Finally, greater inclusivity needs to be promoted to encourage attendance. Forty-nine percent say they would be more likely to attend if they were confident of feeling welcome (this is up from 38% in 2017). Further, 44% say knowing other people like them were going would make them feel more inclined to attend.

Asian New Zealanders are more likely than average to say that all six things listed on the adjacent chart would encourage them to go to the arts more often.

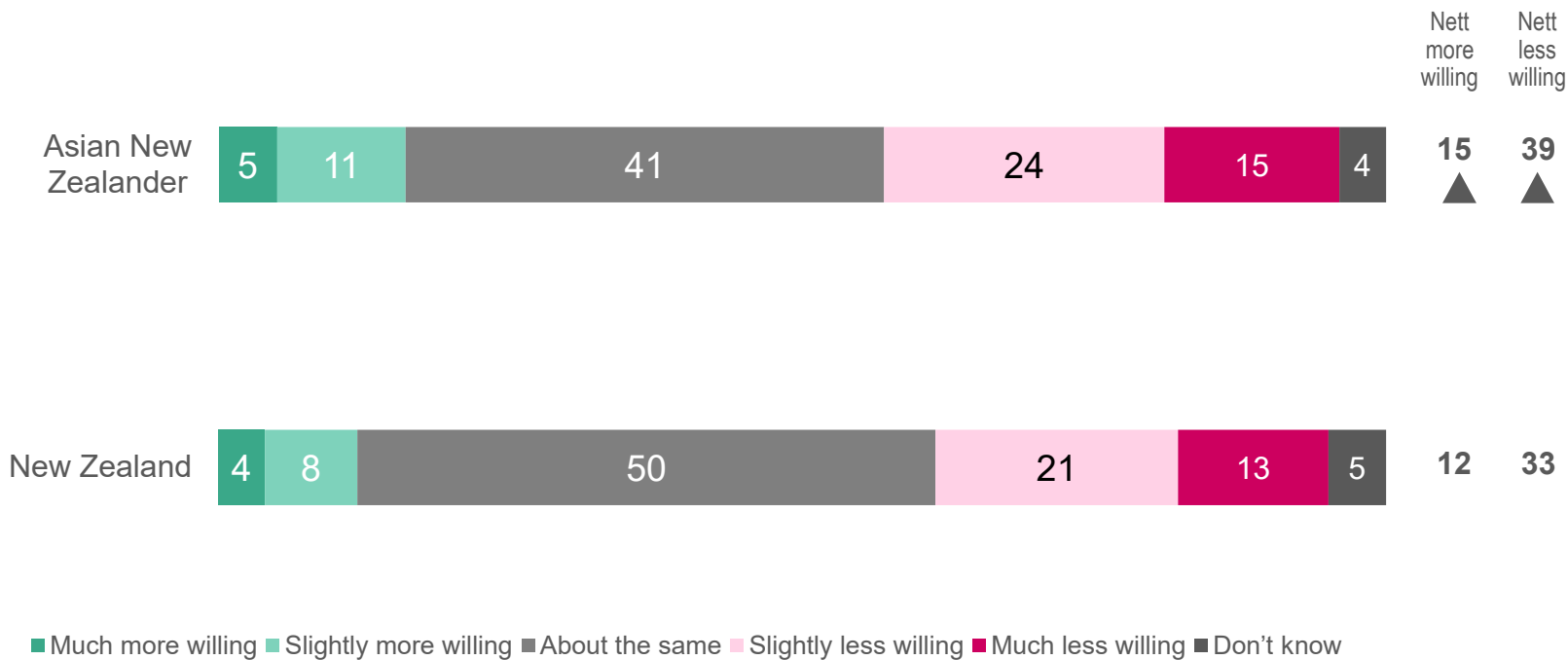


# COVID-19: Impact on willingness to attend arts in person

Q

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

%



## COMMENTARY

Four in ten Asian New Zealanders are less willing to attend arts events in person because of COVID-19, suggesting there is still anxiety around catching the virus while out and about, particularly in large crowds. On the other hand, 15% are *more* willing, for this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

Both the proportion more willing, and less willing, are higher than the national average.

### Sub-group differences among Asian New Zealanders:

Asian women are more likely to be less willing to attend the arts in person because of COVID-19 (44%), as are people aged 50 plus (54%).



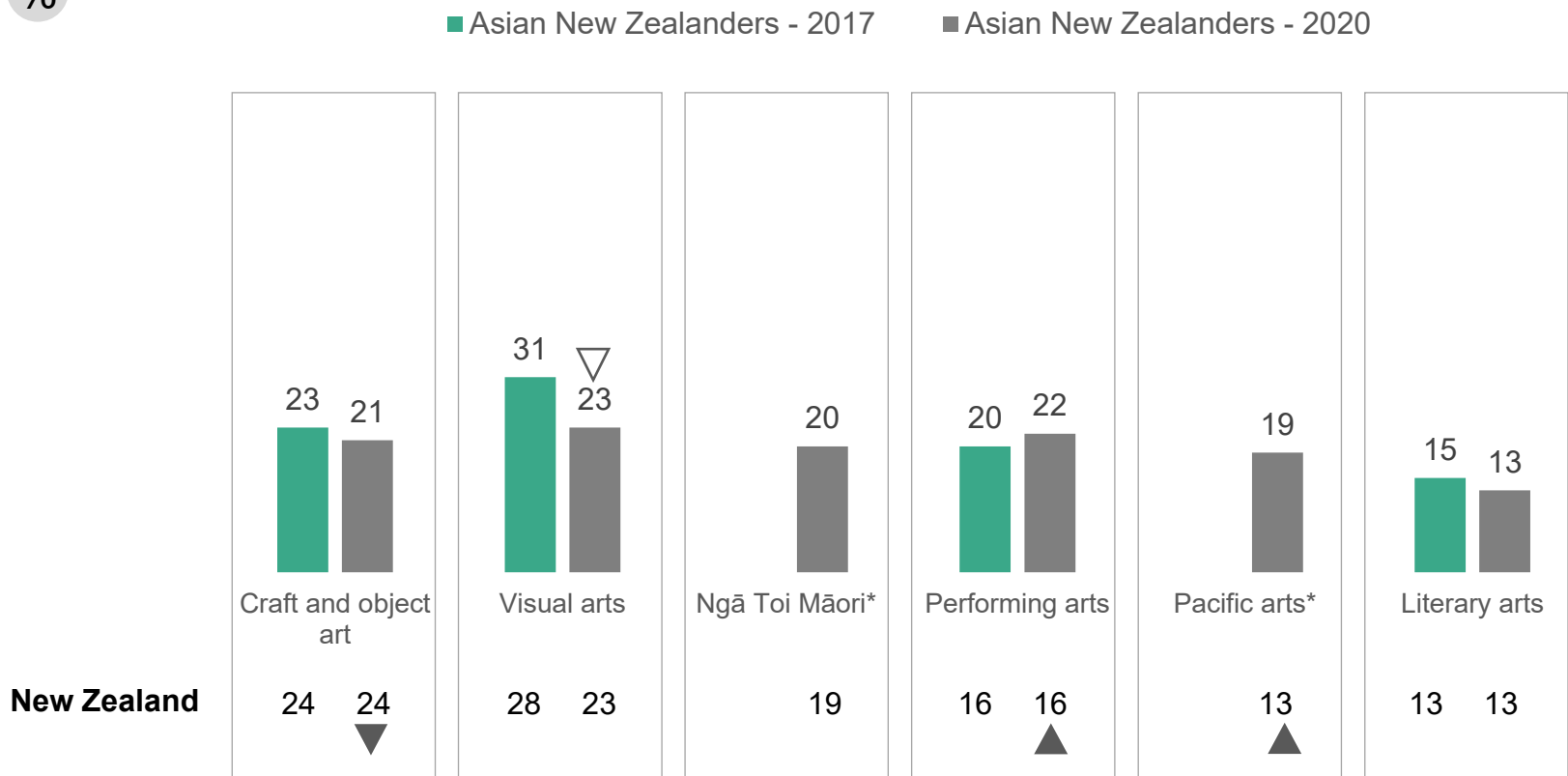
# ASIAN NEW ZEALANDERS' PARTICIPATION BY ARTFORM

# 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 Asian New Zealanders who have participated in each art form at least once in the last 12 months.

Visual arts participation has declined in 2020. Participation in all other art forms is broadly consistent with 2017.

Participation in the craft and object arts is lower than the national average (21% vs. 24%). On the other hand, participation in the performing arts and Pacific arts is higher.

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

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.

\*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.

Q

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

%

Asian New Zealanders 2017 Asian New Zealanders 2020



Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

## COMMENTARY

Twenty-one percent of Asian New Zealanders have participated in craft and object art in the last 12 months. This is in line with 2017.

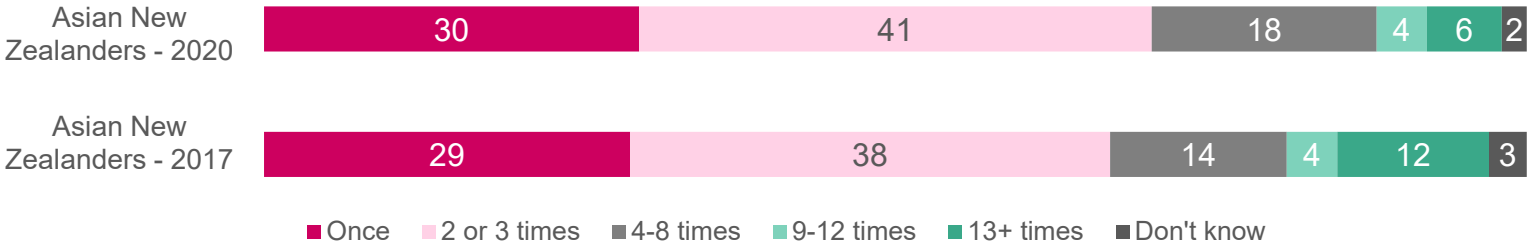
The frequency with which people are participating is broadly consistent with 2017. Participation is relatively infrequent, with only 10 percent participating on a regular basis (at least nine times in the last 12 months)

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (29%) and women (26%) are more likely than average (21%) to participate in craft and object arts.

Q

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



Base: All Asian New Zealanders who have participated in craft and object arts 2017 (n=232); 2020 (n=261)

# Literary arts participation

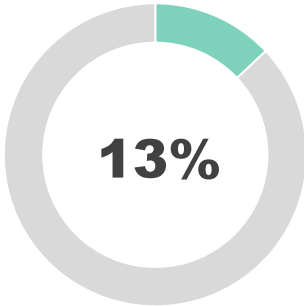
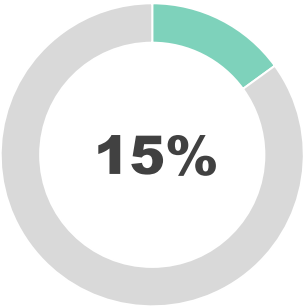
Q

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?

%

Asian New Zealanders 2017

Asian New Zealanders 2020



Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

## COMMENTARY

Thirteen percent of Asian New Zealanders have participated in literary arts in the last 12 months. This is broadly consistent with 2017.

The frequency with which people are participating is also consistent with 2017. Fourteen percent participate on a regular basis (at least nine times in the last 12 months)

### Sub-group differences among Asian New Zealanders:

The following groups of Asian New Zealanders are more likely than average (13%) to participate in the literary arts:

- People with the lived experience of disability (32%)
- People aged 15 to 29 (22%)
- Those living in provincial New Zealand (19%)
- Women (15%).

Q

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

Asian New Zealanders - 2020



Asian New Zealanders - 2017



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

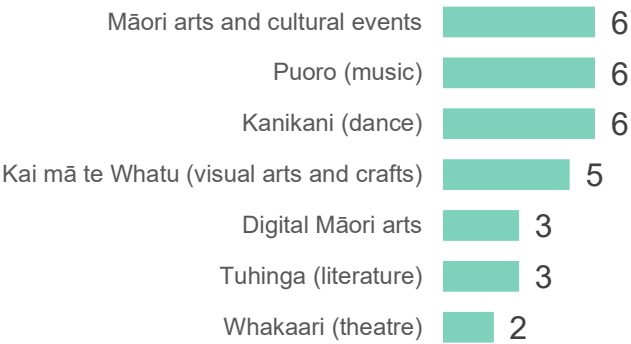
Base: All Asian New Zealanders who have participated in literary arts 2017 (n=140); 2020 (n=184)

# Ngā Toi Māori participation

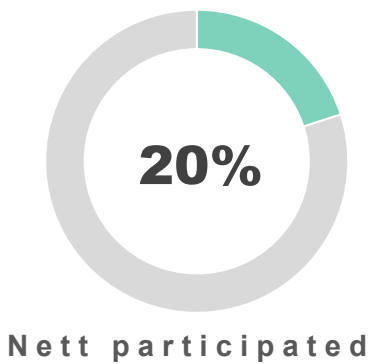
Q

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

%



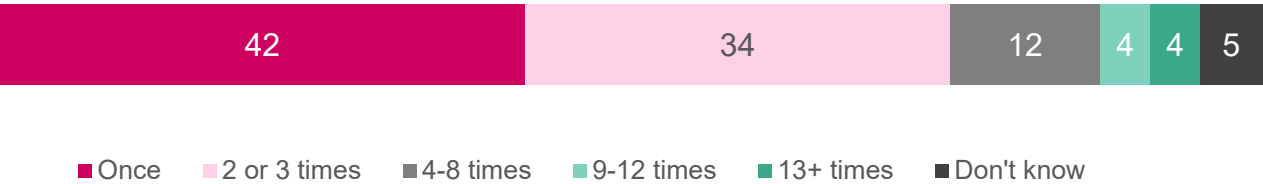
Base: All Asian New Zealanders 2020 (n=1366)



Q

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

Asian New Zealanders - 2020



Base: All Asian New Zealanders who have participated in Ngā Toi Māori 2020 (n=278)

## COMMENTARY

Twenty percent of Asian New Zealanders 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 activities are arts and cultural events, puoro (music) and kanikani (dance).

Participation is relatively infrequent. Less than ten percent do so on a regular basis (at least nine times in the last 12 months).

### Sub-group differences among Asian New Zealanders:

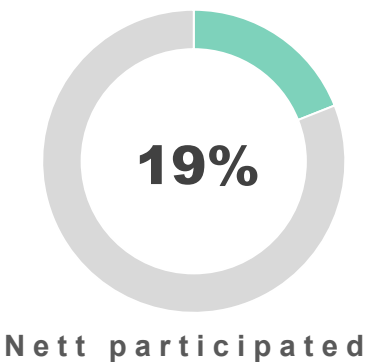
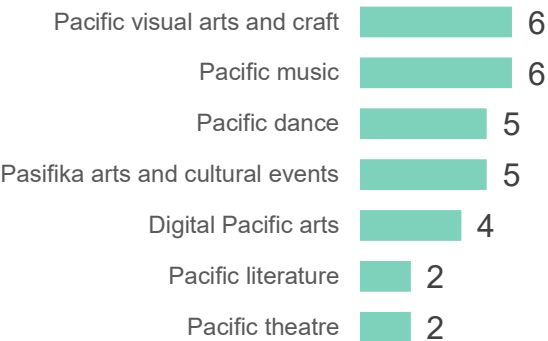
Asian New Zealanders with the lived experience of disability (37%) and those living in provincial New Zealand (26%) are more likely than average (20%) to have participated in Ngā Toi Māori.

# Pacific arts participation

Q

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

%



Base: All Asian New Zealanders 2020 (n=1366)

## COMMENTARY

Nineteen percent of Asian New Zealanders have participated in the 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 visual arts and craft, and music.

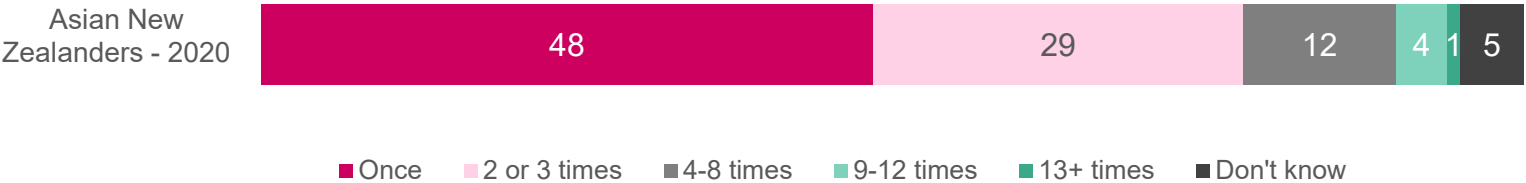
Only five percent of those who participate do so on a regular basis (at least nine times in the last 12 months).

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (46%) and young people aged 15 to 29 (25%) are more likely than average (19%) to have participated in the Pacific arts.

Q

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



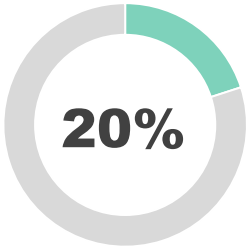
Base: All Asian New Zealanders who have participated in Pacific arts 2020 (n=249)

%

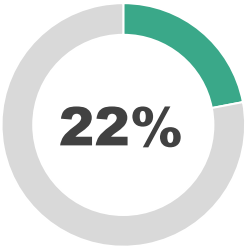
Q

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

Asian New Zealanders 2017



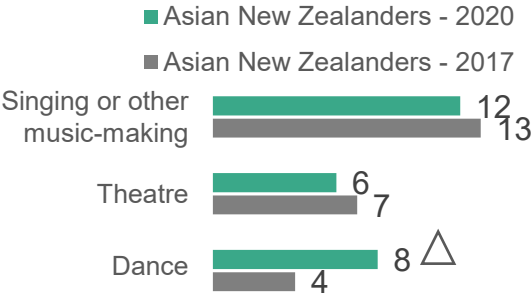
Asian New Zealanders 2020



Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

Which of these were you actively involved in?



Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

Q

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

Asian New Zealanders - 2020



Asian New Zealanders - 2017



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

Base: All Asian New Zealanders who have participated in the performing arts 2017 (n=195); 2020 (n=299)

## COMMENTARY

Twenty-two percent of Asian New Zealanders 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 Asian New Zealanders to take part in. Participation in dance has increased significantly, with twice as many Asian New Zealanders involved in this activity than in 2017 (8% vs. 4%).

Those who are participating in the performing arts are doing so less frequently than before. Fourteen percent take part on a regular basis (at least nine times in the last 12 months), compared to 23% in 2017.

### Sub-group differences among Asian New Zealanders:

The following groups of Asian New Zealanders are more likely than average to take part in the performing arts:

- People with the lived experience of disability (34%)
- Those living in provincial New Zealand (28%)
- People aged 15 to 29 (27%).



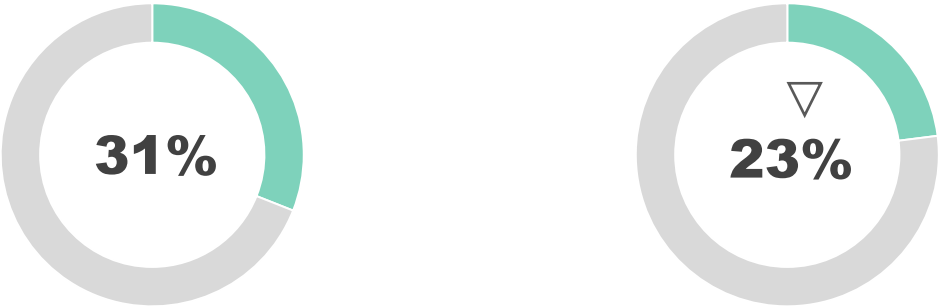
# Visual arts participation

Q

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

%

Asian New Zealanders 2017      Asian New Zealanders 2020



Base: All Asian New Zealanders 2017 (n=1020); 2020 (n=1366)

## COMMENTARY

Twenty-three percent of Asian New Zealanders have participated in visual arts in the last 12 months. This is significantly lower than in 2017.

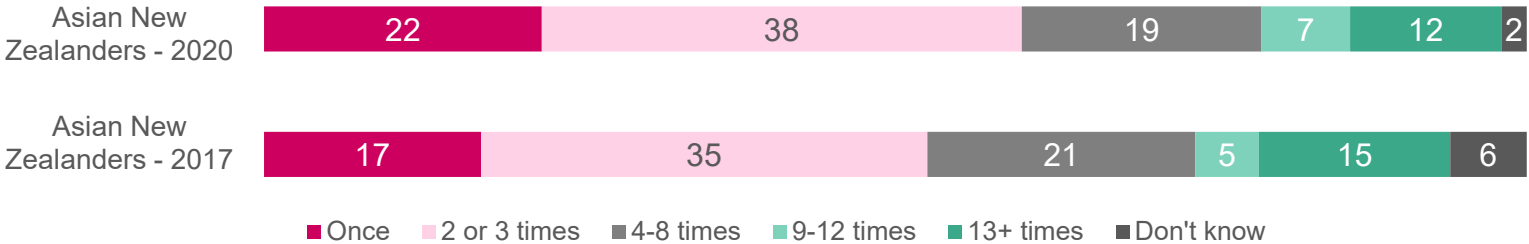
The frequency with which Asian New Zealanders are participating in craft and object art has also declined slightly.

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders with the lived experience of disability (29%) and women (26%) are more likely than average (23%) to have participated in the visual arts.

Q

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



Base: All Asian New Zealanders who have participated in the visual arts 2017 (n=308); 2020 (n=300)

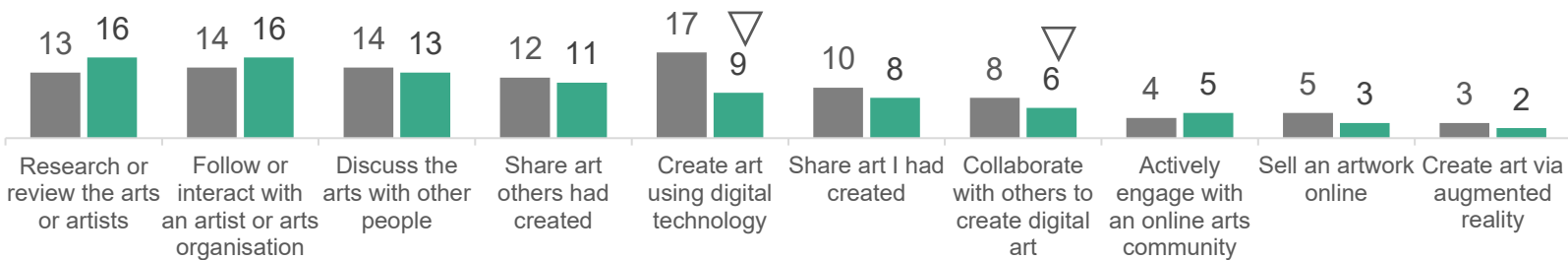
# Use of digital technology for arts activities

Q

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

%

■ Asian New Zealanders - 2017    ■ Asian New Zealanders - 2020



## COMMENTARY

Digital technology continue to enable Asian New Zealanders to engage with the arts in different ways.

Just under half (45%) of Asian New Zealanders have used digital technology for arts activities. However, there has been a decline in levels of participation in some activities. This includes creating art using digital technology which has dropped from 17% to 9%, and collaborating with others to create digital art (from 8% to 6%).

The most popular activities are now researching or reviewing the arts or artists (16%) and following or interacting with an artist or arts organisation (16%).

### Sub-group differences among Asian New Zealanders:

Asian New Zealanders aged 15 to 29 (60%) and those with the lived experience of disability (56%) are more likely than average (45%) to use digital technology for arts activities.

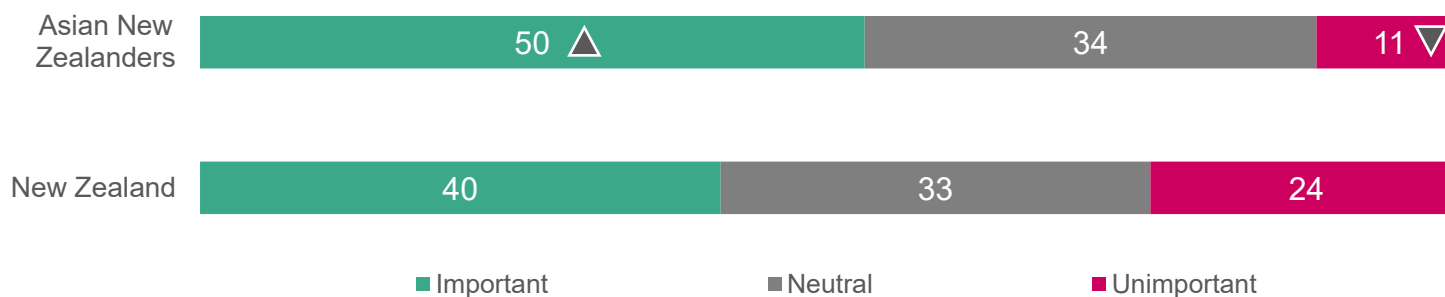


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY AMONG ASIAN NEW ZEALANDERS

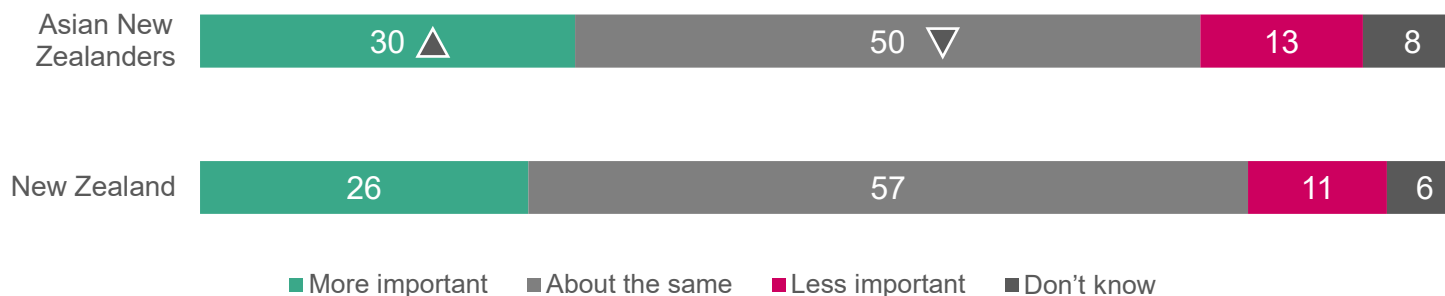
# Importance of the arts to wellbeing

## 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.

Half of Asian New Zealanders feel that the arts is important to their personal wellbeing. This is significantly higher than the average for all New Zealanders (40%). Only 11% say the arts is not important to their wellbeing.

Three in ten say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 13% say it is less important. The proportion that say it's more important is significantly higher than the national average.

### Sub-group differences among Asian New Zealanders:

There are no subgroup differences of note for these two questions.

# Reasons why Asian New Zealanders feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

Fifty percent of Asian New Zealanders 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 the therapeutic benefits of the arts and associated positive impacts on mental health. Some also talk about art as a means of expression and a way to recognise and give a voice to difference cultures.

## Quotes

*“Because having a creative outlet and being able to participate in the Arts (either by going to a gallery or attending a performance) is part of a healthy and happy lifestyle for me.”*

Woman, 30-39, Asian New Zealanders, Auckland region

*“I play multiple instruments and enjoy drawing. Helps me calm down and keep myself happy.”*

Man, 15-17, Asian New Zealanders, Wellington region

# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

Two thirds (68%) of Asian New Zealanders 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.

Some of the key these include self expression, cultural understanding, unity, fulfilment and belonging.


## Quotes

*“The arts reflect culture, values, combined shared histories and should stimulate public debate and commentary.”*

Man, 50-59, Pacific peoples, Asian New Zealanders, Auckland region

*“Education doesn't belong just in schools and the arts add to our learning in a variety of ways: music, literature, sculpture, opera, dance, painting, photography, fiction, non-fiction. The arts are life-long.”*

Woman, 70 plus, Asian New Zealanders, Canterbury region



# IMPACT OF COVID-19 AMONG ASIAN NEW ZEALANDERS

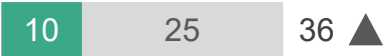
Q

How much do you agree or disagree with the following?

%

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

Asian New Zealanders

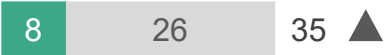


New Zealand



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

Asian New Zealanders



New Zealand



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

Asian New Zealanders



New Zealand



■ Strongly agree ■ Slightly agree

## COMMENTARY

Thirty-six percent of Asian New Zealanders say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (35%). Finally, it has even provided a spur for some to engage in new cultural activities (17%).

Asian New Zealanders are significantly more likely to agree with each of these statements than New Zealanders overall.

### Sub-group differences among Asian New Zealanders:

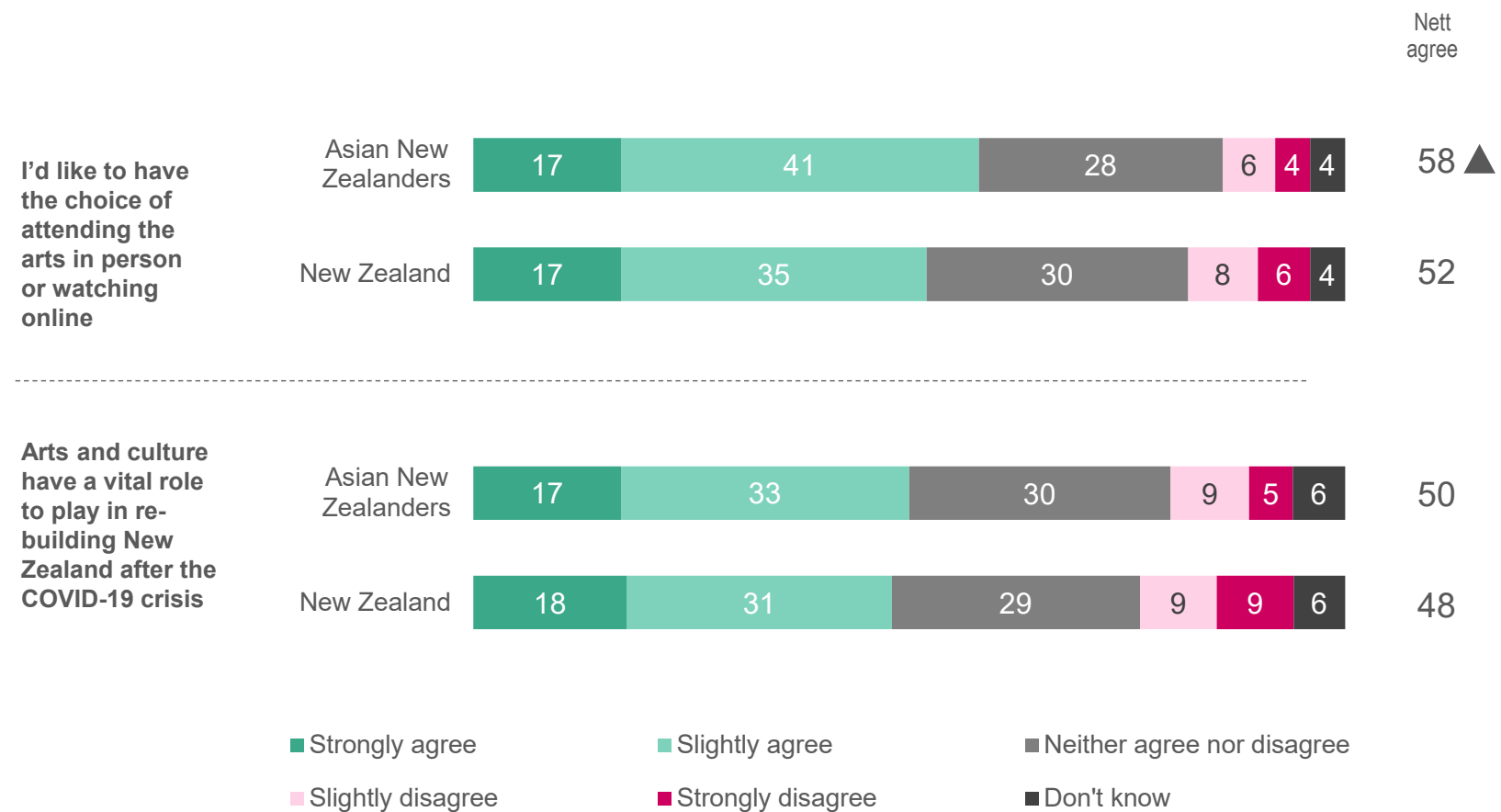
Asian New Zealanders with the lived experience of disability are more likely than average to agree that they have watched more arts and culture activities online since the March lockdown (42% vs. 35%).

Additionally, those with the lived experience of disability (35%) and people aged 30 to 39 (20%) are more likely than average (17%) to agree that they have engaged in new arts and culture activities because of COVID-19.



Q

How much do you agree or disagree with the following?



COMMENTARY

Fifty percent of Asian New Zealanders see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 58% would like to have the choice of attending the arts in person or watching them online. Asian New Zealanders are significantly more likely to indicate they want to be able to access the arts online than all New Zealanders.

Sub-group differences among Asian New Zealanders:

Asian women are more likely than average to agree they would like the choice of attending the arts in person or watching them online (63% vs. 58%). They are also more likely to agree that arts and culture have a vital role to play in rebuilding New Zealand after the COVID-19 crisis (54% vs. 50%).



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