



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

Survey findings for Pacific peoples



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 Pacific Peoples*. 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.



461
ONLINE INTERVIEWS
With Pacific peoples
aged 15+



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 moving online 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 Pacific peoples was boosted to 461 to ensure we interviewed a sufficient number of Pacific peoples to allow for subgroup analysis.

Weighting was also applied to the interviews with Pacific peoples to ensure the sample profile was representative of the Pacific 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 461 Pacific respondents, the margin of error is up to +/- 4.6 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Pacific peoples 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 Pacific peoples 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 Pacific peoples unless otherwise stated. All subgroup differences highlighted in this report are significant at the 95% confidence level.



PACIFIC PEOPLES: SUMMARY

Executive Summary: Pacific Peoples and the Arts

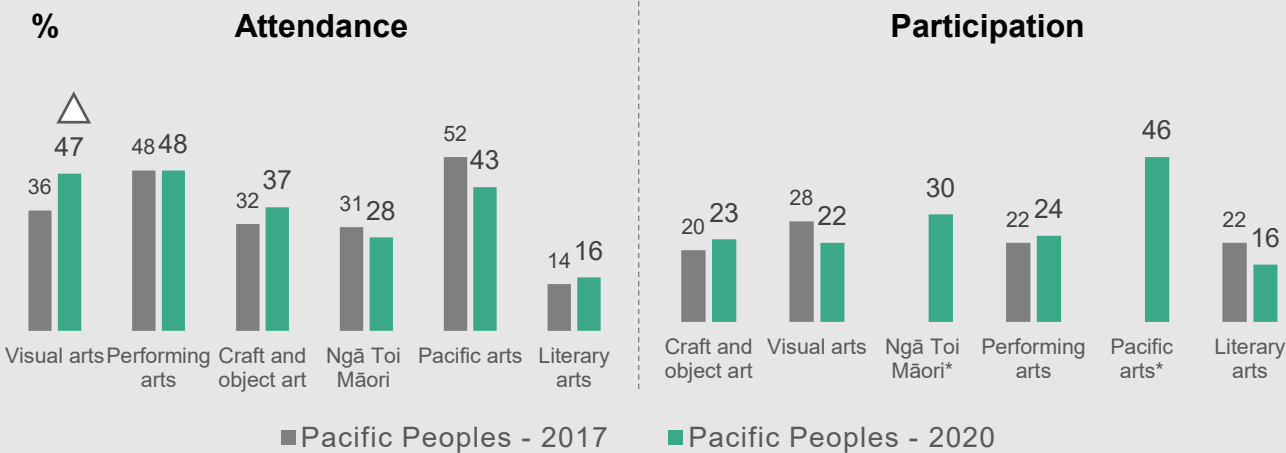
Method: Online survey of 6,263 New Zealanders aged 15+ including 461 Pacific peoples **Fieldwork:** 2 October to 2 November 2020 **Margin of error for Pacific peoples:** +/- 4.6%

PACIFIC PEOPLES' ENGAGEMENT WITH THE ARTS

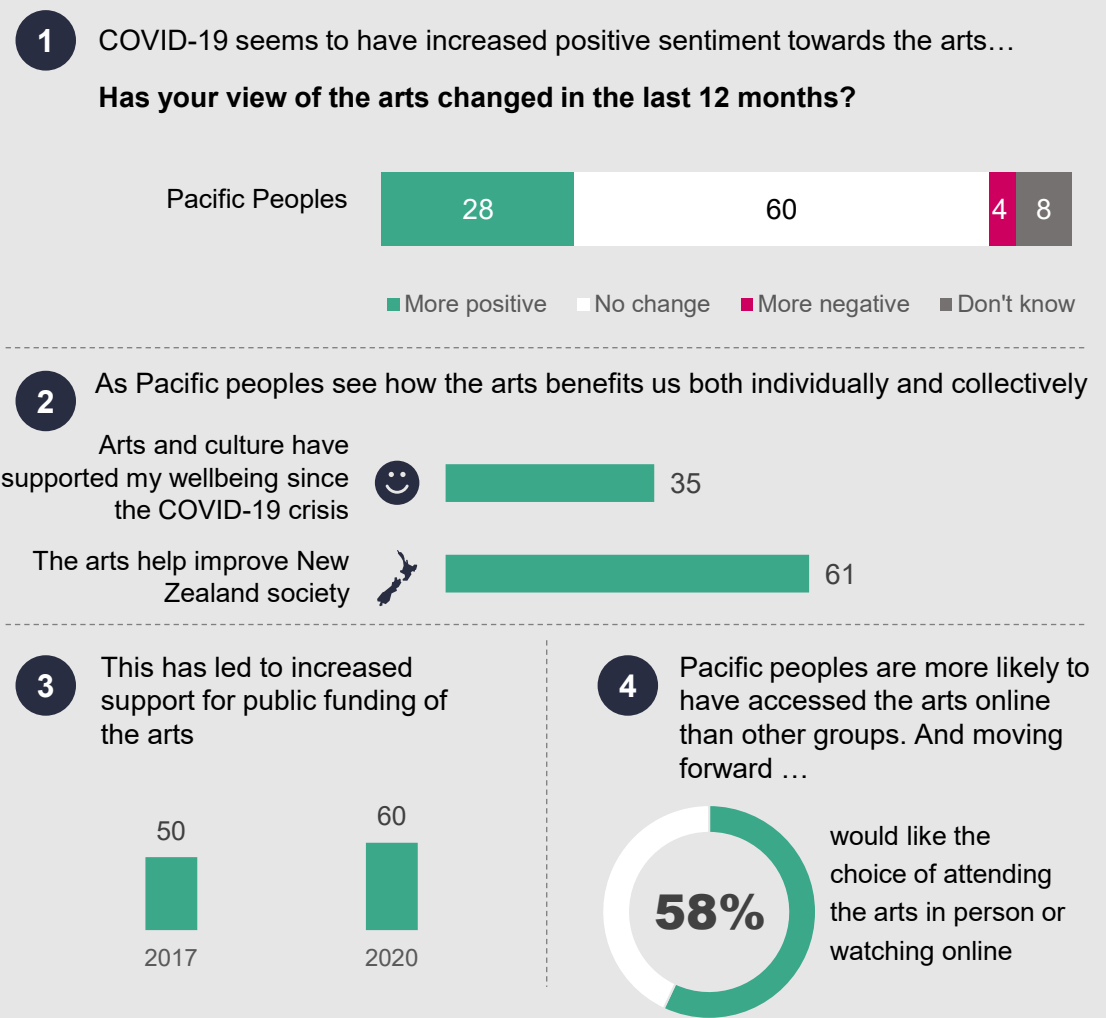
Eighty percent of Pacific peoples have attended or participated in the arts in the last 12 months.

This is in line with 2017 (79%) but is now higher than the national average (75%). Indeed Pacific peoples engagement has defied the downwards trend in engagement observed for all New Zealanders.

Pacific peoples' attendance at visual arts has increased from 36% in 2017 to 47%, and alongside performing arts (48%) it is now the most popular art form. Pacific arts was previously the most popular art form, but attendance has declined from 52% in 2017 to 43% in 2020, albeit this difference is not statistically significant. Pacific women are driving this indicative decrease (attendance actually increased slightly for men).



PACIFIC PEOPLES' RELATIONSHIP WITH THE ARTS





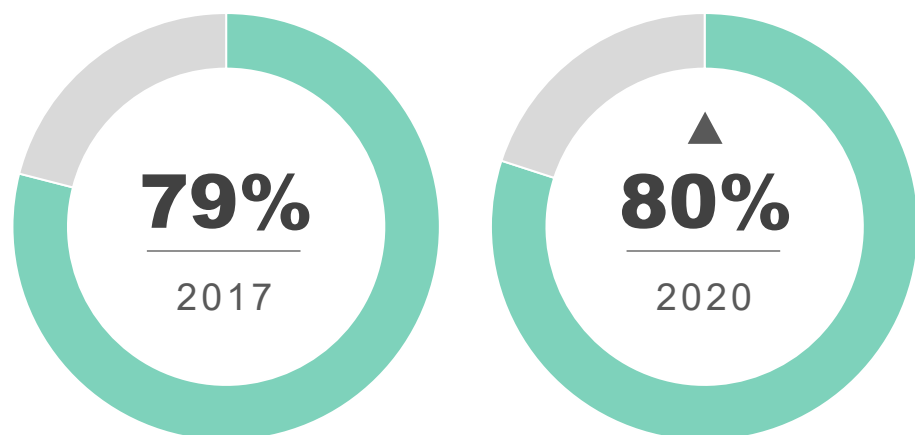
PACIFIC PEOPLES' OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement among Pacific peoples

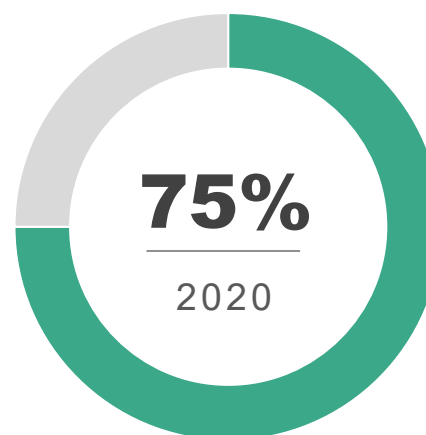
Q

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*

Pacific peoples



New Zealand



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

COMMENTARY

The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no 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.

Eighty percent of Pacific peoples have engaged with the arts in the last 12 months, this is broadly consistent with 2017.

This is in contrast with the national picture. Overall engagement for all New Zealanders has declined from 80% to 75%. This means that Pacific peoples are now more likely than all New Zealanders to be engaged with the arts.

Sub-group differences among Pacific peoples:

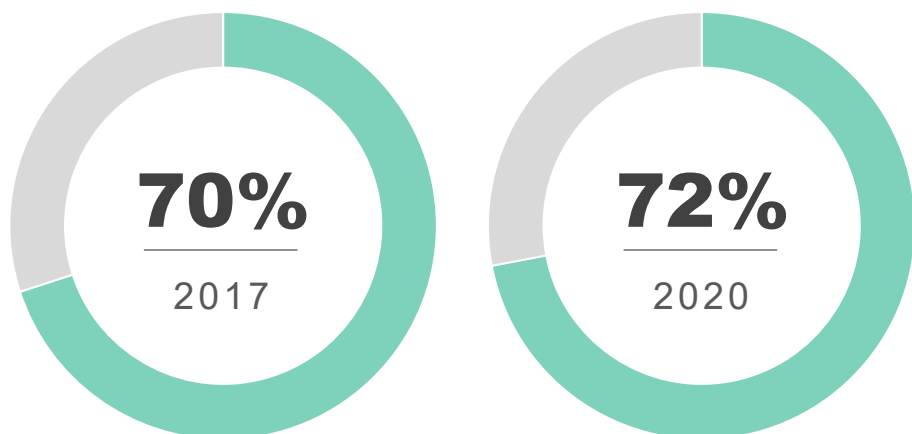
Pacific women are more likely to be engaged than average (85% vs 80%).

Overall attendance among Pacific peoples

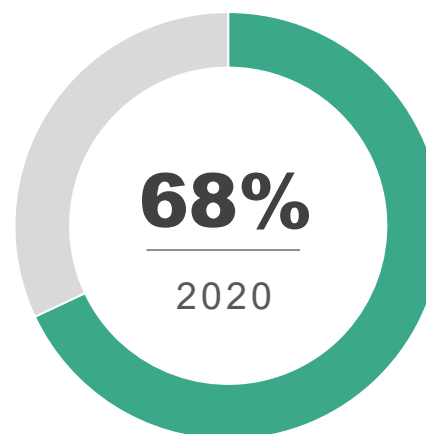
Q

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

Pacific peoples



New Zealand



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

COMMENTARY

A total of 72% of Pacific peoples have attended at least one arts event or location in the last 12 months. This compares to 70% in 2017, albeit the difference is not statistically significant.

The findings for Pacific peoples contradict that for all New Zealanders which saw a decrease in attendance from 73% in 2017 to 68% in 2020.

The difference in the level of attendance for Pacific peoples and New Zealanders is not statistically significant.

Sub-group differences among Pacific peoples:

Pacific women are more likely to attend the arts than men (78% vs. 65%).

Frequency of attendance among Pacific peoples

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*

%

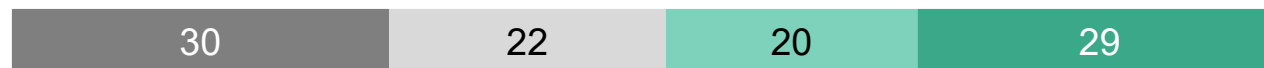
New Zealand



Pacific peoples - 2020



Pacific peoples - 2017



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

COMMENTARY

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

The majority of Pacific peoples continue to attend arts events or locations reasonably frequently. 51% attend more than three times a year, and 29% attend more than ten times a year. Frequency of attendance for Pacific peoples is broadly consistent with 2017.

The proportion of Pacific peoples attending more than 10 times a year is significantly higher than the national average (29% vs 24%).

Sub-group differences among Pacific peoples:

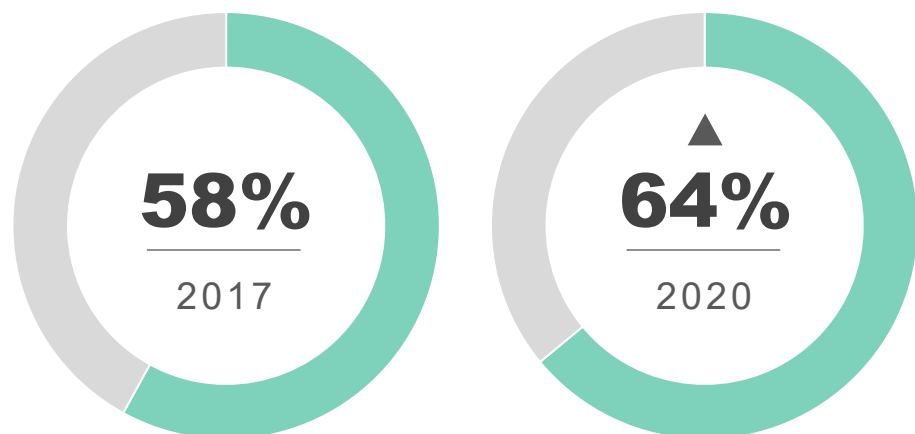
There are no sub-group differences of interest.

Overall participation among Pacific peoples

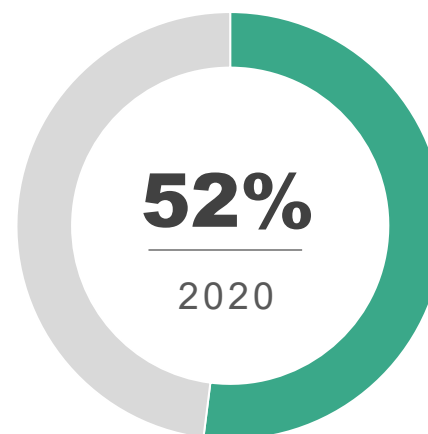
Q

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*

Pacific peoples



New Zealand



COMMENTARY

Sixty-four percent of Pacific peoples have participated in the arts in the last 12 months. This compares to 58% in 2017, albeit the increase is not statistically significant.

That said, Pacific peoples participation in the arts is higher than the national average for all New Zealanders (64%, vs 52%).

It should be noted the way we asked about participation for Pacific arts and Ngā Toi Māori changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities that the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

Sub-group differences among Pacific peoples:

The following groups are more likely to participate in arts than the national average for Pacific peoples (64%):

- Pacific peoples with the lived experience of disabilities (78%)
- Pacific women (71%).

Frequency of participation among Pacific peoples

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*

%

New Zealand



Pacific peoples - 2020



Pacific peoples - 2017



■ Did not participate ■ Participated up to 12 times ■ Participated more than 12 times

COMMENTARY

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

Twenty-three percent of Pacific peoples participate in the arts on a regular basis (more than 12 times a year). This is consistent with 2017 and the national average for New Zealanders (19%).

Sub-group differences among Pacific peoples:

Pacific women are more likely than men to be regular participants (29% women vs. 16% men).

Pacific peoples with the lived experience of disability are more likely (48%) to be frequent participants in the arts than average (23%).



ARTS ATTITUDES AMONG PACIFIC PEOPLES

Change in overall perception of the arts among Pacific peoples

Q

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

COMMENTARY

Overall, Pacific peoples are more positive about the arts than they were in 2017, with positive shifts in many of the attitudes included in this section.

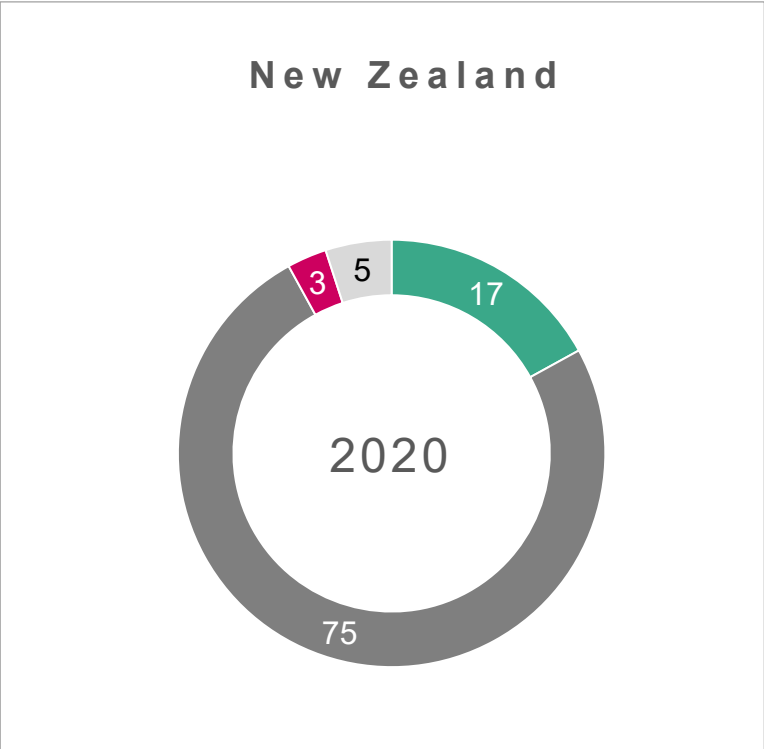
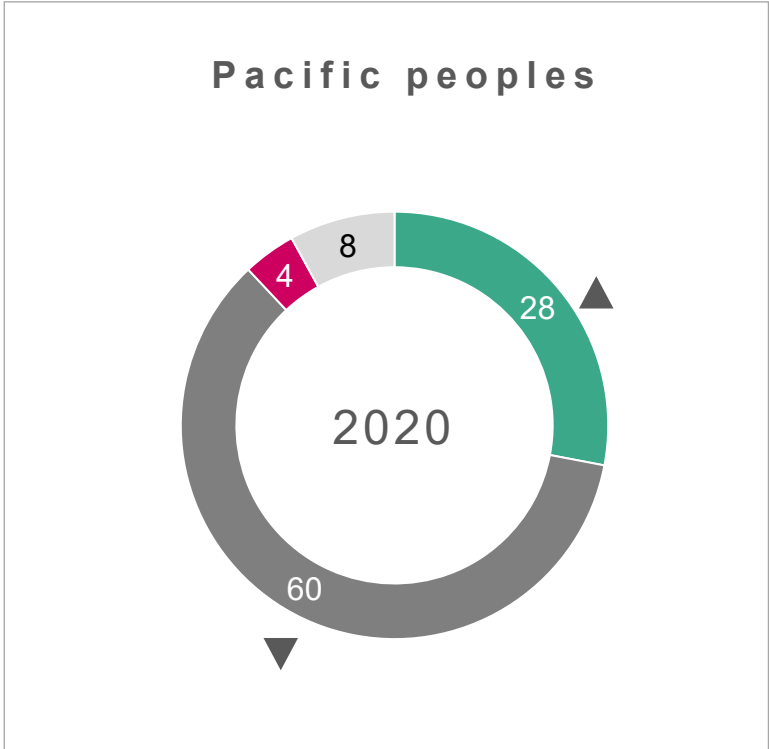
It appears that Pacific peoples have a renewed appreciation for the arts, following the impact of COVID-19 and the subsequent lockdowns.

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts has changed over the last 12 months. While most Pacific peoples haven't changed their view of the arts (60%), 28% are more positive and only 4% are more negative.

The proportion of Pacific peoples who feel more positive about the arts than they did 12 months ago is higher than the proportion of all New Zealanders who feel this way (28% vs. 17%).

Sub-group differences among Pacific peoples:

There are no subgroup differences of note.



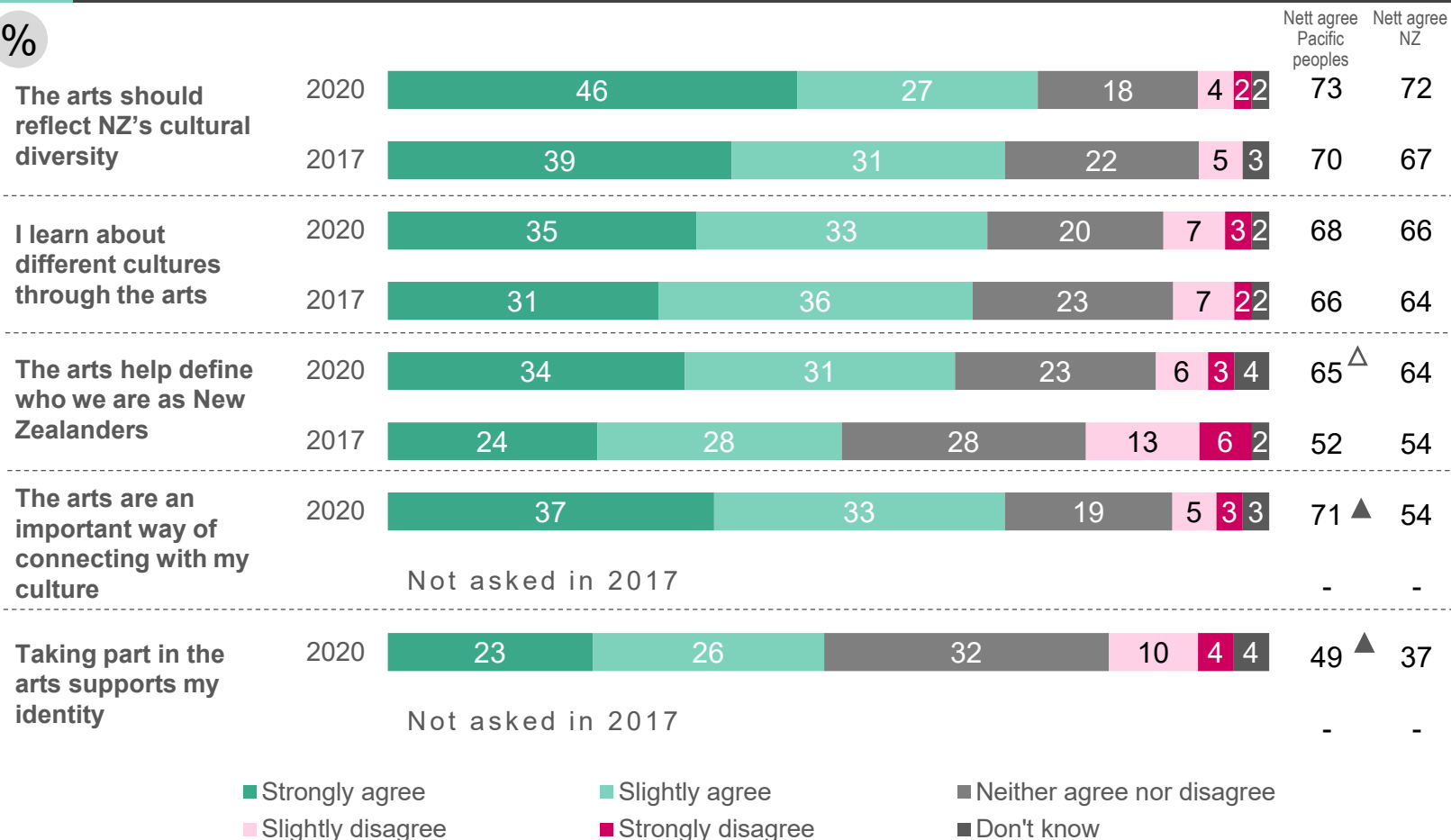
■ More positive about the arts ■ Opinion has not changed ■ More negative about the arts ■ Don't know

Pacific peoples' attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our sense of self, nationhood, and understanding of others. The arts play a particularly significant role within Pacific communities and is an integral form of expression, identity-building and belonging.

Seventy-three percent of Pacific peoples agree the arts should reflect New Zealand's cultural diversity and 68% say they learn about other cultures through the arts.

Pacific peoples are significantly more likely to agree that the arts help define who we are as New Zealanders in 2020 (65%) than in 2017 (52%).

In addition, Pacific peoples are more likely than all New Zealanders to feel the arts are an important way of connecting with their culture (71% vs. 54% overall) and supporting their identity (49% vs. 37%).

Sub-group differences among Pacific peoples:

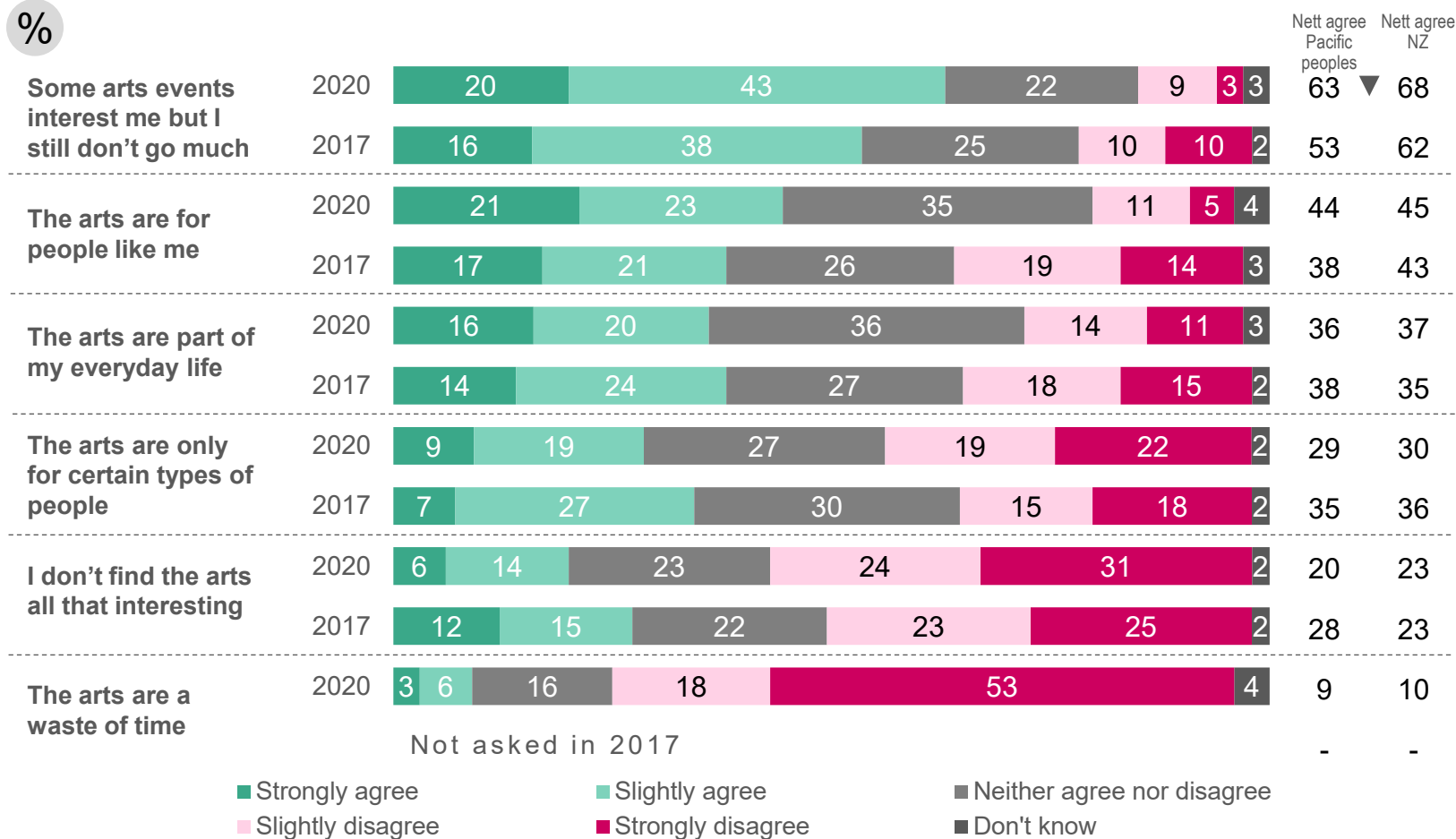
In general, Pacific women express more positive attitudes about the arts. Pacific women are more likely than average to agree that they learn about different cultures (76%), and connect with their own culture through art (76%). They are also more likely to agree that the arts help define who we are as New Zealanders (70%).

Pacific peoples' attitudes towards the arts: Individual's relationship with the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Pacific peoples have a strong personal connection to the arts. 44% feel the arts are for people like them, while 36% say the arts are part of their everyday life. This is consistent with the national average for New Zealanders.

In addition only a minority of Pacific Peoples say the arts aren't that interesting (20%) or a waste of time (9%). Again this is broadly in line with the national average.

That said, there remains an opportunity to improve attendance at arts events. 63% of Pacific peoples are interested in some arts events but still don't attend often. Though this is significantly lower than the average for all New Zealanders (68%) which suggests Pacific peoples are more likely to attend arts events that they are interested in.

Sub-group differences among Pacific peoples:

Pacific women are less likely than average to agree that the arts are not all that interesting (15% vs 20%). Similarly, they are also less likely than average to agree that the arts are a waste of time (5% vs 9%).

Pacific peoples with the lived experience of disabilities are more likely than average to see the arts as part of everyday life (50% vs. 36%).

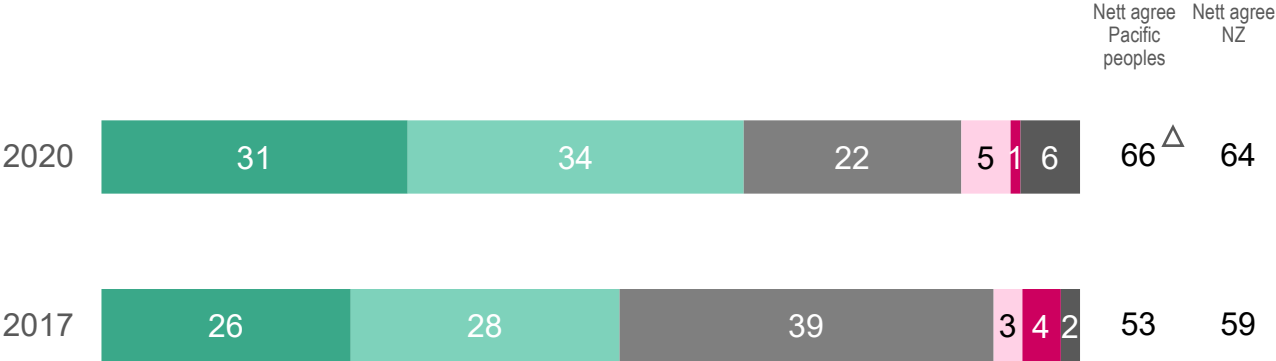
Pacific peoples' attitudes towards the arts: How the arts benefit New Zealand

Q

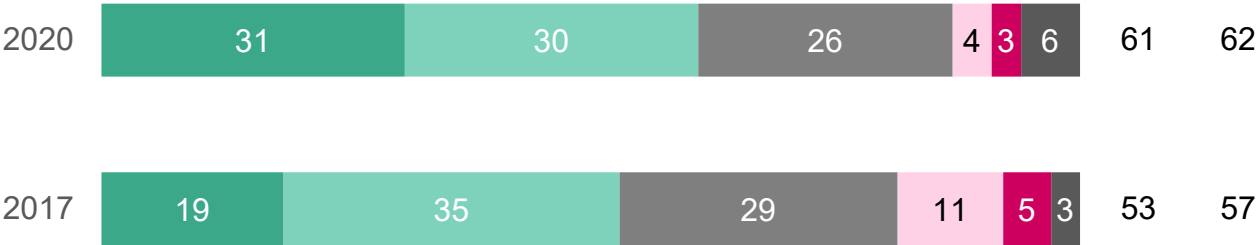
How much do you agree or disagree?

%

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

Pacific peoples increasingly recognise the social and economic benefits of the arts. These attitudes are broadly consistent with all New Zealanders.

Sixty-six percent of Pacific peoples agree that arts positively contribute to our economy, compared with 53% in 2017.

In 2020, 61% of Pacific peoples agree that the arts help improve New Zealand society compared with 53% in 2017, albeit the difference is not statistically significant.

Sub-group differences among Pacific peoples:

Pacific women are more likely than average to agree that the arts contribute positively to our economy (71% vs 66%).

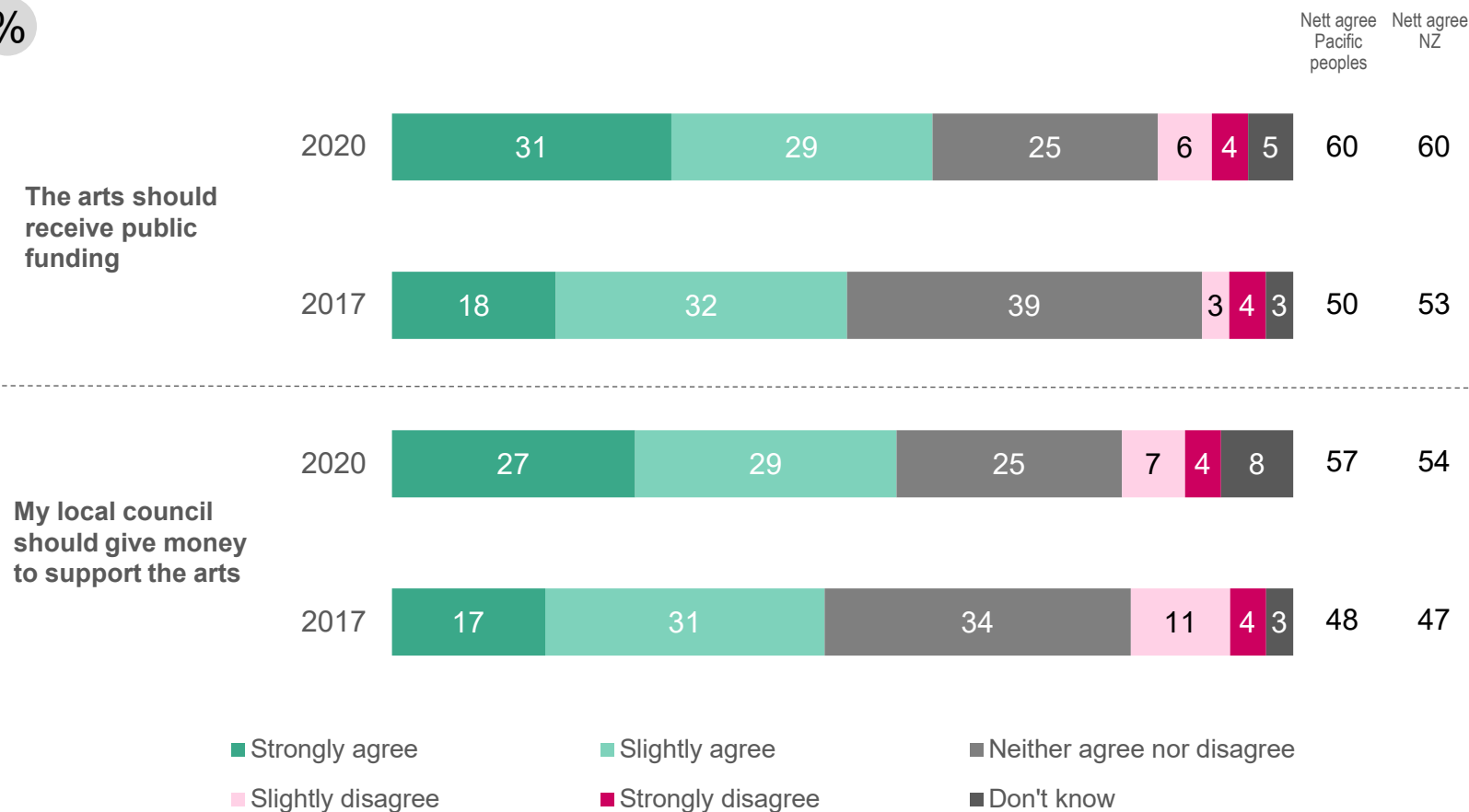
Pacific peoples aged 50-59 are more likely than average to agree that arts improve New Zealand's society (81% vs 61%).

Pacific peoples' attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Pacific peoples' support for public funding of the arts is trending upwards since 2017 albeit the differences are not statistically significant.

Sixty percent of Pacific peoples agree the arts should receive public funding, compared with 50% in 2017. This attitude is also deeper than before as 31% of Pacific peoples strongly agree compared with 18% in 2017.

There is also a similar level of support for local councils to help fund the arts, 57% of Pacific peoples agree with this idea.





Both attitudes are consistent with all New Zealanders.

Sub-group differences among Pacific peoples:

Pacific women are more likely than average to support funding for the arts, with 65% agreeing that arts should receive public funding, and 60% agreeing that local councils should give money to the arts.

Pacific peoples aged 50-59 are more likely than average (60%) to agree that the arts should receive public funding (74%). However Pacific peoples aged 30-39 are less likely than average to agree (50%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Pacific peoples 2017 (n=176); 2020 (n=461) | New Zealand 2017 (n=6101); 2020 (n=6263)

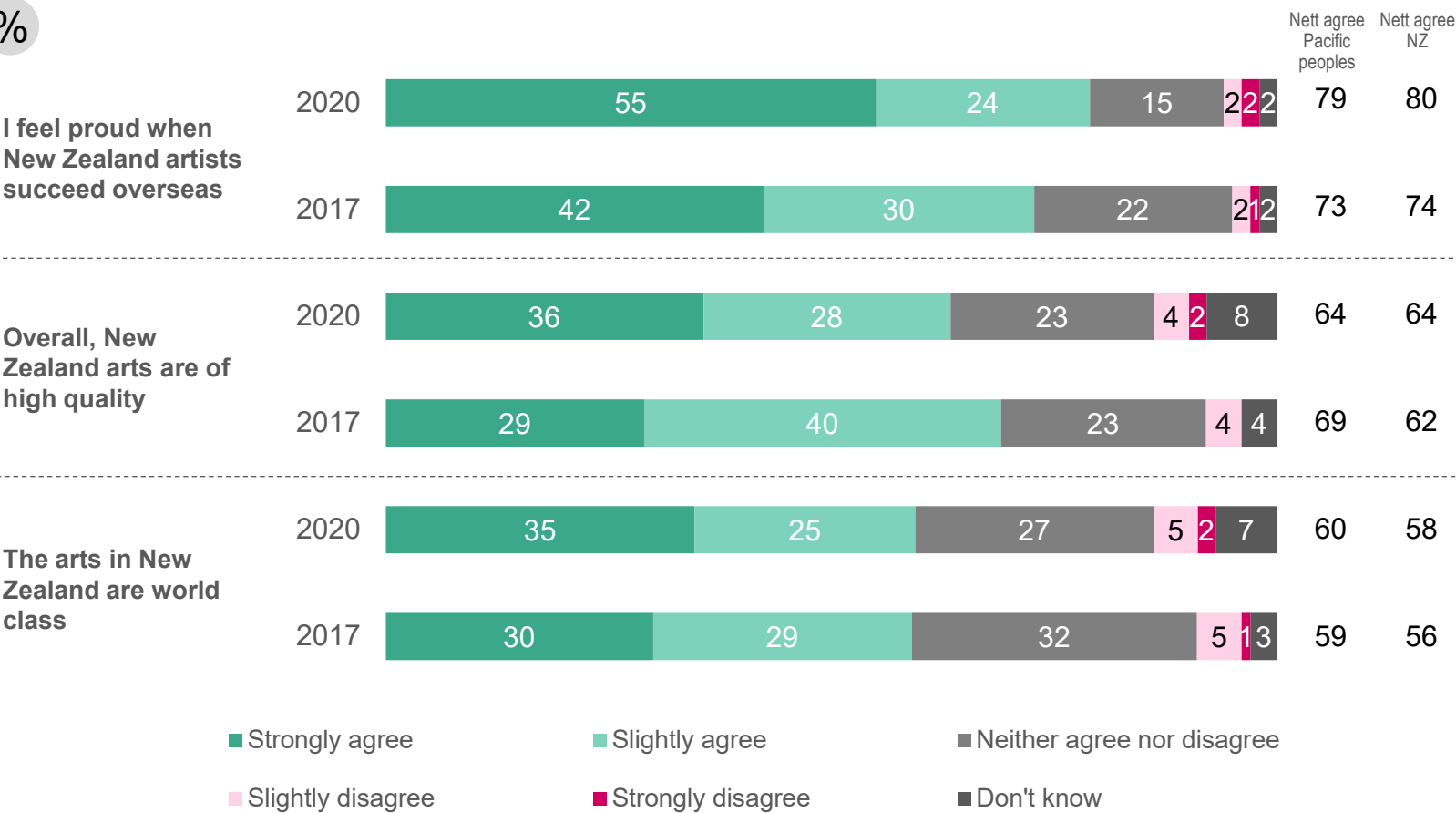
  = significantly higher / lower than 2017
  = significantly higher / lower than all New Zealanders

Pacific peoples' attitudes towards the arts: New Zealand arts on the international stage

Q

How much do you agree or disagree?

%



COMMENTARY

Pacific peoples are positive about the quality of the arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas.

Seventy-nine percent of Pacific peoples feel pride when New Zealand artists succeed overseas, compared to 73% in 2017, albeit the difference is not statistically significant.

In addition the decline in those who feel New Zealand arts are of high quality is not statistically significant (64% in 2020 vs. 69% in 2017).

All the attitudes expressed are in line with the national average.

Sub-group differences among Pacific peoples:

Pacific women are more likely than average to feel pride when seeing New Zealand artists succeed overseas (83%). Pacific peoples with the lived experience of disability are less likely to feel this (67%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Pacific peoples 2017 (n=176); 2020 (n=461) | New Zealand 2017 (n=6101); 2020 (n=6263)

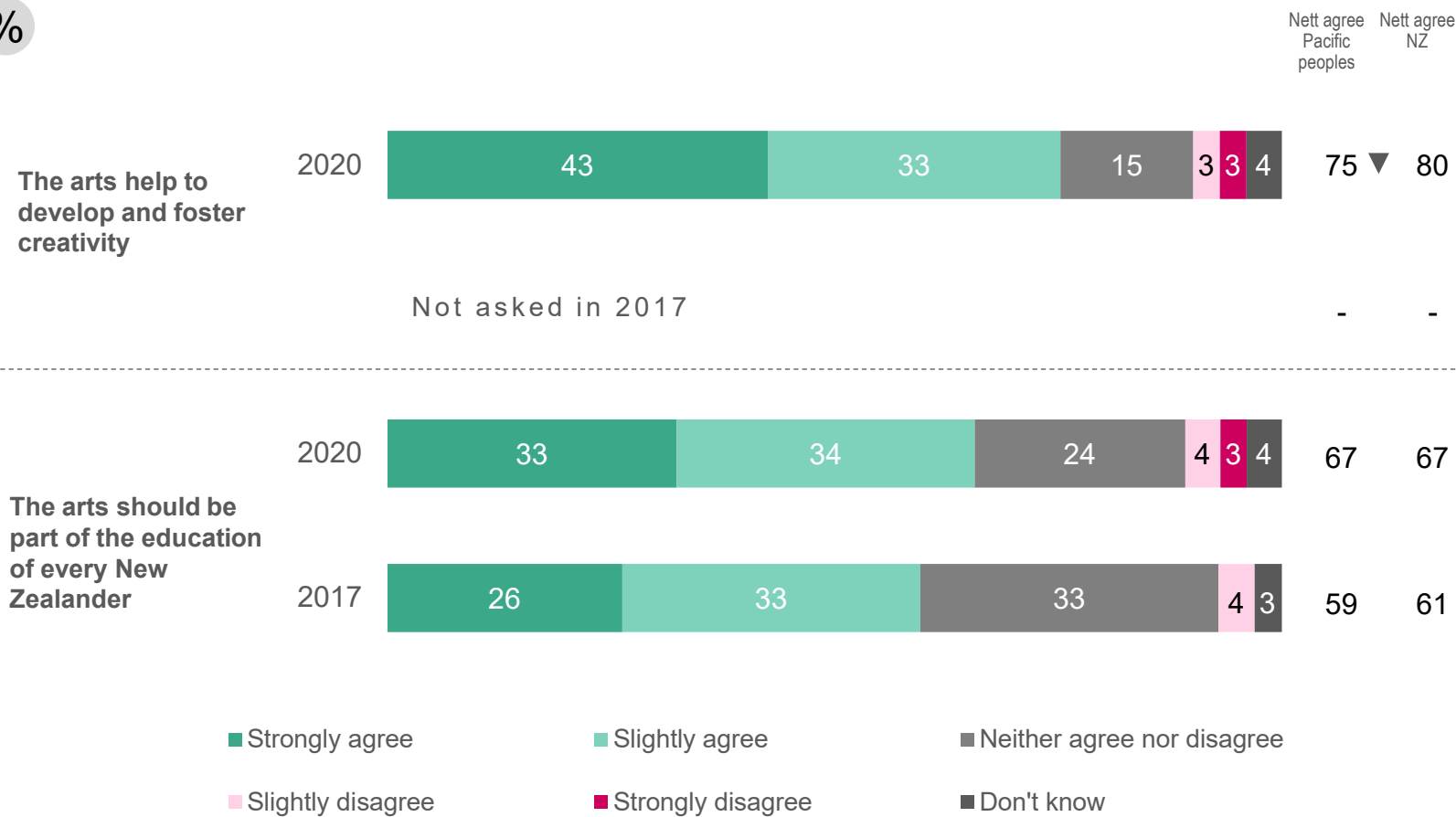
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Pacific peoples' attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Pacific peoples 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.

Pacific peoples are significantly less likely to agree that arts help develop and foster creativity than all New Zealanders (75% vs 80%).

There is an indicative increase in the proportion of Pacific peoples who feel the arts should be part of the education of every New Zealander, from 59% to 67%, albeit the difference is not statistically significant.

Sub-group differences among Pacific peoples:

Pacific women are more likely than average to agree that the arts help to foster and develop creativity (80% vs 75%). Pacific peoples with lived experience of disabilities (63%) and those aged 30-39 (65%) are less likely than average to agree.

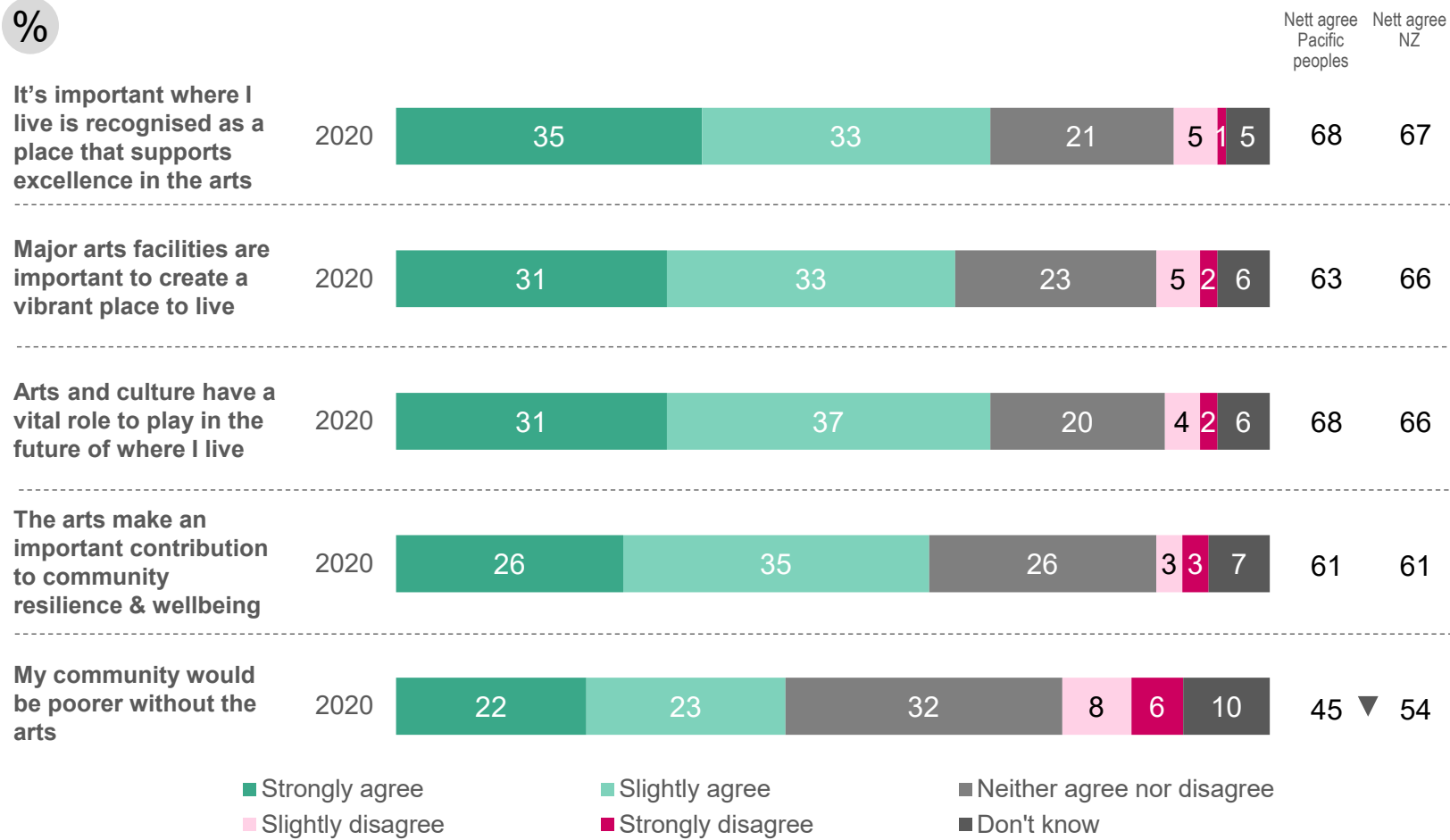
Pacific women (71%) and those aged 50-59 (85%) are more likely than average (67%) to feel the arts should be part of the education of every New Zealander. However Pacific peoples aged 30-39 are less likely to support this (54%).

Pacific peoples' 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.

For Pacific peoples, living in a place that supports excellence in the arts and the role of arts and culture in the future of the community is important. There is also broad agreement that the arts make an important contribution to community resilience and wellbeing.

Pacific peoples feelings towards the role of the arts on communities tend to be in line the national average. The one exception is that fewer Pacific peoples feel their communities would be poorer without the arts (45% vs. 54% of all New Zealanders). Still Pacific peoples are much more likely to agree than disagree with this idea (45% vs. 14%).

Sub-group differences among Pacific peoples:

Pacific peoples who are aged 15-29 are less likely than average to agree that the arts contribute to community resilience and wellbeing (50%). Pacific women are more likely than average to agree (67%).

Pacific women are also more likely than average to agree that it's important that where they live supports excellence in the arts (72% vs 68%), and that arts are important to create a vibrant place to live (67%).

Eighty four percent of Pacific peoples aged 50-59 agree that arts and culture should play a vital role in the future of where they live.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Pacific peoples 2020 (n=461); New Zealand 2020 (n=6263)

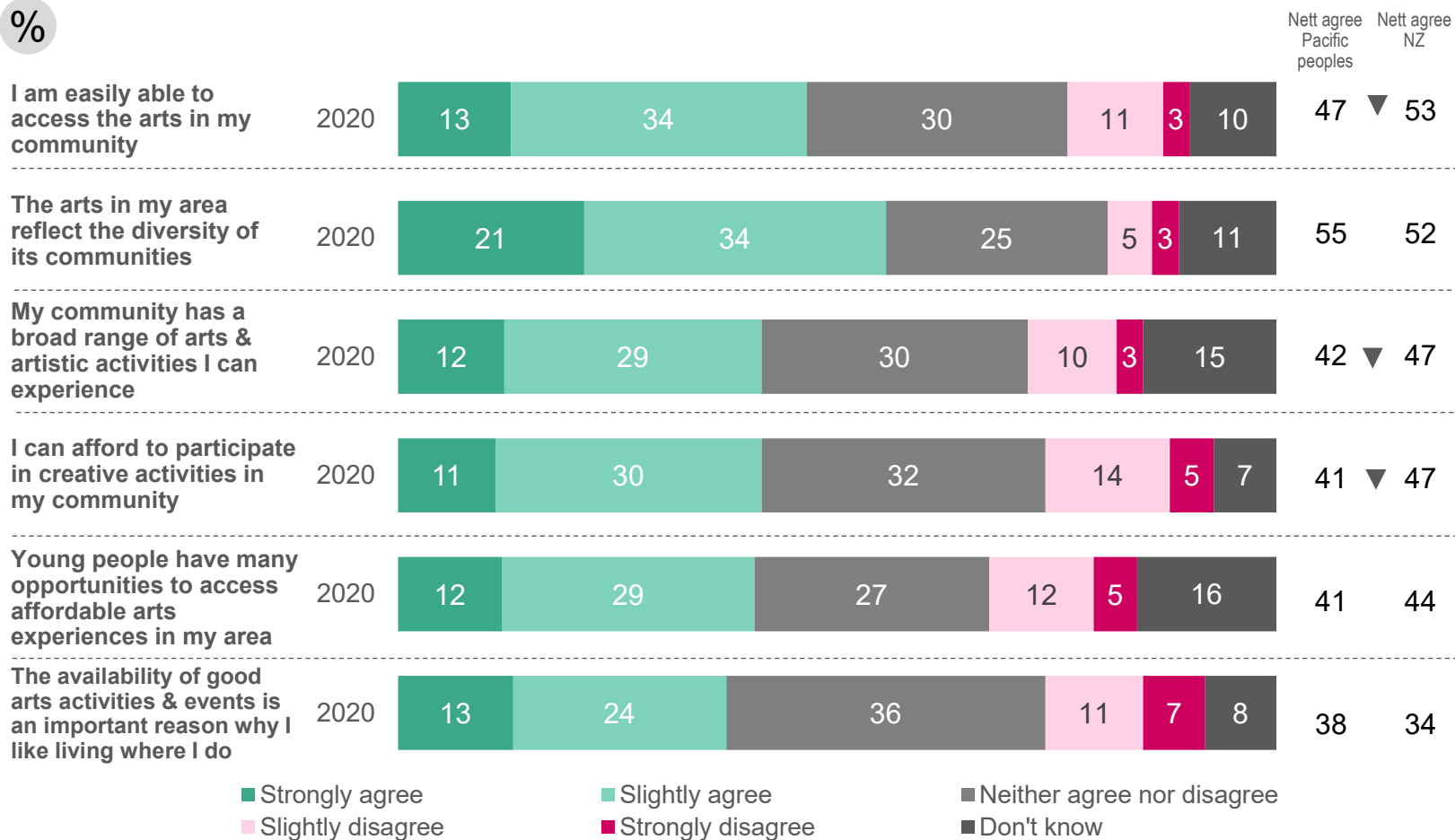
▲ ▼ = significantly higher / lower than all New Zealanders

Pacific peoples' 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, Pacific peoples' attitudes about the extent to which are arts in their community are accessible and inclusive tend to be more negative than all New Zealanders.

Affordability is an issue with 41% agreeing that they can afford to participate in creative activities in their community, which is significantly lower than the overall national average (47%). In addition, Pacific peoples are less likely to agree that they are able to easily access the arts in their communities or to that their community has a broad range of arts activities they can experience.

Sub-group differences among Pacific peoples:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Pacific peoples 2020 (n=461); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



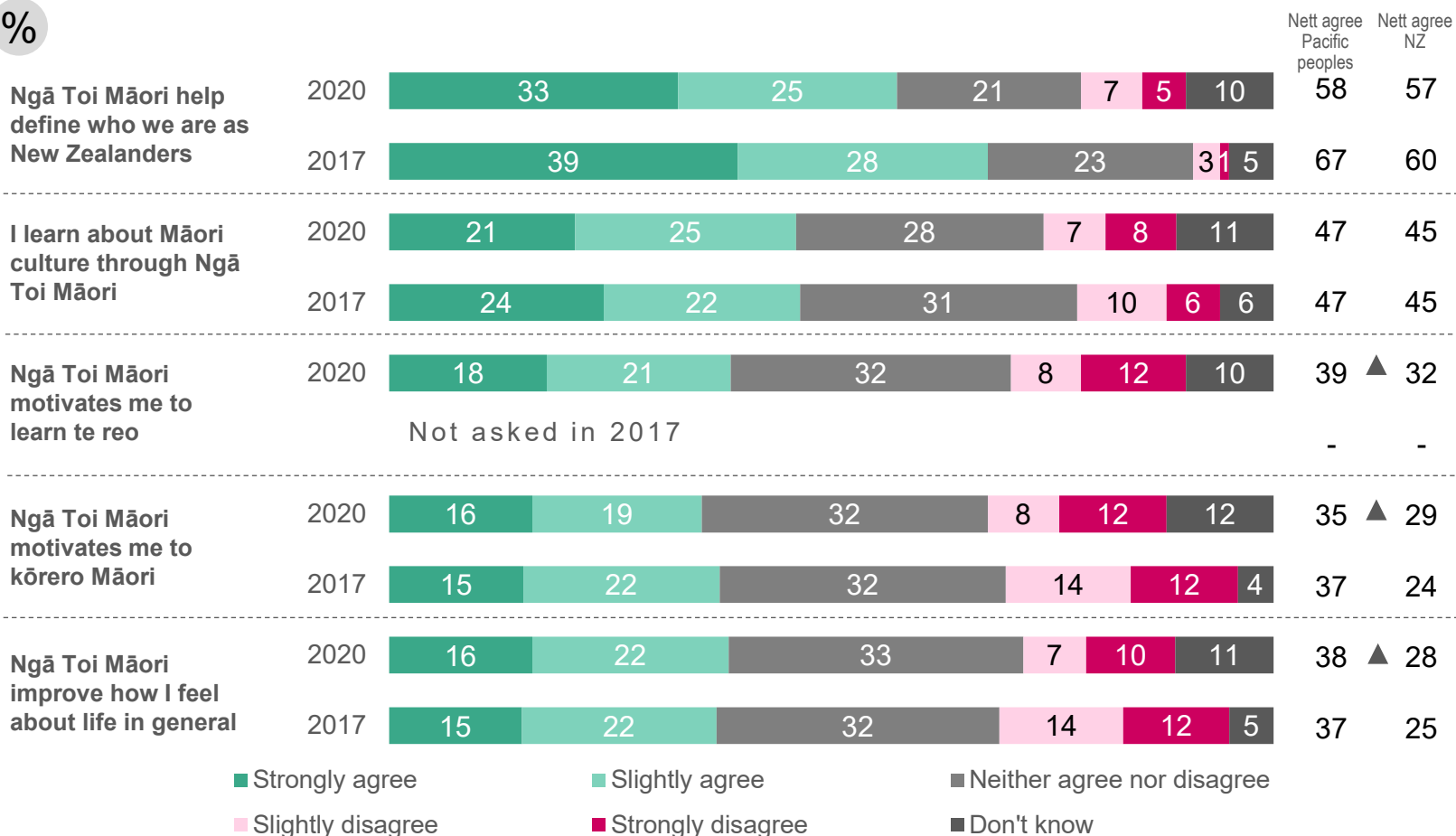
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS AMONG PACIFIC PEOPLES

Pacific peoples' 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

Pacific peoples broadly recognise multiple benefits from Ngā Toi Māori.

Fifty-eight percent of Pacific peoples agree that Ngā Toi Māori helps define who we are as New Zealanders, and 47% agree they learn about Māori culture through Ngā Toi Māori. These findings are consistent with the national average for New Zealanders.

Ngā Toi Māori also acts as a catalyst for Pacific peoples to learn (39%) or speak te reo (35%). These findings are higher than the national average.

Finally, 38% of Pacific peoples say Ngā Toi Māori makes them feel better about life in general, which is significantly higher than for all New Zealanders (28%).

Sub-group differences among Pacific peoples:

Pacific peoples with lived experience of disability are less likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (44% vs. 58%).

Pacific women are more likely than average to learn about Māori culture through Ngā Toi Māori (51% vs 47%).

Pacific peoples from homes with a household income between \$51,000 - \$80,000 are more likely than average to agree Ngā Toi Māori motivates them to kōrero Māori (49% vs 35%).

Pacific peoples' attitudes towards Pacific arts

Q

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

%



COMMENTARY

The majority of Pacific peoples experience each of the potential benefits detailed on the survey. They are much more likely to recognise each of these benefits than all New Zealanders.

Sixty-four percent agree that they learn about Pacific culture through Pacific arts and 65% agree that it helps define who we are as New Zealanders.

Importantly, 56% of Pacific peoples agree that Pacific arts improves how they feel about life in general.

Finally, 54% of Pacific peoples also say Pacific arts motivates them to speak a Pacific language.

Sub-group differences among Pacific peoples:
Pacific women are more likely than men to agree that Pacific arts is an important way to connect to Pacific culture and identity (80% vs. 65%).



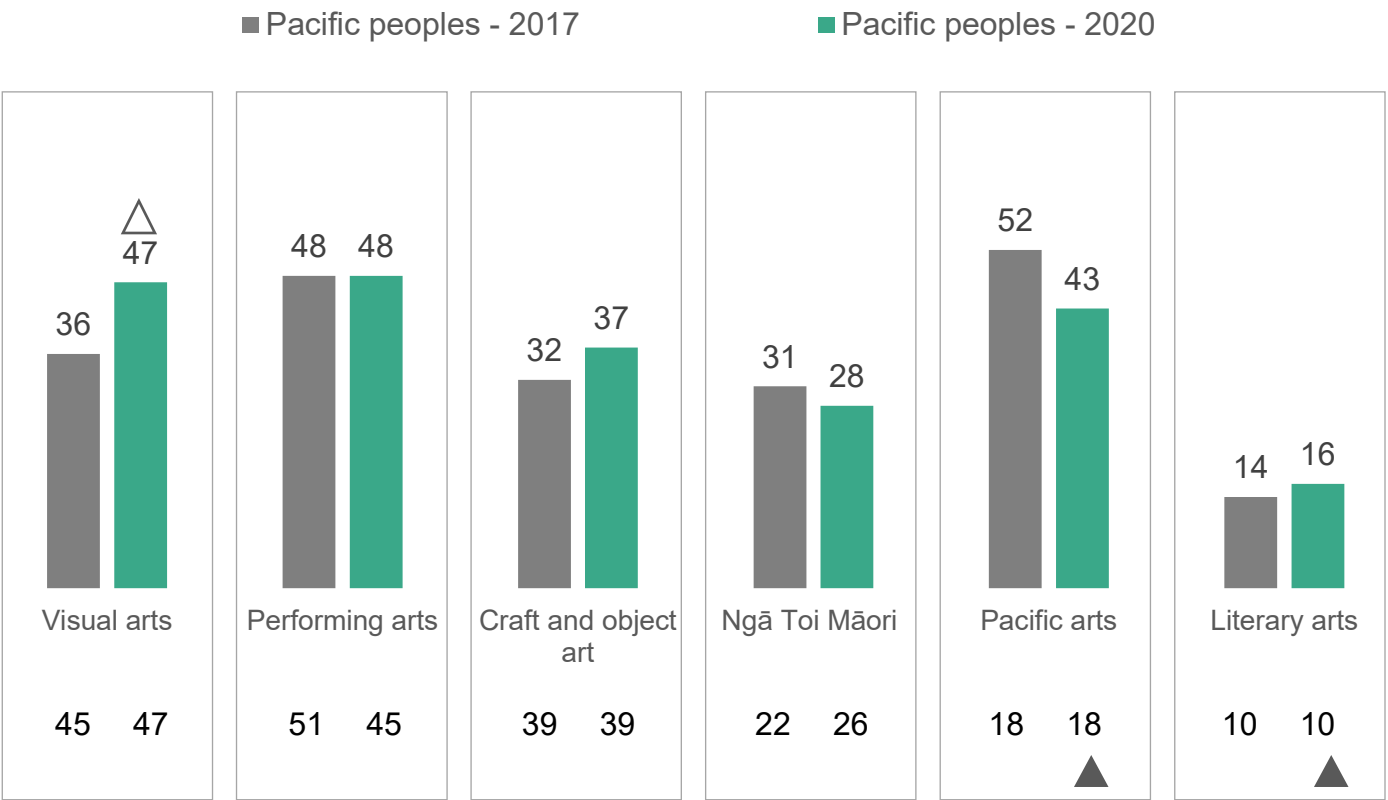
ATTENDANCE BY ARTFORM AMONG PACIFIC PEOPLES

Pacific peoples' attendance by art form

Q

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

%



COMMENTARY

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

Pacific peoples' attendance at visual arts has increased significantly from 36% in 2017 to 47%, and alongside performing arts (48%) it is now the most popular art form.

Pacific arts was previously the most popular art form, but attendance has declined from 52% in 2017 to 43% in 2020, albeit this difference is not statistically significant.

Demographic analysis shows that Pacific peoples are more likely to attend Pacific arts than all New Zealanders and they are also more likely to attend literary arts.

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

Pacific peoples: Craft and object art attendance

%

Q

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

Pacific peoples - 2020 37

Pacific peoples - 2017 32

Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Did you do this...



70% in person



56% online

Base: All Pacific peoples who have attended craft and object arts 2020 (n=183)

Q

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

Pacific peoples - 2020

| Frequency | Percentage |
|--------------|------------|
| Once | 24 |
| 2 or 3 times | 44 |
| 4-8 times | 13 |
| 9-12 times | 4 |
| 13+ times | 13 |
| Don't know | 2 |

Pacific peoples - 2017

| Frequency | Percentage |
|--------------|------------|
| Once | 19 |
| 2 or 3 times | 51 |
| 4-8 times | 19 |
| 9-12 times | 8 |
| 13+ times | 3 |
| Don't know | 0 |

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

Base: All Pacific peoples who have attended the craft and object arts 2017 (n=59); 2020 (n=183)

COMMENTARY

Thirty-seven percent of Pacific peoples have attended craft and object art in the last 12 months. This compares to 32% attendance in 2017, albeit the difference is not statistically significant.

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

Those people who are attending craft and object art are more likely to do so in person (70%), but over half (56%) attended online. It is worth noting that Pacific peoples generally have some of the highest levels of attendance online for the arts of the groups surveyed.

The frequency with which attendees are going to craft and object art is broadly consistent with 2017.

Sub-group differences among Pacific peoples:

The following groups attend craft and object art events more than average for Pacific peoples (37%):

- Pacific peoples with a household income of up to \$50,000 (48%)
- Pacific women (42%).

%

Q

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

Pacific peoples - 2020 16

Pacific peoples - 2017 14

Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Did you do this...



64% in person



65% online

Base: All Pacific peoples who have attended the literary arts 2020 (n=65)

Q

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

Pacific peoples - 2020



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

Base: All Pacific peoples who have attended the literary arts; 2020 (n=65)

COMMENTARY

Sixteen percent of Pacific peoples attended literary arts festivals. This figure is in line with 2017.

In 2020, 39% of those who attend only did so once. The 2017 results are not shown due to the low sample size.

Those people who are attending literary arts events are doing so in person (64%) and online (65%).

Sub-group differences among Pacific peoples:

There are no sub-group differences of note.

Pacific peoples: Ngā Toi Māori arts attendance

%

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?

Pacific peoples - 2020 28

Pacific peoples - 2017 31

Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Did you do this...



72% in person

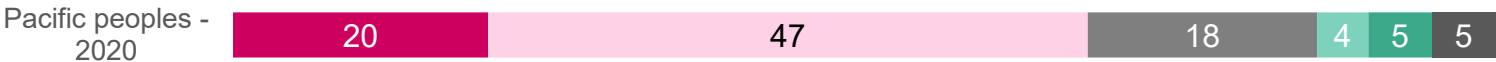


62% online

Base: All Pacific peoples who have attended Ngā Toi Māori 2020 (n=137)

Q

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



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

Base: All Pacific peoples who have attended Ngā Toi Māori 2017 (n=57); 2020 (n=137)

COMMENTARY

Twenty-eight percent of Pacific peoples attended Ngā Toi Māori arts in the last 12 months. This is broadly consistent with 2017.

Those people who are attending Ngā Toi Māori arts are doing so both in person (72%) and online (62%). They appear to be attending more frequently than audiences in 2017 but the differences are not statistically significant.

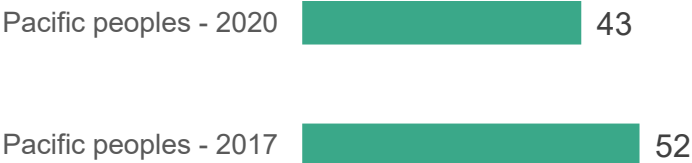
Sub-group differences among Pacific peoples:

Pacific women are more likely than average to attend Ngā Toi Māori in the last 12 months (32% vs.28%).

%

Q

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



Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Did you do this...



75% in person

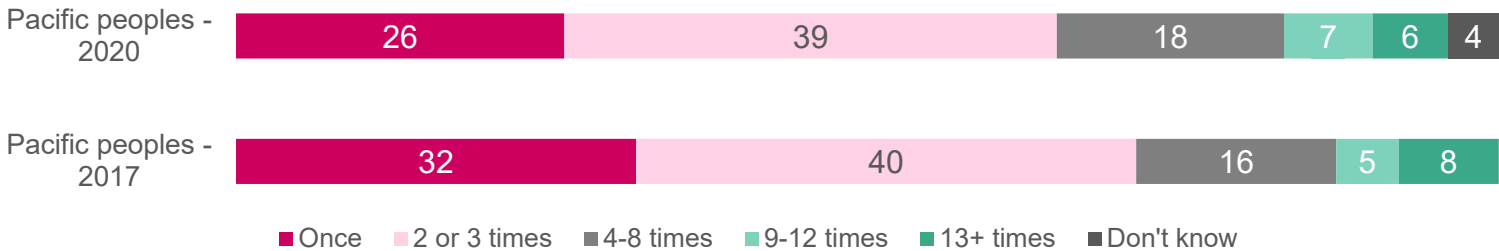


57% online

Base: All Pacific peoples who have attended the Pacific arts 2020 (n=206)

Q

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



Base: All Pacific peoples who have attended the Pacific arts 2017 (n=93); 2020 (n=206)

COMMENTARY

In 2020, 43% of Pacific peoples attended Pacific arts in the last 12 months. This compares to 52% attendance in 2017, albeit this difference is not quite statistically significant. It is worth noting that this indicative decrease is due to less Pacific women attending (there has been a slight increase in the proportion of Pacific men attending).

Seven in ten of those who attend are doing so more than once. Those people who are attending Pacific arts are typically doing so in person (75%), but over half attended online (57%).

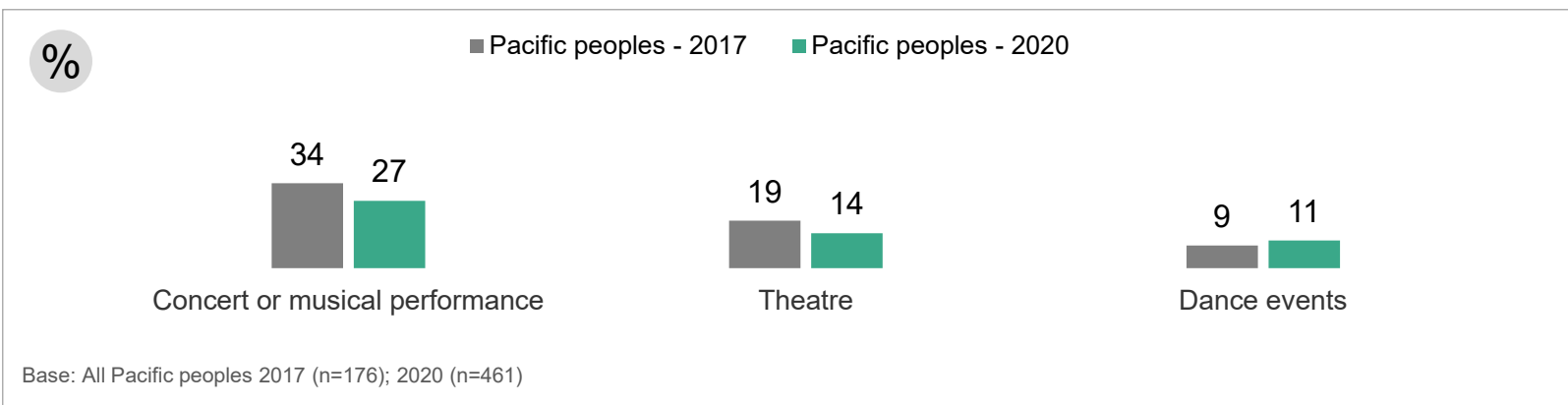
Sub-group differences among Pacific peoples:

Pacific women are more likely than average to attend Pacific arts in the last 12 months (46% vs. 43%) albeit the gender gap in attendance has narrowed notably in 2020.

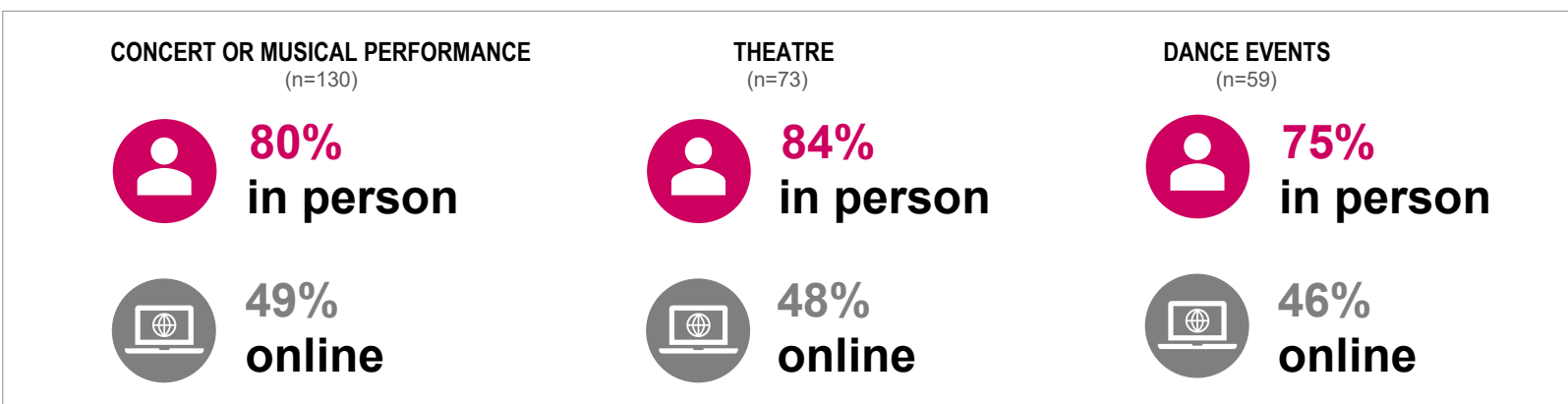
Pacific peoples from low-income households (up to \$50,000), are more likely than average to attend Pacific arts online (71% vs 57%).

Pacific peoples: Performing arts attendance

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



Q Did you do this...



COMMENTARY

Overall 48% of Pacific peoples have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types of performing arts.

Concert or musical performance remains the most popular type of performing arts with 27% attendance. This represents a decline from 34% in 2017, albeit the difference is not statistically significant.

Pacific peoples are much more likely to have attended these different types of performing arts in person rather than online.

Sub-group differences among Pacific peoples:

Pacific women are more likely to attend performance arts in the last 12 months compared to Pacific men (57% vs. 39%).

Pacific peoples: 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 people who attended the performing arts had done so infrequently in 2020 (up to three times in the last 12 months).

Data is not shown for frequency of attendance for theatre or dance events in 2017 due to low base sizes.

Sub-group differences among Pacific peoples:

There are no sub-group differences of note.

%

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 Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Did you do this...



64% in person

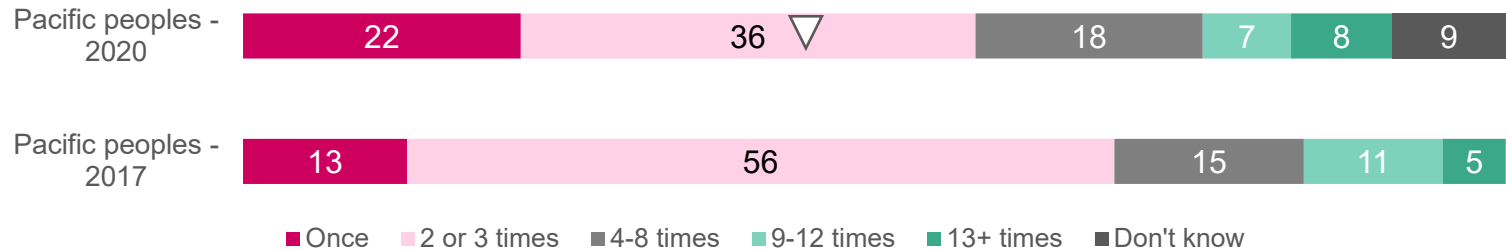


58% online

Base: All Pacific peoples who have attended the visual arts 2020 (n=228)

Q

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



Base: All Pacific peoples who have attended the visual arts 2017 (n=66); 2020 (n=228)

COMMENTARY

Forty-seven percent of Pacific peoples have attended the visual arts in the last 12 months, a significant increase from 36% in 2017.

Those people who are attending are doing so both in person (64%) and online (58%).

Fifty-eight percent of attendees visit infrequently (up to three times in the last 12 months). This compares to 69% of attendees in 2017.

Sub-group differences among Pacific peoples:

Women are more likely than average to have attended the visual arts (54% vs. 47%).

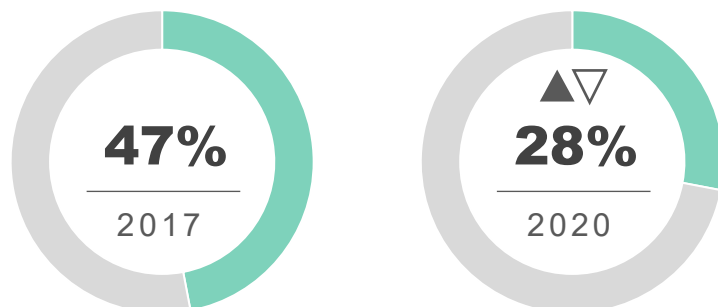
In contrast, Pacific peoples with household incomes over \$120,000 (34%) are less likely than average to have attended the visual arts.

Pacific peoples: Impact of film festivals on visual arts attendance

Q

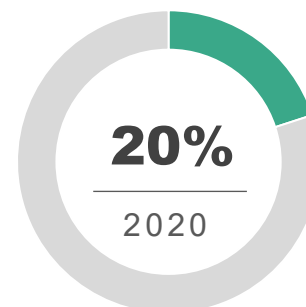
Were film festivals included among the visual arts you have visited in the last 12 months?

Pacific peoples



Base: All Pacific peoples who have attended the visual arts 2017 (n=66); 2020 (n=228)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Twenty-eight percent of Pacific peoples who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017 (47%), despite some film festivals moving to an online format. However, attendance remains higher than the national average for all New Zealanders (20%).

Of those who have attended film festivals in the last 12 months, 62% have also attended other visual art forms. This is significantly less than the national average among all New Zealanders (80%).

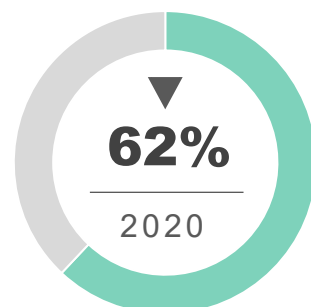
Sub-group differences among Pacific peoples:

Pacific women are less likely than average to have attended film festivals in the last 12 months (24% vs 28%).

Q

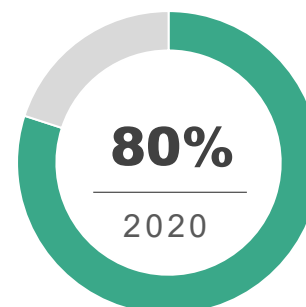
And have you visited visual arts other than film festivals in the last 12 months?

Pacific peoples



Base: All Pacific peoples who have attended film festivals 2020 (n=58)

New Zealand



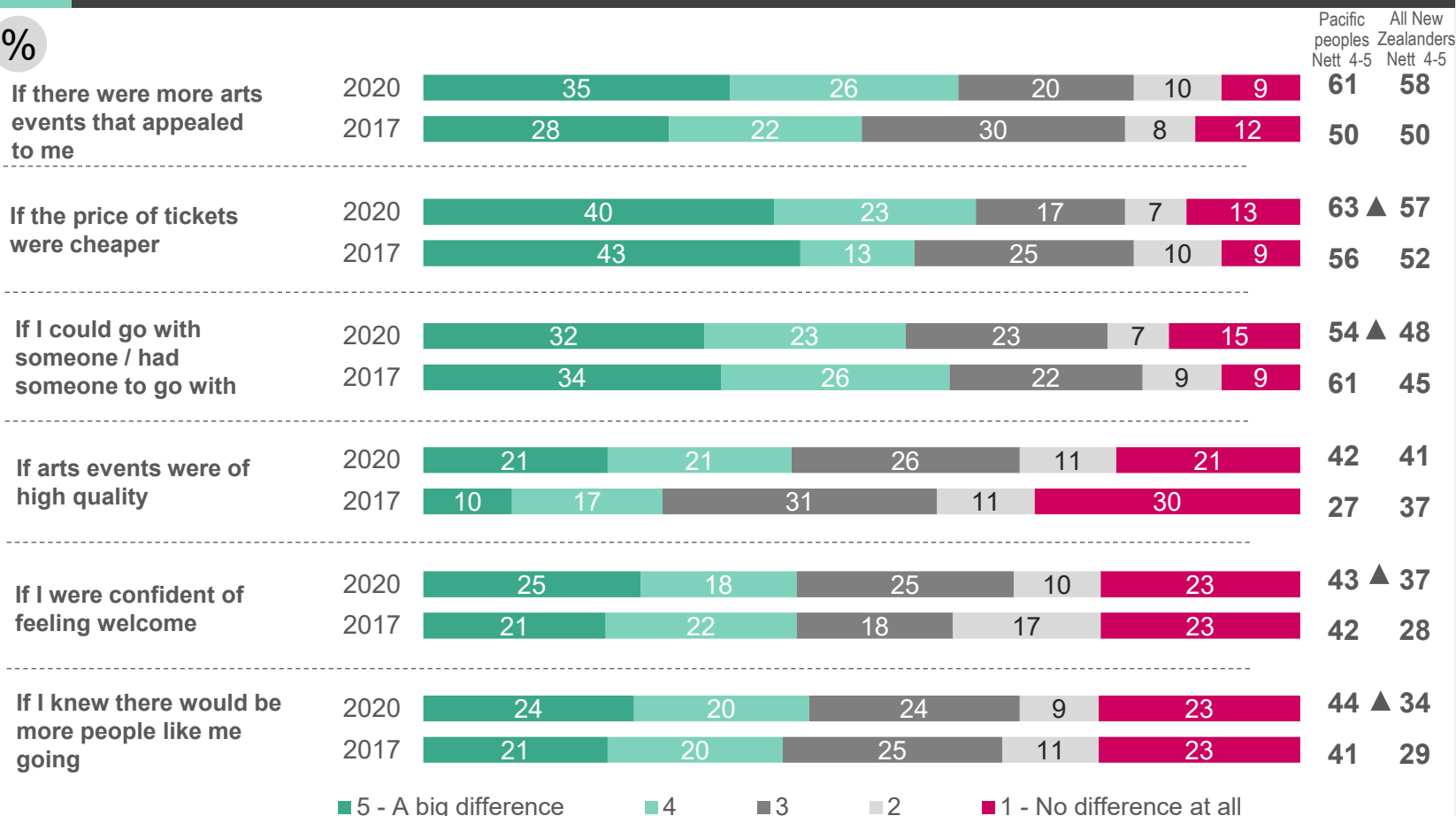
Base: New Zealand (n=652)

Encouraging greater attendance in the arts among Pacific peoples

Q

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

%



COMMENTARY

Two thirds of Pacific peoples agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Ticket price and choice are the top two factors that influence attendance for Pacific peoples. 64% said ticket prices influenced attendance and 61% noted a lack of events that appeal to them.

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 for around four in ten respondents to this question.

The proportion referencing each trigger is generally higher than in 2017, albeit none of the differences are statistically significant.

Compared to the national average, Pacific peoples are more likely to agree the following would increase their attendance: cheaper tickets, having someone to go with, being confident of feeling welcome and knowing there would be similar people.

Sub-group differences among Pacific peoples:

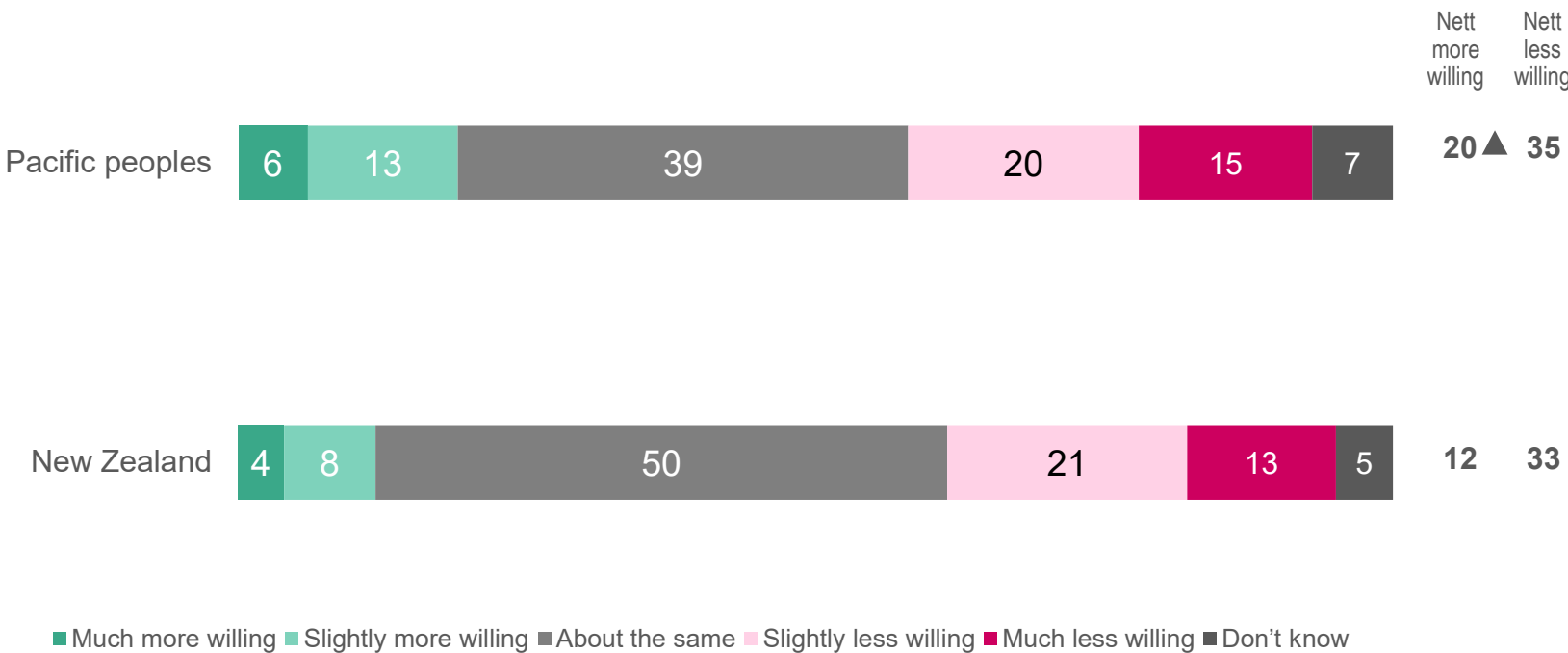
Pacific women are more likely than average to say they would go if the price of tickets was cheaper (70% vs. 63%)

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

Q

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

%



COMMENTARY

A third of Pacific peoples (35%) 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, 20% are more willing, for this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

The proportion of Pacific peoples who are more willing to get 'back out there' following COVID-19 is higher than all New Zealanders (20% vs. 12%).

Sub-group differences among Pacific peoples:
A higher proportion of young Pacific peoples (15-29) are now more willing to attend arts events in person than average (28% vs. 20%).



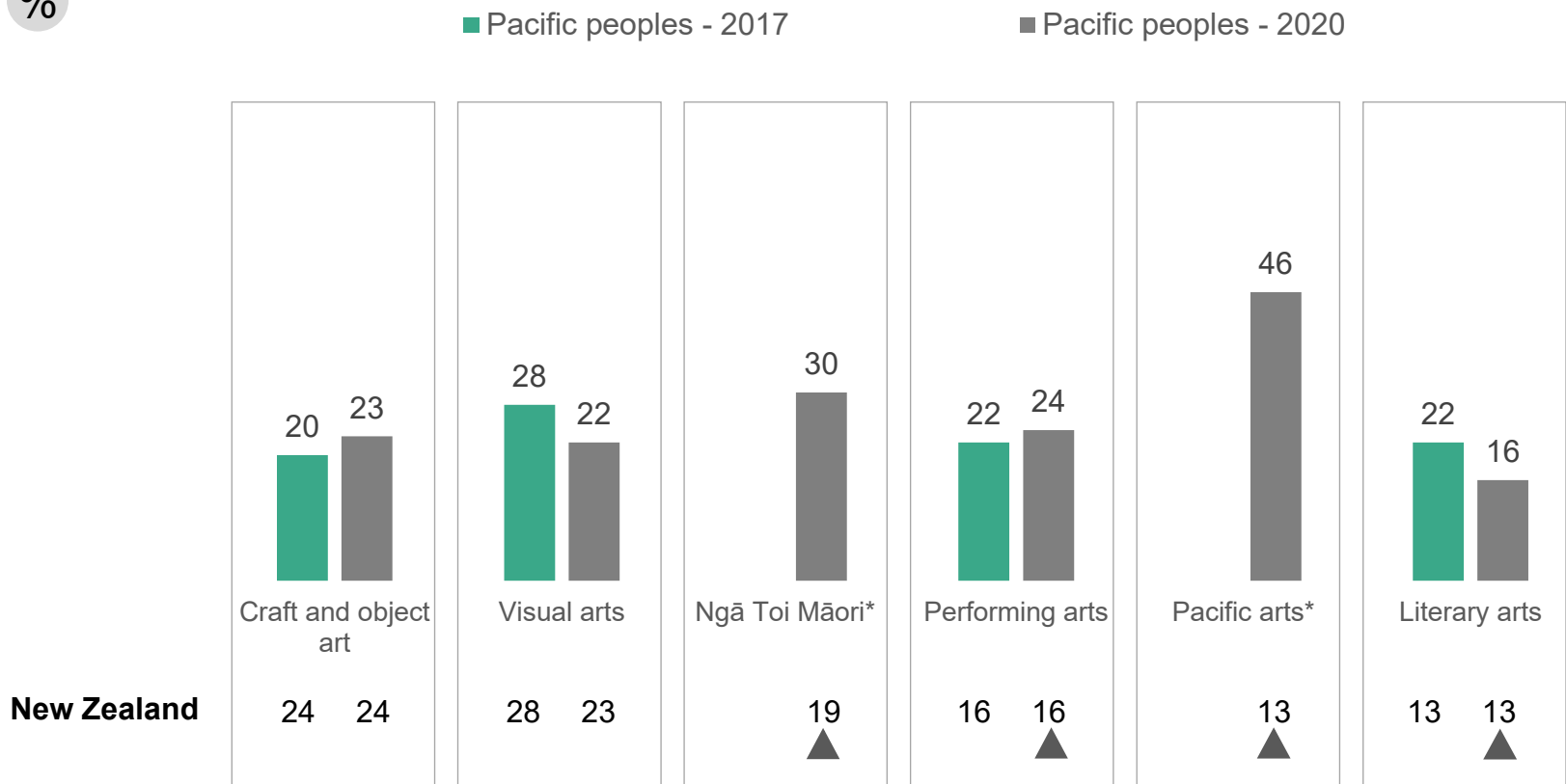
PARTICIPATION BY ARTFORM AMONG PACIFIC PEOPLES

Pacific peoples' participation by art form

Q

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

%



*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.

COMMENTARY

The chart shows the proportion of Pacific peoples who have participated in each art form at least once in the last 12 months.

Pacific arts is the most popular art forms (46%) to participate in, followed by Ngā Toi Māori (30%) and performing arts (24%).

Participation in the art forms is mostly consistent with 2017. However, literary and visual arts participation has declined in 2020, albeit not significantly.

In addition, Pacific peoples participation is higher than all New Zealanders with the exception of craft and object art and visual arts.

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

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

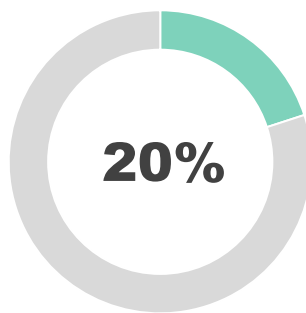
Pacific peoples: Craft and object art participation

Q

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

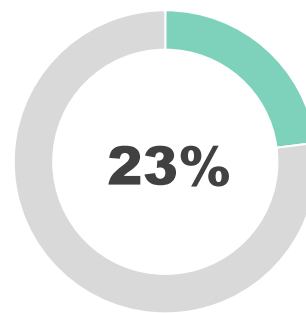
%

Pacific peoples 2017



20%

Pacific peoples 2020



23%

Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

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

Pacific peoples -
2020



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

Base: All Pacific peoples who have participated in craft and object arts 2020 (n=119)

COMMENTARY

Twenty-three percent of Pacific peoples have participated in craft and object art in the last 12 months, in line with 2017.

Most participants tend to participate on an infrequent basis (up to three times in the last 12 months). Data is not shown for frequency of participation for 2017 due the low sample size.

Sub-group differences in Pacific peoples:

Pacific women are more likely to have created visual artworks in the last 12 months (31%) compared to Pacific men (15%).

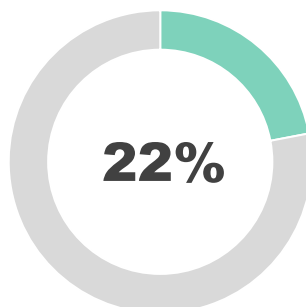
Pacific peoples: Literary arts participation

Q

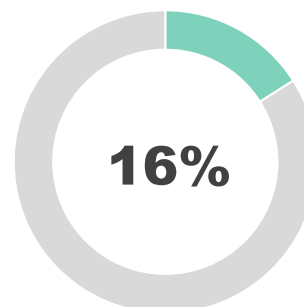
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Pacific peoples 2017



Pacific peoples 2020



Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

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

Pacific peoples - 2020



Once 2 or 3 times 4-8 times 9-12 times 13+ times

Base: All Pacific peoples who have participated in literary arts 2020 (n=71)

COMMENTARY

Sixteen percent of Pacific peoples have participated in literary arts in the last 12 months. This is lower than in 2017 (22%), albeit the difference is not statistically significant.

Most participants tend to participate on an infrequent basis (up to three times in the last 12 months). Data is not shown for frequency of participation for 2017 due the low base size.

Sub-group differences in Pacific peoples:

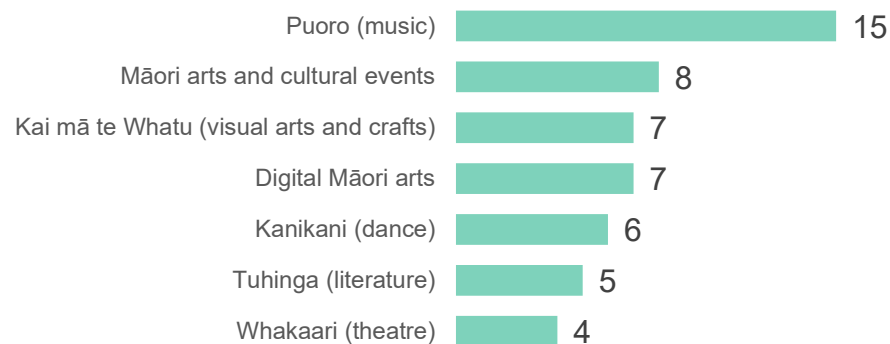
Pacific peoples with lived experience of disability are more likely than average to have taken part in a writing workshop or literary event (28% vs. 16%).

Pacific peoples: Ngā Toi Māori participation

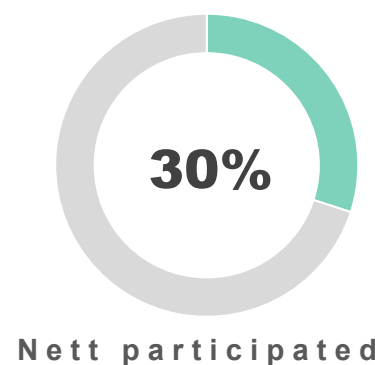
Q

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

%



Base: All Pacific peoples 2020 (n=461)



COMMENTARY

Thirty percent of Pacific peoples have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Ngā Toi Māori activity is puoro (music), followed by Māori arts and cultural events, kanikani (dance) and digital Māori arts.

Most participants tend to participate on an infrequent basis (up to three times in the last 12 months).

Sub-group differences in Pacific peoples:

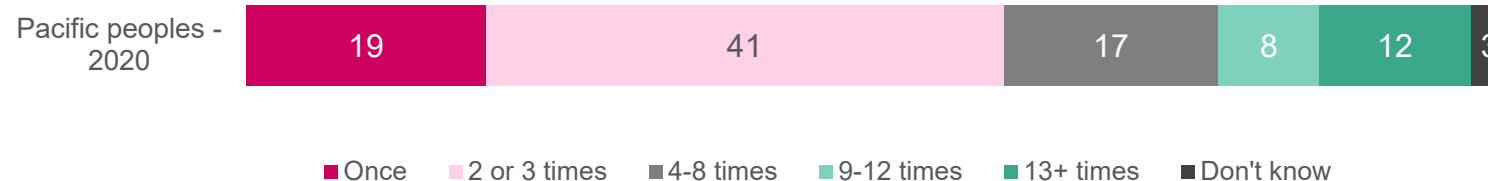
Pacific peoples with the lived experience of disability are more likely than average to have participated in at least one activity over the last 12 months (48%).

Pacific women are more likely than average to have participated in the following Ngā Toi Māori activities in the last 12 months:

- Puoro (20% vs. 15%)
- Kanikani (10% vs. 6%).

Q

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



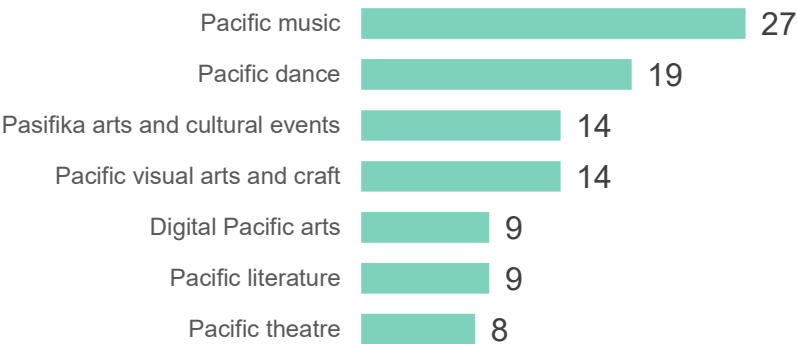
Base: All Pacific peoples who have participated in Ngā Toi Māori 2020 (n=139)

Pacific peoples: Pacific arts participation

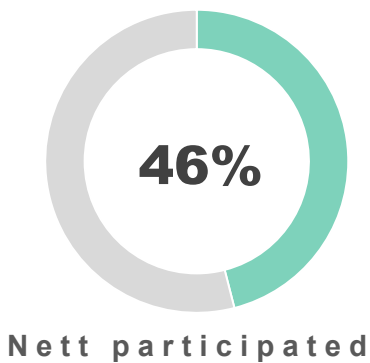
Q

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

%



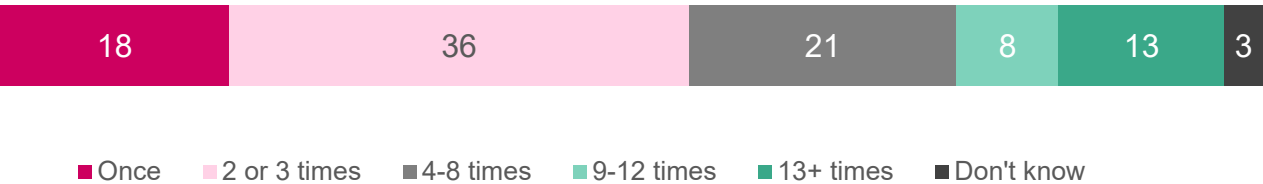
Base: All Pacific peoples 2020 (n=461)



Q

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

Pacific peoples -
2020



Base: All Pacific peoples who have participated in Pacific arts 2020 (n=223)

COMMENTARY

Forty-six percent of Pacific peoples 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 Pacific music (27%) and Pacific dance (19%).

Of those who took part in Pacific arts in the last 12 months, over half are infrequent participants (3 times or less).

Sub-group differences in Pacific peoples:

The following groups are more likely than average (46%) to have participated in Pacific arts in the last 12 months:

- People with the lived experience of disability (66%)
- Pacific peoples aged 15-29 (55%)
- Women (53%).

Moreover, Pacific peoples aged 15-29 are significantly more likely to have taken part in Pacific dance (27%) compared to the average of 19%.

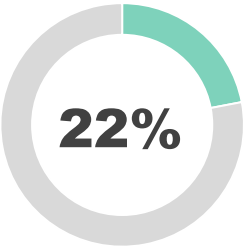
Pacific peoples: Performing arts participation

%

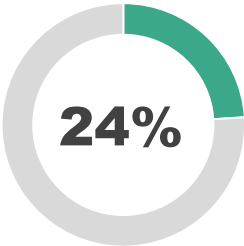
Q

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

Pacific peoples
2017



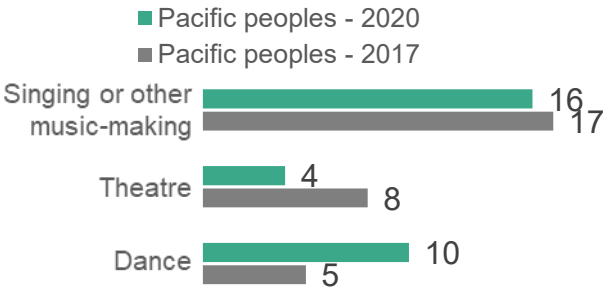
Pacific peoples
2020



Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

Which of these were you actively involved in?



Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

Q

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

Pacific peoples -
2020



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

Base: All Pacific peoples who have participated in the performing arts 2020 (n=116)

COMMENTARY

Twenty-four percent of Pacific peoples have participated in performing arts in the last 12 months. This is in line with 2017 (22%).

Singing or music making remains the most popular type of performing arts for Pacific peoples to take part in. However ballet or dance has closed the gap with 10% of Pacific peoples taking part in this. This compares to 5% in 2017, albeit the difference is not statistically significant.

Of those who took part in performing arts in the last 12 months, over half are infrequent participants (3 times or less).

Sub-group differences in Pacific peoples:

Pacific peoples with lived experience of disability are more likely than average to have taken part in performing arts in the last 12 months (42% vs. 24%).

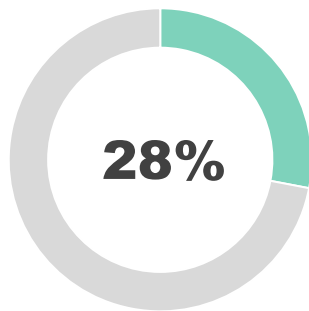
Pacific peoples: Visual arts participation

Q

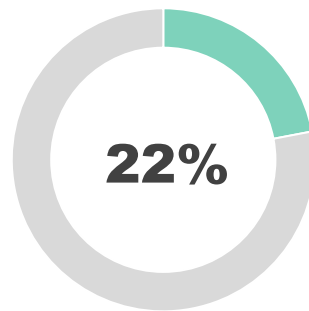
Have you created any visual artworks in the last 12 months?

%

Pacific peoples 2017



Pacific peoples 2020



Base: All Pacific peoples 2017 (n=176); 2020 (n=461)

COMMENTARY

Pacific peoples' participation in the visual arts in the last 12 months has declined from 28% in 2017 to 22% in 2020, albeit the difference is not statistically significant.

Of those who took part in the visual art in the last 12 months, over half are infrequent participants (3 times or less).

One in three continue to participate on a semi-regular basis.

Sub-group differences in Pacific peoples:

There are no sub-group differences of note.

Q

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

Pacific peoples - 2020



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

Base: All Pacific peoples who have participated in the visual arts 2020 (n=112)

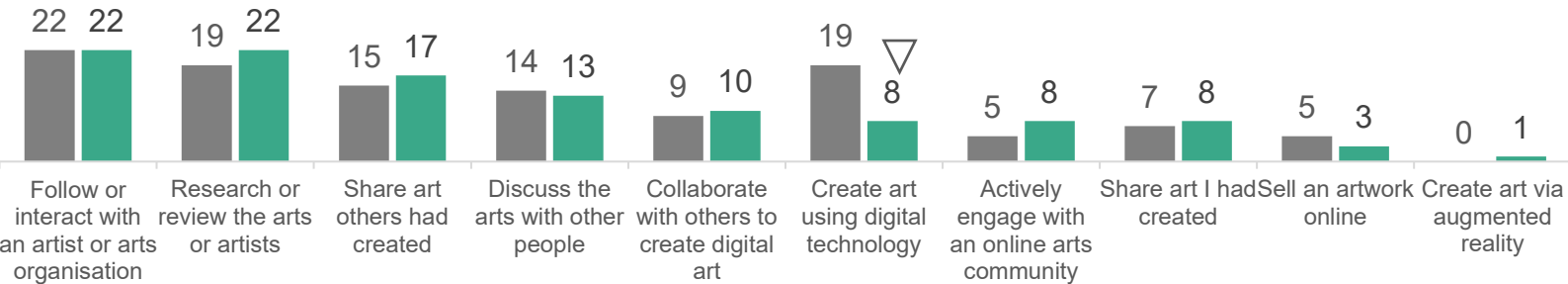
Use of digital technology for arts activities among Pacific peoples

Q

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

%

■ Pacific peoples - 2017 ■ Pacific peoples - 2020



COMMENTARY

Digital technology continues to enable Pacific peoples to engage with the arts in different ways. The most popular activities remain following or interacting with an artist or arts organisation, and researching or reviewing the arts or artists (both 22%).

Creating art using digital technology has dropped significantly from 19% in 2017 to 8% in 2020.

Sub-group differences in Pacific peoples:

Pacific women are more likely than average to follow or interact with an artist or arts organisations (27% vs. 22%), research or review the the arts (25% vs. 22%) and share art they had created (12% vs. 8%).

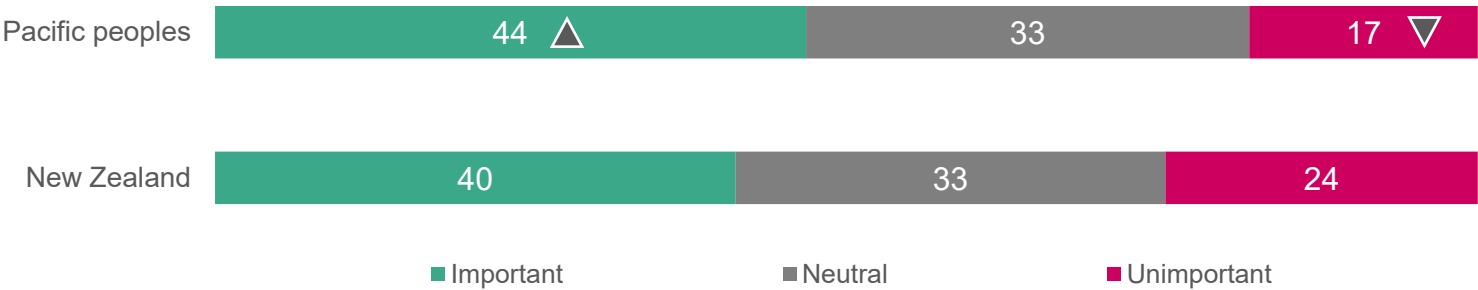


PERCEIVED IMPACT ON WELLBEING AND SOCIETY AMONG PACIFIC PEOPLES

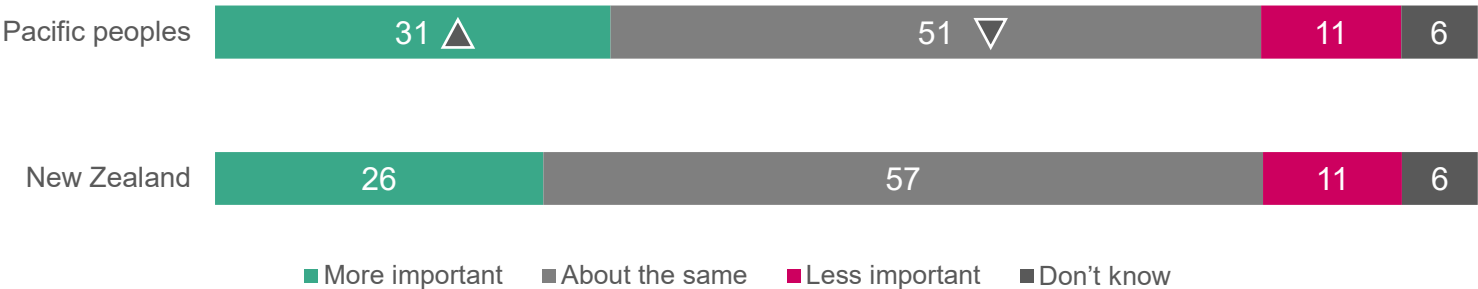
Importance of the arts to Pacific peoples' wellbeing

Q How important is the arts to your personal wellbeing?

%



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



COMMENTARY

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

Forty-four percent of Pacific peoples feel that the arts is important to their personal wellbeing. This is significantly higher than all New Zealanders (40%).

COVID-19 has had a nett positive impact on the importance of the arts to Pacific wellbeing. 31% of Pacific peoples say the arts are more important to their wellbeing since COVID-19 while 11% say it is less important. The proportion who say it is more important is significantly higher than for all New Zealanders.

Sub-group differences among Pacific peoples:

There are no sub-group differences of note.

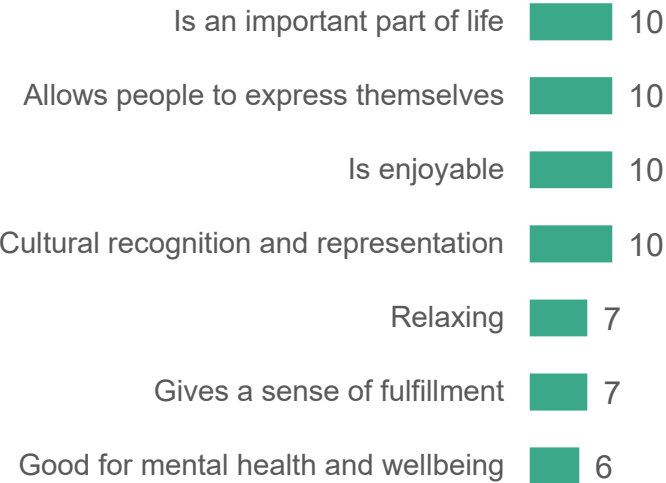
Reasons why Pacific peoples feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

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

These reasons relate to positive emotions such as enjoying oneself and relaxing. Arts also provides Pacific peoples with a source of self-expression, cultural recognition and representation. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health.

“ Quotes

“...they are my stimulus for all my senses. They uplift me in most ways and are such an important part of my life.”
(Man, 60-69, Pacific peoples, NZ European, Otago region)

“Art is my world, I love art.”
(Woman, 15-17, Pacific peoples, Auckland region)

“Arts can help lift ones spirit when down or provide an environment that is soothing.”
(Woman, 40-49, Pacific peoples, Manawatū-Wanganui region)

Reasons why Pacific peoples feel the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Sixty-one percent of Pacific peoples feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.


Key themes include understanding cultures, self expression and bringing people together.

Quotes

“[It’s] all around identity and how we acknowledge the different ethnicities and cultures.”
(Woman, 40-49, Pacific peoples, Auckland region)

“[Art] allows outlets for creativity whilst potentially sharing our diversity.”
(Man, 40-49, Pacific peoples, Canterbury region)

“Art can change opinions, art can give people a voice.”
(Woman, 15-17, Pacific peoples, Auckland region)



IMPACT OF COVID-19 AMONG PACIFIC PEOPLES

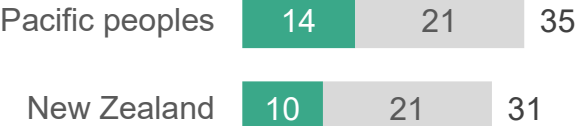
Pacific peoples: Getting through COVID-19

Q

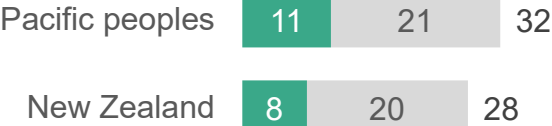
How much do you agree or disagree with the following?

%

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



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



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



■ Strongly agree ■ Slightly agree

COMMENTARY

Thirty-five percent of Pacific peoples say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed Pacific peoples to watch more activities online since the lockdown (32%), and provided a spur for some to engage in new cultural activities (15%).

All of the findings are broadly consistent with that for New Zealanders.

Sub-group differences among Pacific peoples:

Those aged 30-39 are less likely than average to say that the arts and culture supported their wellbeing during the COVID-19 crisis (26% vs. 35%). Whereas those aged 60-69 (59%), and women (38%), are more likely to agree with this statement.

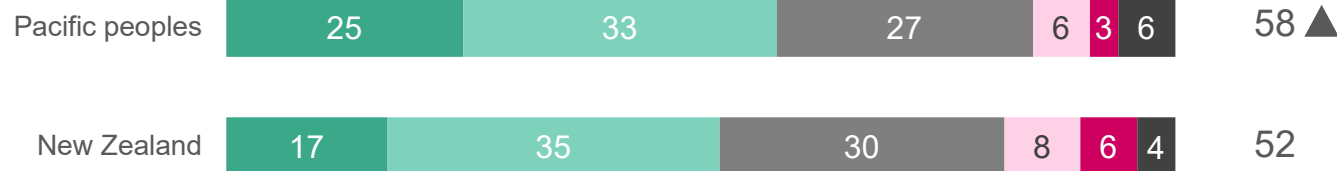
Pacific women are more likely to have watched more arts and culture activities online due to COVID-19 (35% vs 32%).

Pacific Peoples: After COVID-19

Q

How much do you agree or disagree with the following?

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



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



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

COMMENTARY

Forty-nine percent of Pacific peoples 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% of Pacific peoples would like to have the choice of attending the arts in person or watching them online. This is higher than the average for all New Zealanders (52%). Indeed it is notable that Pacific peoples are generally more likely to attend arts online than average.

Sub-group differences among Pacific peoples:

Older Pacific peoples aged 50-59 (68%) and 60-69 (71%) are more likely than average (49%) to feel arts and culture have a vital role in rebuilding New Zealand after COVID-19.



FOR FURTHER INFORMATION PLEASE CONTACT

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