

New Zealanders and the Arts 2020: Attitudes, attendance and participation

Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru

Table of Contents

1	Background to the research.....	3
2	What we wanted to know	3
3	How we did the research	4
4	Executive Summary	6
5	Attitudes towards the arts	8
6	Attitudes to Ngā Toi Māori (Māori arts) and Pacific arts.....	19
7	Wellbeing.....	23
8	Impact of COVID-19.....	29
9	Overall engagement, attendance and participation.....	31
10	Attendance by art form.....	38
11	Participation by art form	56
12	Appendices.....	68
	Appendix A: Sample profile	68
	Appendix B: Summary of key results for people with the lived experience of disability	69
	Appendix C: Profile of those who have attended each art form.....	71
	Appendix D: Profile of attendees to the arts by frequency of attendance.....	77
	Appendix E: Profile of participants in the arts by frequency of participation.....	78
	Appendix F: Questionnaire	79

1 Background to the research

Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts every three years since 2005. The research comprises two separate surveys; one of adults aged 15 plus and one of young people aged ten to fourteen.

The research provides:

- Vital insights for Creative New Zealand, selected agencies, local authorities and arts organisations about the national levels of cultural engagement and attitudes towards the arts.
- Stories to advocate for the arts.
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.
- National trends using benchmarked data.
- Demographic differences.

This report presents the findings of the adult survey.

2 What we wanted to know

This study focuses on New Zealanders' attendance at, participation in, and attitudes towards the arts in New Zealand.

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

- Craft and object art
- Ngā Toi Māori (Māori arts)
- Performing arts
- Literature
- Pacific arts
- Visual arts

Attendance is defined as doing any of the following in the last 12 months:

- 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.

In addition to attendance and performance, a number of attitudes are also measured in the survey.

Several changes were made to the 2020 questionnaire, including:

- Updating the language used so that the questionnaire remained fit for purpose, including a wider range of examples from different cultures within each artform.
- Adding new questions so we could split out attendance by online and in person¹.
- Adding questions to measure the impact of COVID-19 on the arts.

¹ As this research is conducted solely online we did not reach people who do not have access to the internet. Because of this, the number of proportion of people accessing the arts online may be slightly inflated.

3 How we did the research

3.1 Summary of the methodology

The research was conducted online, using the Colmar Brunton online panel (and the Dynata panel where necessary to fill hard to reach quotas). The Colmar Brunton panel includes over 100,000 New Zealanders who have agreed to take part in research for Flybuys points. Dynata is the other leading panel provider in New Zealand.

Respondents received an email inviting them to complete the survey in exchange for Flybuys. Targeted reminders were sent to those who did not initially respond.

As the panel only includes adults aged 18 and over, a parental pass-on system was used to reach young people aged 15 to 17. Parents were asked at the start of the survey if they had a child aged 15 to 17 who would like to participate in the survey. If they did, they could hand the survey over to their child for them to complete. The young person that completed the survey went into a prize draw to win a main prize of \$500 or one of ten prizes of \$50 from Colmar Brunton.

All interviewing took place between 2 October and 2 November 2020.

A total of 6,263 respondents aged 15 and over completed the survey. This sample size has a maximum margin of error of +/- 1.2%. Please see Appendix A for a full break down of the sample profile.

The final response rate achieved on the Colmar Brunton online panel was 35%. The average interview duration was 16 minutes.

3.1.2 Interviewing targets

The original sample design included a core national sample of 4,500 New Zealanders. This was then boosted in various ways which resulted in the final sample size of over 6,000 interviews. This included ethnic boosts commissioned by Creative New Zealand:

- 1,065 interviews with Māori
- 1,065 interviews with Asian New Zealanders
- 500 interviews with Pacific peoples

Ethnic boosts were considerably larger in 2020 than in 2017. This was to reduce the margin of error on any subgroup analysis for these groups. The table below shows the samples sizes achieved for each of the ethnic groups in 2020 and 2017.

	2017		2020	
	Count	Maximum margin of error	Count	Maximum margin of error
Māori	717	+/-3.7%	1,172	+/-2.9%
Asian New Zealanders	1,020	+/-3.1%	1,366	+/-2.7%
Pacific peoples	176	+/-7.4%	461	+/-4.6%

It also included a number of local boosts commissioned by various councils:

- 1,900 interviews in Auckland (commissioned by Auckland Council)
- 650 interviews in Wellington City (commissioned by Wellington City Council)
- 200 interviews in Dunedin (commissioned by Dunedin City Council)
- 200 interviews in Palmerston North (commissioned by Palmerston North City Council)
- 200 interviews in Tauranga (commissioned by Tauranga City Council)
- 150 interviews in Rotorua (commissioned by Rotorua Lakes District Council).

To ensure we achieved a nationally (and locally) representative sample, interviewing targets were set by age within gender within each region (or local council). For example, we set a target of 45 females aged 15 to 17 in the Auckland region.

The regional or local council interviewing targets were largely met with a couple of exceptions:

- Pacific peoples (461 interviews vs. a target of 500 interviews)
- Wellington City (608 interviews vs. a target of 650 interviews)

The reason for these shortfalls was a lack of available panellists in certain hard to reach groups.

Respondents were asked whether they had difficulty with seeing, hearing, walking or climbing stairs and remembering or concentrating. In total, 710 people with the experience of these disabilities completed the survey; a sample of this size has a maximum margin of error of +/-3.7%.

3.3 Weighting

The survey data have been weighted to ensure the final demographic profile is representative of the New Zealand population aged 15 plus by age within gender, ethnicity and region. The weighting targets were taken from the 2018 census. The weighting corrects for the over-sampling of those local authorities which have been boosted, as well as the over-sampling of Māori, Asian New Zealanders and Pacific peoples.

3.5 Reporting

This report details the survey findings for New Zealanders aged 15 plus. It summarises the 2020 findings overall, and where possible, it makes comparisons over time. In addition, the report highlights those groups of New Zealanders who are more or less positive towards (or engaged with) the arts. These groups include demographics such as gender, age, ethnicity, region and annual household income.

Any differences noted in the report (either over time, or between sub-groups) are statistically significant, unless stated otherwise. This means we are 95% confident that the difference is genuine, rather than a 'chance' result that can occur from surveying a sample of the population. Note, the report only includes material subgroup differences.

Statistically significant differences are also denoted in the charts by the following symbols:



4 Executive Summary

There has been a positive step change in attitudes towards the arts

New Zealanders are more positive than ever before in their attitudes towards the arts, including recognising the benefits of the arts to our society and economy. This flows through into increased support for public funding of the arts (60% in 2020, compared to 53% in 2017).

It appears that COVID-19 has played a key role in greater levels of appreciation towards the arts.

“After coming out of lockdown where we couldn’t do anything I appreciate even more going to the theatre, the gallery, Māori performances, and art classes.”

Participant (woman, 40-49, NZ European, Canterbury)

People value arts in their communities, but access could be improved

Most people agree that the arts play a key role in their community.

Two thirds of New Zealanders feel it’s important that where they live is recognised as a place that supports arts excellence. Additionally, six in ten agree that the arts contribute to the resilience and wellbeing of their community, and just over 50% say that their community would be poorer without the arts.

However, there does appear to be an opportunity to improve access to the arts. Half of New Zealanders feel they are able to access the arts in their community. However, the opposite half are sitting on the fence or disagree. Affordability appears to be an issue, with 21% indicating they can’t afford to participate in creative activities in their community.

New Zealanders have embraced Ngā Toi Māori like never before

Attendance at Ngā Toi Māori events has been trending up since 2014 and has reached its highest level to date (26%). Not only is attendance higher, the frequency with which people are attending has increased. Interestingly, the increase in attendance for Ngā Toi Māori events is being driven by people who don’t identify as Māori.

The benefits of Ngā Toi Māori go beyond appreciation of the artform, with more New Zealanders agreeing than it motivates them to kōrero te reo and improves their wellbeing than in 2017. Again, these positive shifts are driven by those who don’t identify as Māori, indicating that there is a wider level of appreciation for Ngā Toi Māori than previously amongst non-Māori.

The arts contribute to New Zealanders wellbeing, and helped some people get through COVID-19

Overall, four in ten New Zealanders indicate that the arts are very important to their wellbeing. For a quarter of New Zealanders, the arts have taken on a deeper meaning since COVID-19 arrived in New Zealand. However, there still appears to be some anxiety around attending the arts, with a third indicating they are less willing to go to an arts event now. Arts organisations need to be mindful of this and take steps to try and ease the public’s concern.

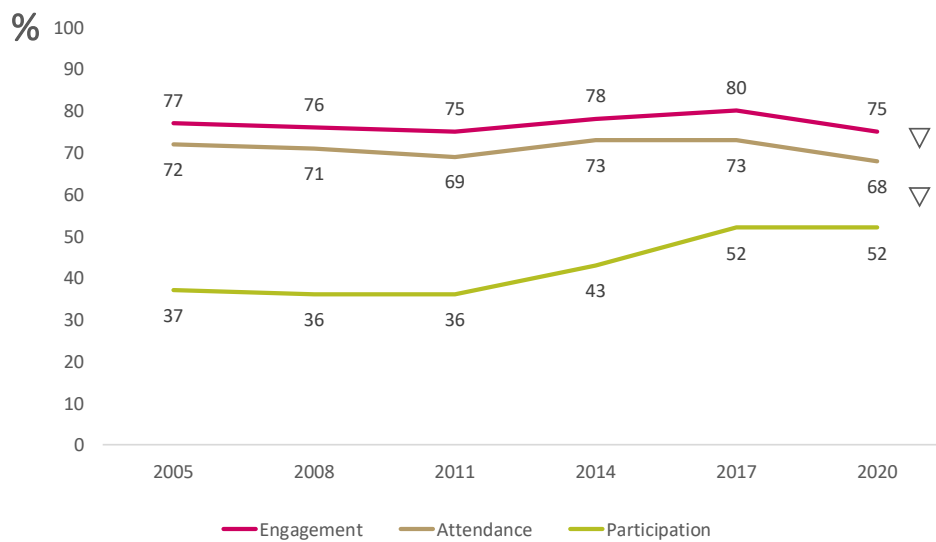
Attendance has declined this year - but participation has held steady.

Engagement with the arts is based on the respondents who said they attended or participated in at least one of the six art forms in the last 12 months. Overall engagement with the arts has declined five percentage points since 2017. This decline is driven by lower levels of attendance, rather than lower participation.

Lower attendance at the performing arts is behind the decline in overall attendance, with visual arts and Ngā Toi Māori attendance actually increasing (and attendance for all other art forms holding steady). This suggests that the overall drop in attendance is due to a lack of opportunity (as a result of COVID-19) rather than a growing disinterest in the arts.

It's far less common for people to attend the performing arts online than the other art forms. We believe this is one of the reasons we saw a decline for performing arts but not the other art forms.

Q Engagement, attendance and participation



How we want to attend the arts is evolving, with many getting their creative fix online

It seems that how we want to access the arts is evolving. Overall, 52% of people would like to have the choice of attending the arts online in future.

There is evidence that greater access to the arts online will help to democratise the arts, with low income households, Pacific peoples and Māori more likely than average to access art forms online.

5 Attitudes towards the arts

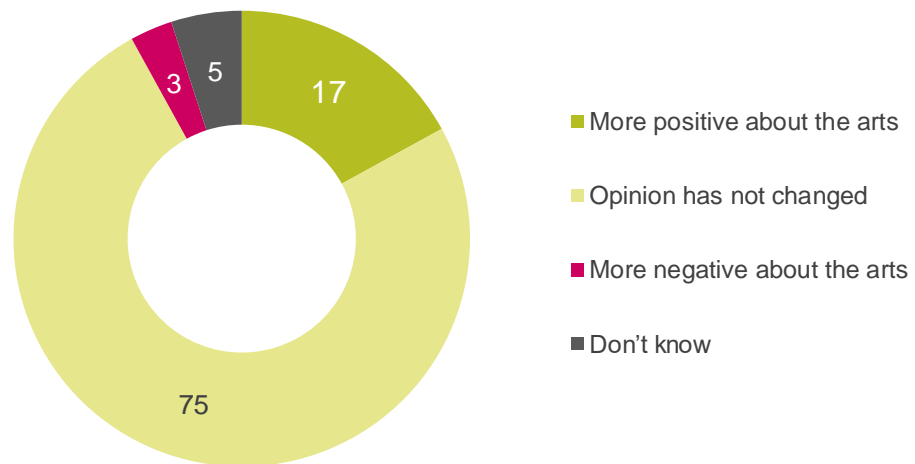
To understand what New Zealanders think about the arts a series of attitudinal statements have been developed since 2005.

Overall, New Zealanders are more positive about the arts than they have ever been, with significant increases in agreement with many of the statements. It appears that, with restrictions limiting our access to the arts this year, New Zealanders have a renewed appreciation for the arts. This is supported by the results shown in Figure 1, illustrating how people's perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (75%), 17% are more positive and only 3% are more negative.

Figure 1. How people's view of the arts have changed in the last 12 months

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

%



Base: All respondents 2020 (n=6,263)

Below are some comments from respondents which demonstrate why people feel more positive about the arts now:

During this pandemic lockdown, I was able to use more arts to express myself.

Man, 15-17, Asian New Zealander, Auckland

Especially in these times, when people couldn't leave home for weeks at a time, consuming the arts is what kept a lot of people sane.

Man, 18-29, NZ European, Auckland

Realised the significance of arts. Especially now during COVID where this area has been a lot harder to access, for example no concerts and art expos.

Woman, 18-29, Other ethnic group, Auckland

It is one of the things that has endured during the pandemic. It has helped bring people together, kept people uplifted.

Man, 30-39, New Zealand European / Māori, Auckland

Through COVID-19 I've learned that having access to the arts, in particular public interactive art, is important for all of us. During lockdown, public art was very important to me during my exercise and walks for fresh air. I've also learned that due to COVID-19 our access to the arts, such as performance and creative arts has enabled me to appreciate more than I perhaps did, how important the arts are in our lives.

Man, 30-39, Māori, Auckland

After coming out of lockdown where we couldn't do anything I appreciate even more going to the theatre, the gallery, Māori performances, and art classes.

Woman, 40-49, NZ European, Canterbury

I see more people in the community are running cultural activities, which is really great.

Woman, 50-59, Pacific peoples, Wellington

During the lockdown I could see on social media how positive people were reacting to arts culture and the impact it had on keeping a lot of people's health and wellbeing and general outlook on life happy and fulfilled.

Man, 50-59, Māori, Auckland

I have better access to the arts now than previously. Since lockdown I have wanted to be more creative and use my time differently.

Woman, 60-69, Māori, Hawke's Bay

COVID lockdown has encouraged more online activities. Especially NZSO virtual concerts and many individual artists like Flavio Villiani reaching out.

Woman, 70 plus, NZ European, Auckland

5.1 Culture and identity

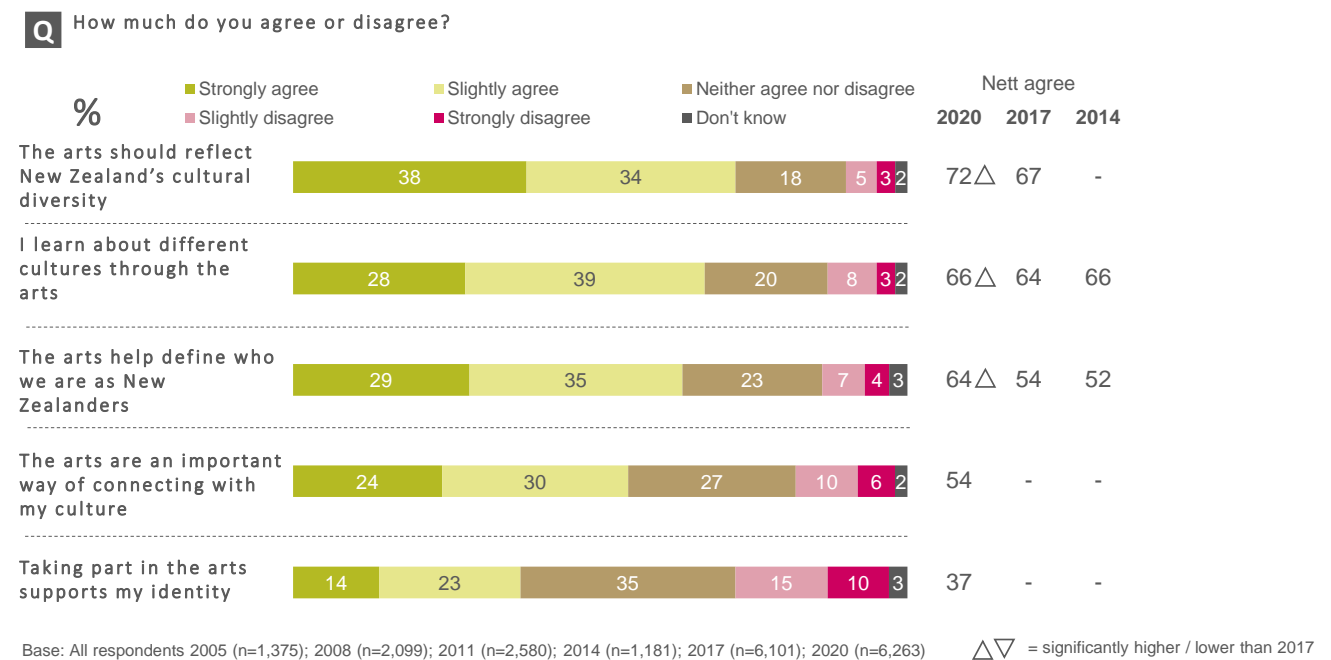
The arts contribute to our sense of self, nationhood, and understanding of others.

There is increased agreement that the arts should reflect New Zealand’s cultural diversity, the arts help people to learn about other cultures and the arts help to define our national identity. More than two thirds of New Zealanders agree with these statements, with only a minority actively disagreeing.

Just over half of New Zealanders agree that the arts are an important way of connecting with their culture, again there is relatively low levels of disagreement with this statement.

Thirty-seven percent feel that taking part in the arts supports their identity, and a quarter actively disagree. It may be that these people feel there are other things which are more central to their identity.

Figure 2. Culture and identity



There are some patterns when it comes to who is more likely to agree with these statements about the arts and culture and identity. Those more likely to agree include women, people living in metropolitan cities, and Māori and Asian New Zealanders.

Pacific people are more likely than average to agree that the arts are an important way of connecting with their culture (71%) and taking part in the arts supports their identity (49%),

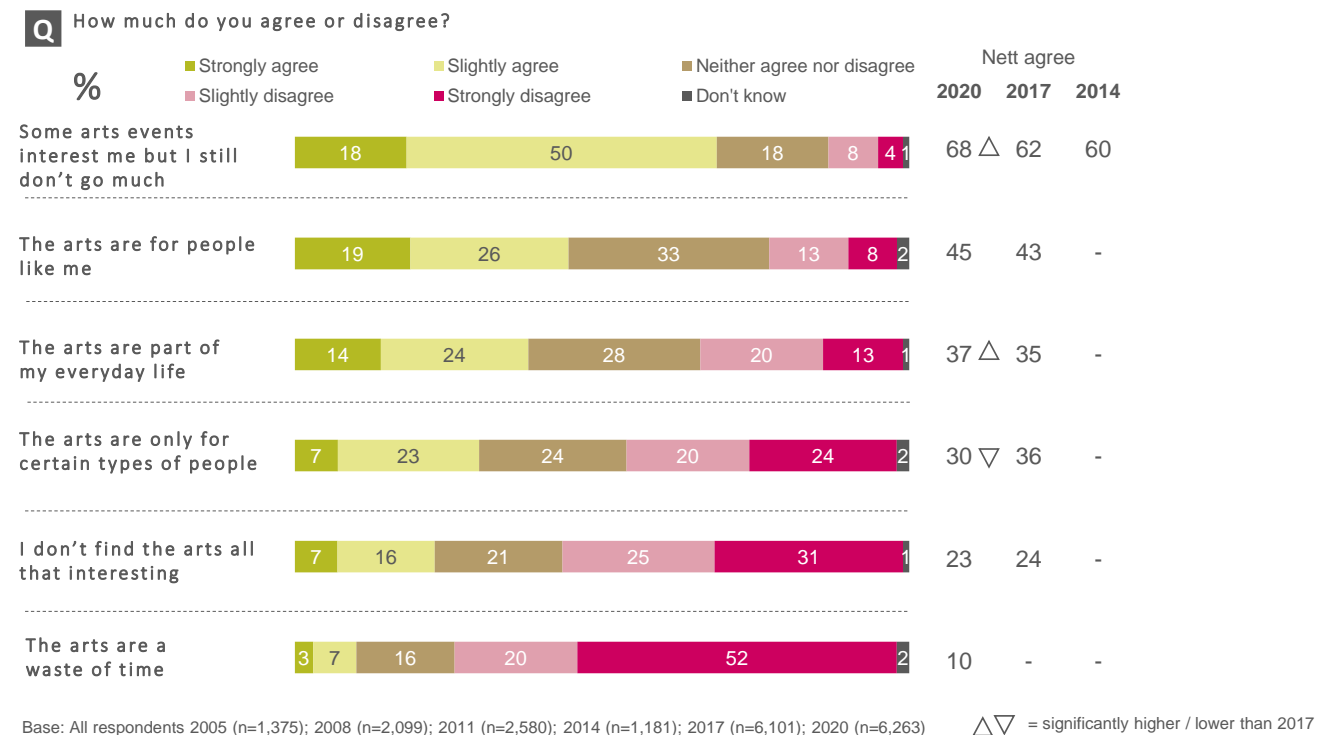
5.2 Individuals' relationship to the arts

The following attitudes reveal that many New Zealanders personally value the arts. That said, there remains an opportunity to improve attendance at arts events. Nearly seven in ten New Zealanders (68%) are interested in some arts events but still don't attend often. This is higher than in 2017, potentially reflecting a lack of opportunity due to COVID-19.

Just under half of New Zealanders agree that the arts are for people like them, and 37% say the arts are part of their everyday life. Three in ten think the arts are only for certain types of people. The proportion who agree with this statement has declined six percentage points since 2017, suggesting that people feel the arts are becoming more inclusive.

A quarter of New Zealanders agree that they don't find the arts very interesting, but this is far outweighed by the proportion who disagree (55%). Similarly, 10% think the arts are a waste of time, but 72% actively disagree with this, with over half *strongly* disagreeing.

Figure 3. Individual's relationship to the arts



The survey highlights several groups with the greatest potential to grow arts attendance. The following are more likely than average (68%) to agree that some arts interest them but they still don't go much:

- Wellington region residents (72%)
- Women (73%)
- High income households, earning more than \$120,000 per year (73%).

Wellington City residents, women and older people (aged 70 plus) are more likely to agree that the arts are for people like them and are part of their everyday life. Additionally, young people aged 15 to 17, Asian New Zealanders, Māori and people from low income households are more likely to agree the arts is part of their daily lives.

People with the lived experience of disability are more likely than average to feel the arts are only for certain types of people (36%) and that the arts are a waste of time (17%).

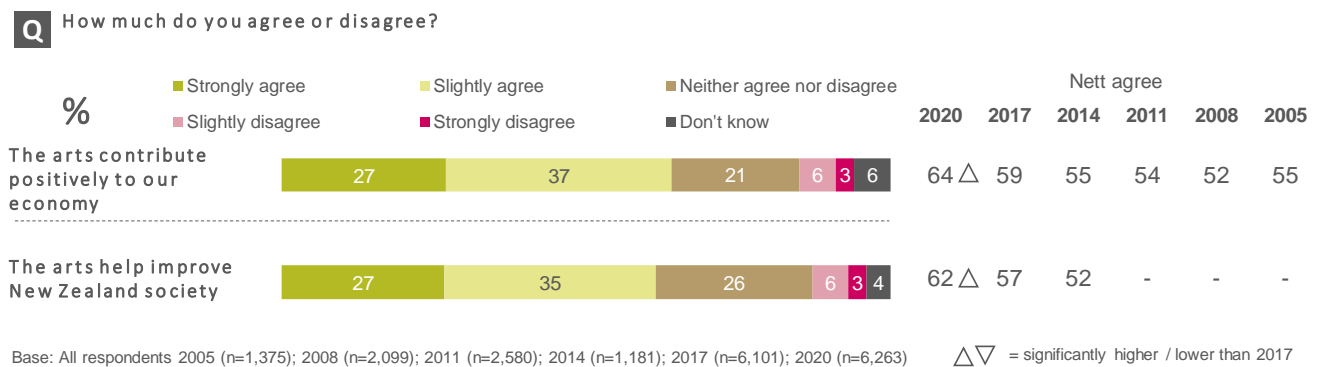
Young people aged 15 to 17, men and Bay of Plenty residents are more likely to hold some negative attitudes towards the arts. They are more likely than average to agree that:

- 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.

5.3 How the arts benefit New Zealand

New Zealanders are more likely than ever to recognise the social and economic benefits of the arts. Two thirds feel the arts contribute to the New Zealand economy, and a similar proportion agree the arts help to improve society. Agreement has increased for both statements since 2017, reaching their highest levels to date.

Figure 4. How the arts benefit New Zealand



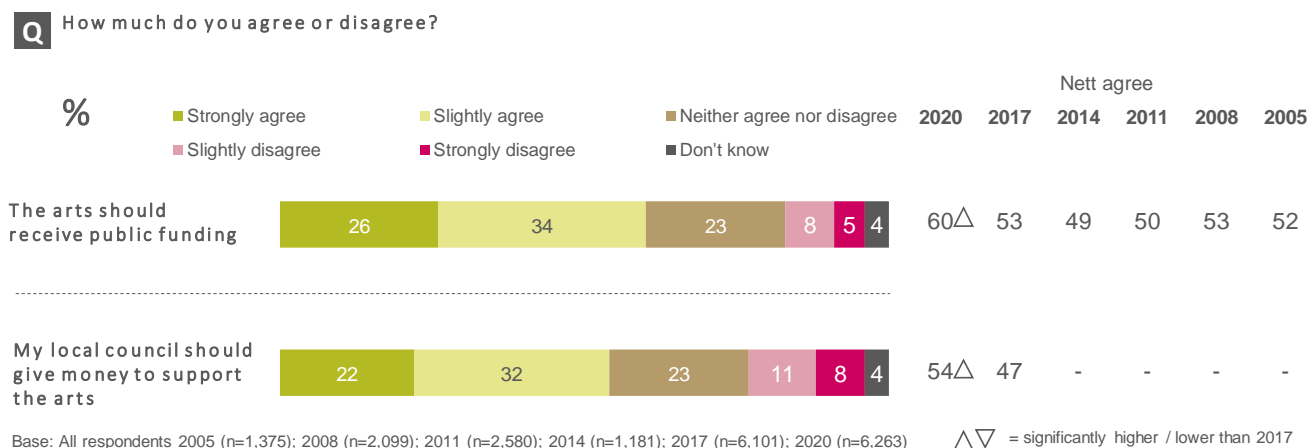
Wellington City residents, older people (aged 60 plus) and women are more likely than average to see the social and economic benefits of the arts. Additionally, higher income households (earning more than \$80,000 a year) (67%) are more likely than average (64%) to agree the arts contribute positively to the economy. Asian New Zealanders (68%) are more likely than average (62%) to agree that the arts help to improve society.

5.4 Support for public funding of the arts

There is widespread support for public funding of the arts. Six in ten New Zealanders (60%) agree the arts should receive public funding. In contrast, just 14% disagree, while the remainder are either neutral or undecided. Support for public funding is notably higher than it has been in previous years.

Slightly more than half of all New Zealanders (54%) also feel their local council should give money to support the arts. This compares to 19% who disagree, with the remainder either neutral or undecided.

Figure 5. Support for public funding of the arts



There are several demographic groups who are more likely than average (60%) to support public funding of the arts, including:

- Wellington region (67%) and Wellington City (72%) residents
- Women (65%)
- Māori (64%).

The following demographic groups are more likely than average (54%) to believe their local council should help fund the arts:

- Wellington City (64%), Dunedin (64%), and Palmerston North (62%) residents
- Women (59%)
- People aged 40 to 49 (58%)
- Asian New Zealanders (57%)
- Pacific peoples (57%).

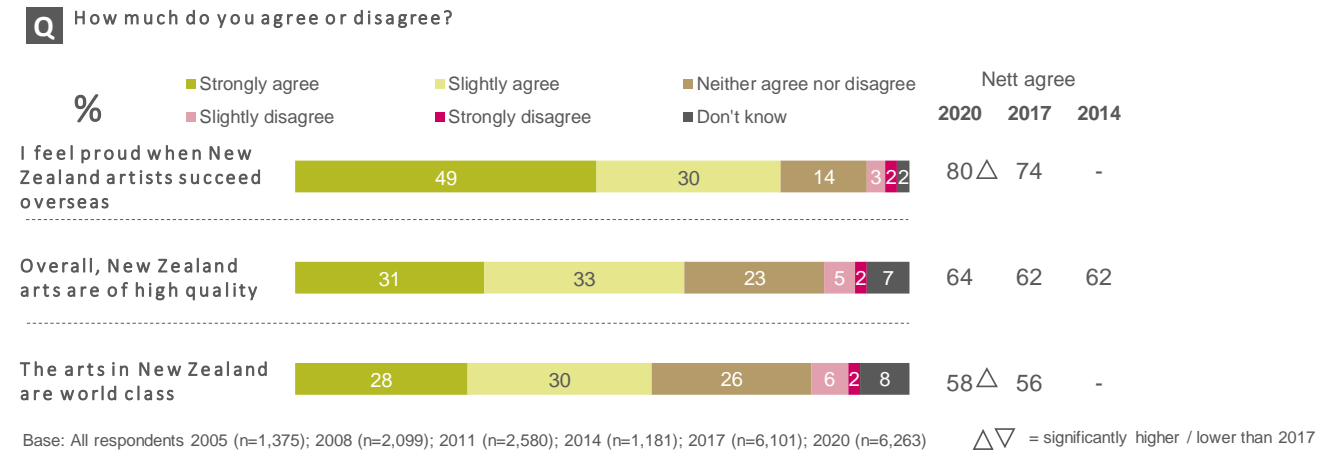
There is greater opposition for local council funding going towards the arts among people living in Manawatū-Whanganui, outside of Palmerston North (27%) and Bay of Plenty (26%) (average disagreement with this statement is 19%).

5.5 New Zealand arts on the international stage

Eight in ten New Zealanders feel a sense of pride when local artists succeed on the international stage. This represents an increase on 2017. The increase could reflect greater feelings of national pride that resulted from how the “team of 5 million” responded to the challenge of COVID-19².

Two thirds of New Zealanders believe the arts in New Zealand are of high quality, and only 6% disagree. Slightly fewer agree the arts in New Zealand are world class, but again only a small proportion disagree.

Figure 6. New Zealand arts on the international stage



Māori, women and older New Zealanders (aged 60 plus) are more likely than average to agree with all three of the above statements.

² See Colmar Brunton’s self-funded COVID Times Research, 24 April 2020, [here](#)

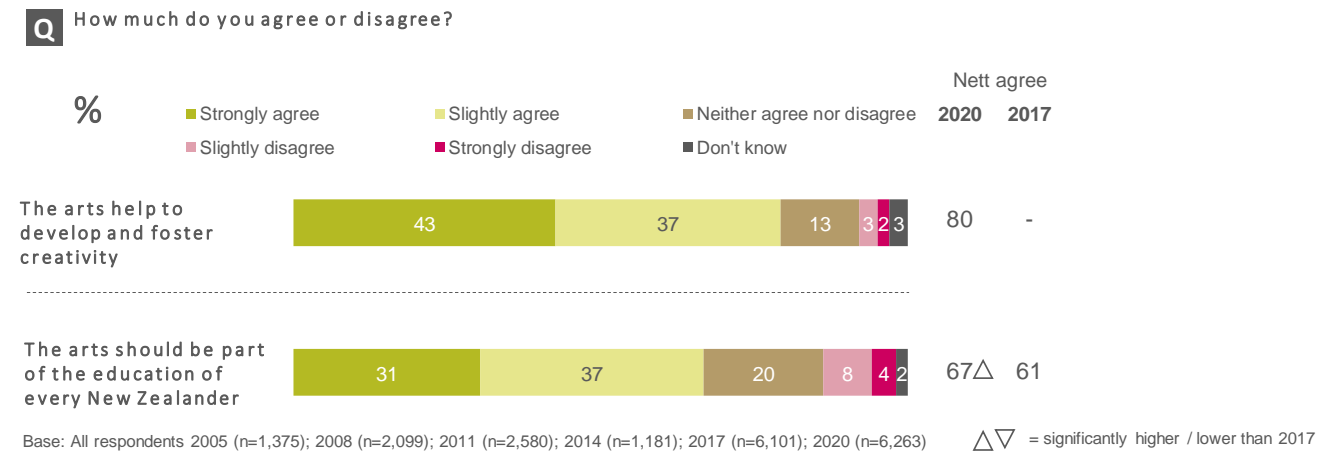
5.6 Education and development

There is broad support for the arts being part of the education of all New Zealanders, and most people recognise the potential for the arts to help people discover their creative side.

Eight in ten New Zealanders believe the arts are a good way to develop creativity, and only 4% disagree.

Two thirds agree that the arts should be part of the education of every New Zealander. There is a greater level of agreement with this statement than in 2017 (67% vs. 61%).

Figure 7. Education and development



The following demographic groups are more likely than average (80%) to agree that the arts help foster creativity:

- Wellington City residents (86%)
- Women (85%)
- People aged 60 to 69 (85%).

The following groups are more likely than average (67%) to agree the arts should be part of the education of every New Zealander:

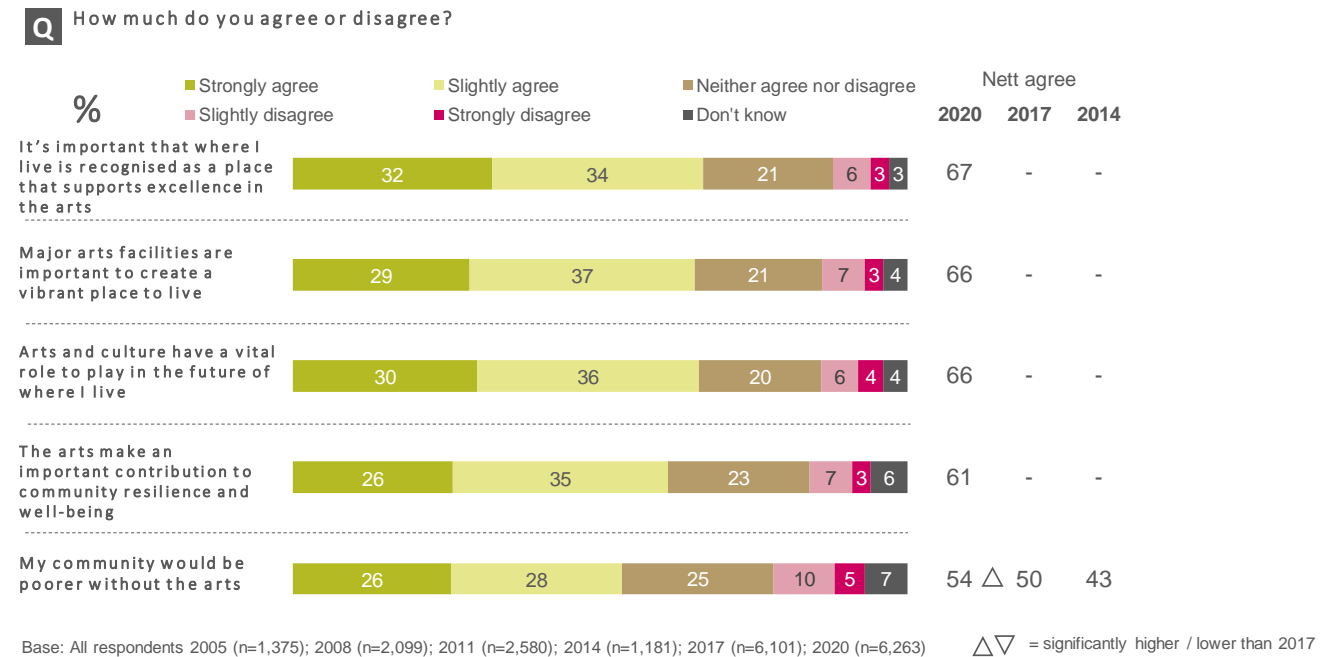
- Wellington City residents (76%)
- Women (73%)
- Asian New Zealanders (70%).

5.7 Creating thriving communities

Most people agree that the arts play a vital role in their community. Two thirds of New Zealanders feel it's important that where they live is recognised as a place that supports arts excellence, and only a handful disagree (9%). A similar proportion feel that major arts facilities are key to creating vibrant places to live, and that arts and culture have an important role in the future of their community.

Sixty-one percent agree that the arts contributes to the resilience and wellbeing of their community, and just over 50% say that their community would be poorer without the arts. The proportion agreeing with the latter statement has been trending upwards since 2014.

Figure 8. Creating thriving communities



Women and older New Zealanders are more likely than average to agree with these statements on the importance of the arts to their communities, as are Wellington residents. Asian New Zealanders are also more likely than average to agree with all statements, with the exception of 'my community would be poorer without the arts'.

There are some additional differences in agreement by region for Rotorua and Canterbury:

- Rotorua (75%) and Canterbury residents (70%) are more likely than average (66%) to agree that the arts have a vital role to play in the future of where they live.
- Canterbury residents are also more likely than average to agree that major arts facilities are important to create a vibrant place to live (71% vs. 66%).

Canterbury residents may have higher agreement with these two statements as the 2011 earthquakes closed many major arts facilities in the region.

It's worth noting that agreement with all statements is lower among Waikato residents, with the exception of 'my community would be poorer without the arts' (where agreement is in line with the average).

5.8 Accessibility and inclusiveness

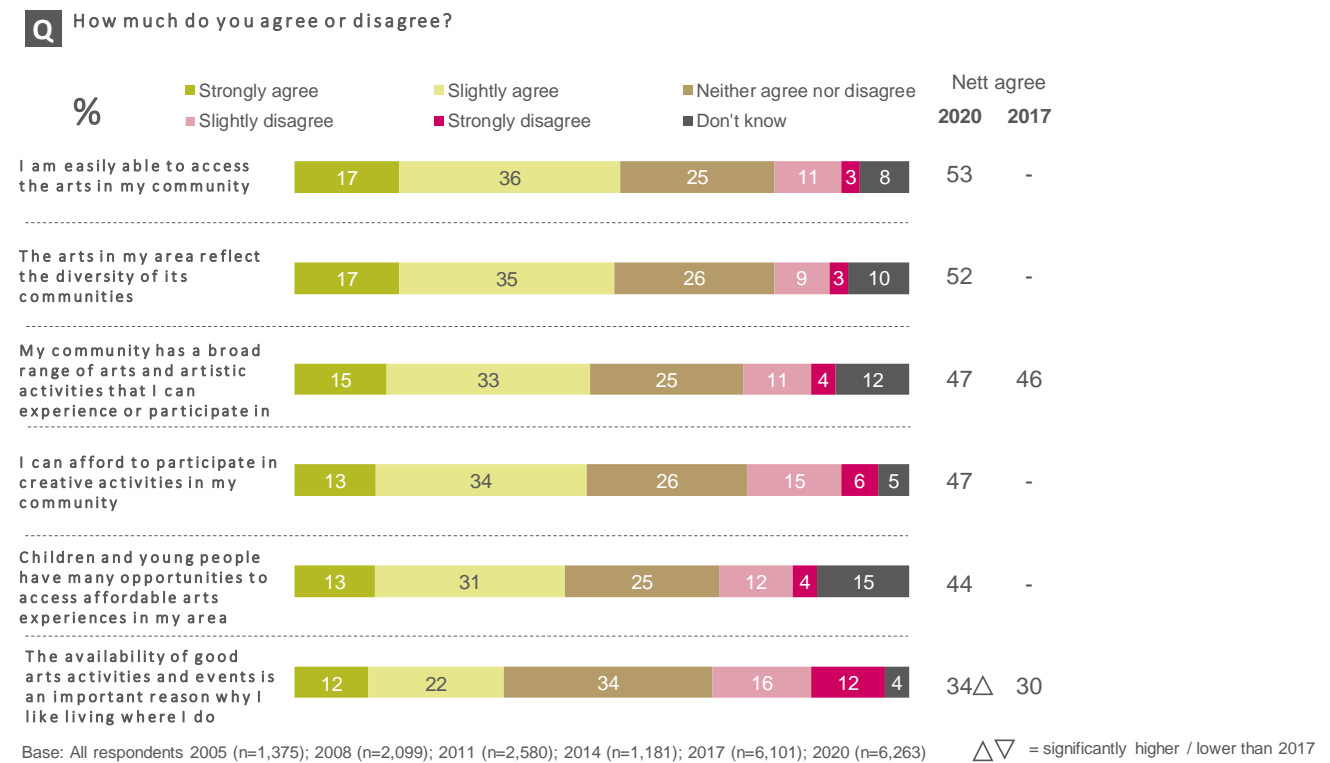
There is an opportunity to improve accessibility to the arts. Overall, 53% of New Zealanders feel they are able to access the arts in their community – but this does leave 47% who are sitting on the fence or who disagree.

Nearly half of New Zealanders agree there is enough variety in the creative activities on offer in their community, slightly more (52%) agree that the arts reflect the diversity of the area they live in.

Affordability is a problem for some; while 47% can afford to participate in creative activities in their community, 21% can't. Further, 44% percent say that there are enough affordable creative activities for young people in their community, but 16% disagree.

A third of New Zealanders indicate that the availability of good arts activities and events is an important reason why they like living where they do (a significant increase on 2017), but 29% disagree. It could be that there are other things more important to these people, such as being close to family, friends, and work.

Figure 9. Accessibility and inclusiveness



Agreement with the above statements is higher among Wellington City and Wellington region residents, and older New Zealanders. However, there are some differences in who is agreeing more with certain statements:

- Palmerston North (61%) and Canterbury residents (58%) are more likely than average (53%) to agree that they *can easily access arts in the community*.
- Rotorua (63%) and Hawke's Bay residents (60%) and Asian New Zealanders (56%) and Māori (55%) are more likely than average (52%) to agree that *the arts in their area reflect the diversity of its communities*.
- Palmerston North residents (55%) are more likely than average (47%) to agree that *their community has a broad range of artistic activities to participate in*.
- High income households, earning more than \$120,000 per annum (61%) are more likely than average (47%) to agree they *can afford to participate in creative activities in their community*.

- Palmerston North residents (55%) and Asian New Zealanders (48%) are more likely than average (44%) to agree *children and young people have many opportunities to access affordable arts in their area*.
- Finally, Asian New Zealanders (44%) are more likely than average (34%) to agree that *the availability of good arts events is an important reason they like living where they do*.

It's worth noting that for Auckland residents, agreement is lower than average for the following statements:

- I am easily able to access the arts in my community (46% of Aucklanders versus 53% of all New Zealanders)
- My community has a broad range of arts and artistic activities that I can experience or participate in (43% vs. 47%)
- Children and young people have many opportunities to access affordable arts experiences in my area (41% vs. 44%).

Additionally, Waikato residents are less likely than average to agree with the following:

- The arts in my area reflect the diversity of its communities (47% of Waikato residents versus 52% of all New Zealanders)
- My community has a broad range of arts and artistic activities that I can experience or participate in (42% vs. 47%)
- The availability of good arts activities and events is an important reason why I like living where I do (27% vs. 34%).

Accessibility is a greater issue for the disabled than the general population. They are less likely than average to agree with the following:

- I am easily able to access the arts in my community (45% of people with the lived experience of disability versus 53% of all New Zealanders)
- I can afford to participate in creative activities in my community (41% vs. 47%).

6 Attitudes to Ngā Toi Māori (Māori arts) and Pacific arts

6.1 Ngā Toi Māori (Māori arts)

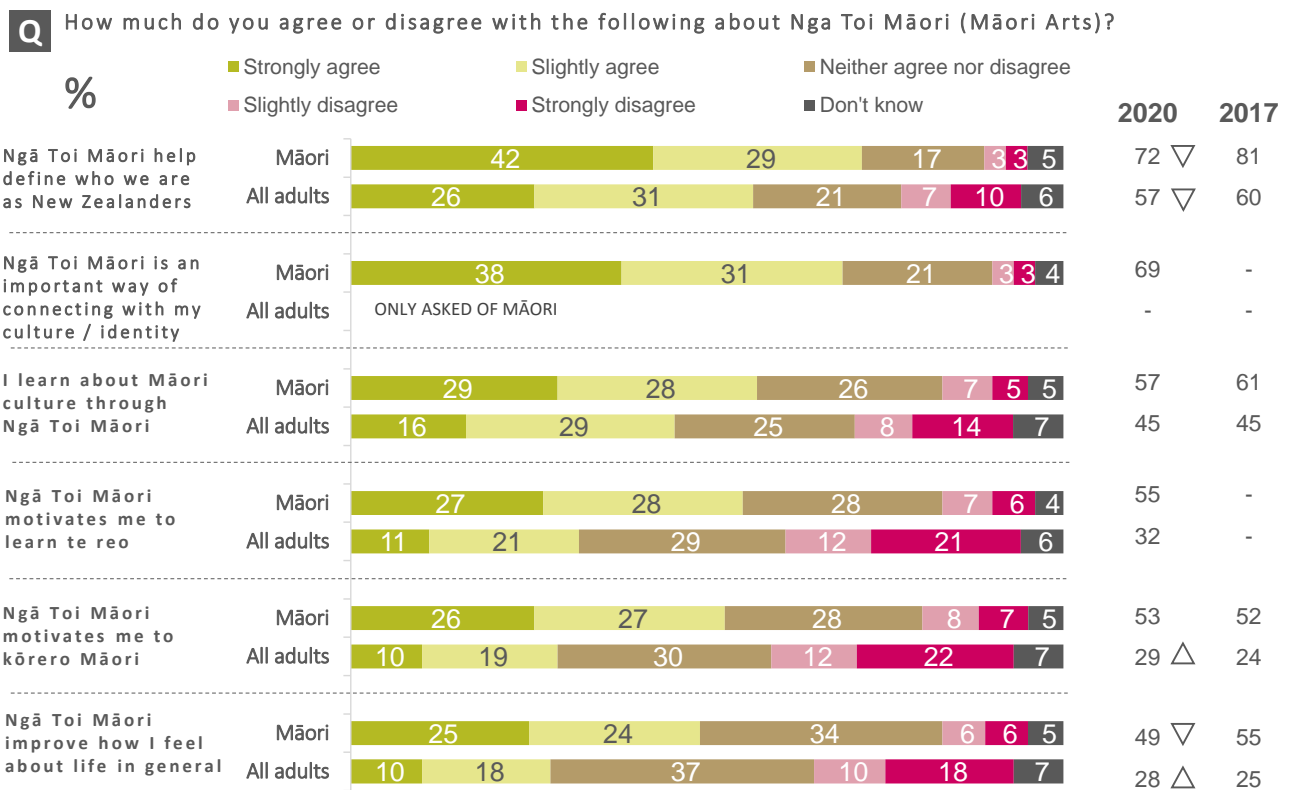
A number of statements have been included in the survey to measure the attitudes to Ngā Toi Māori (Māori arts). With a robust sample of Māori (1,172 respondents) the findings have been broken out by both Māori and all adults.

Seven in ten Māori agree that it is an important way of connecting with their culture and identity, and a similar proportion agree that it helps define who we are as New Zealanders. Fifty-seven percent agree that they learn about their culture through Ngā Toi Māori, and it motivates more than half of Māori to learn te reo and to kōrero (speak) the language. Forty-nine percent say that Ngā Toi Māori improves how they feel about life in general. Agreement with this statement has declined among Māori, but risen among the general population.

Ngā Toi Māori provides benefits to the wider population also. Fifty-seven percent of all New Zealanders agree it helps support our national identity, while just under half agree they learn about Māori culture through Ngā Toi Māori. In addition, three in ten New Zealanders agree Ngā Toi Māori encourages them to learn and to kōrero te reo. The proportion agreeing that Ngā Toi Māori encourages them to kōrero te reo and improves their wellbeing has increased since 2017.

For both Māori and all New Zealanders, the proportion who agree that Ngā Toi Māori help define who we are as New Zealanders has declined. One interpretation of this finding is that New Zealanders continue to see Ngā Toi Māori as an important element of our cultural fabric, but that New Zealand's increasing ethnic diversity is shifting perceptions of what it means to be a New Zealander.

Figure 10. Attitudes to Ngā Toi Māori



△ ▽ = significantly higher / lower than 2017

Base: All respondents: 2017 Māori (n=717); New Zealand (n=6,101) | 2020 Māori (n=1,172); New Zealand (n=6,263)

Across all New Zealanders the following groups are more likely than average (57%) to agree Ngā Toi Māori helps define who we are as New Zealanders:

- Those living in the Wellington region (63%) and Wellington City (68%)
- Women (63%)
- Higher income households, earning more than \$80,000 per annum (61%).

The following groups are more likely than average (45%) to agree they learn about Māori culture through Ngā Toi Māori:

- Wellington region (54%) and Wellington City (59%) residents
- Women (52%)
- Higher income households, earning more than \$80,000 per annum (52%)
- People aged 18 to 49 (50%).

The following groups are more likely than average to agree Ngā Toi Māori motivates them to learn te reo and to kōrero te reo:

- Wellington residents
- Younger people, aged 15 to 39
- Pacific peoples
- Women.

Finally, the following groups are more likely than average (28%) to agree Ngā Toi Māori improves how they feel about life in general:

- Pacific peoples (38%)
- Those aged 15 to 17 (34%)
- Wellington region (32%) and Wellington City (33%) residents.

6.2 Pacific arts

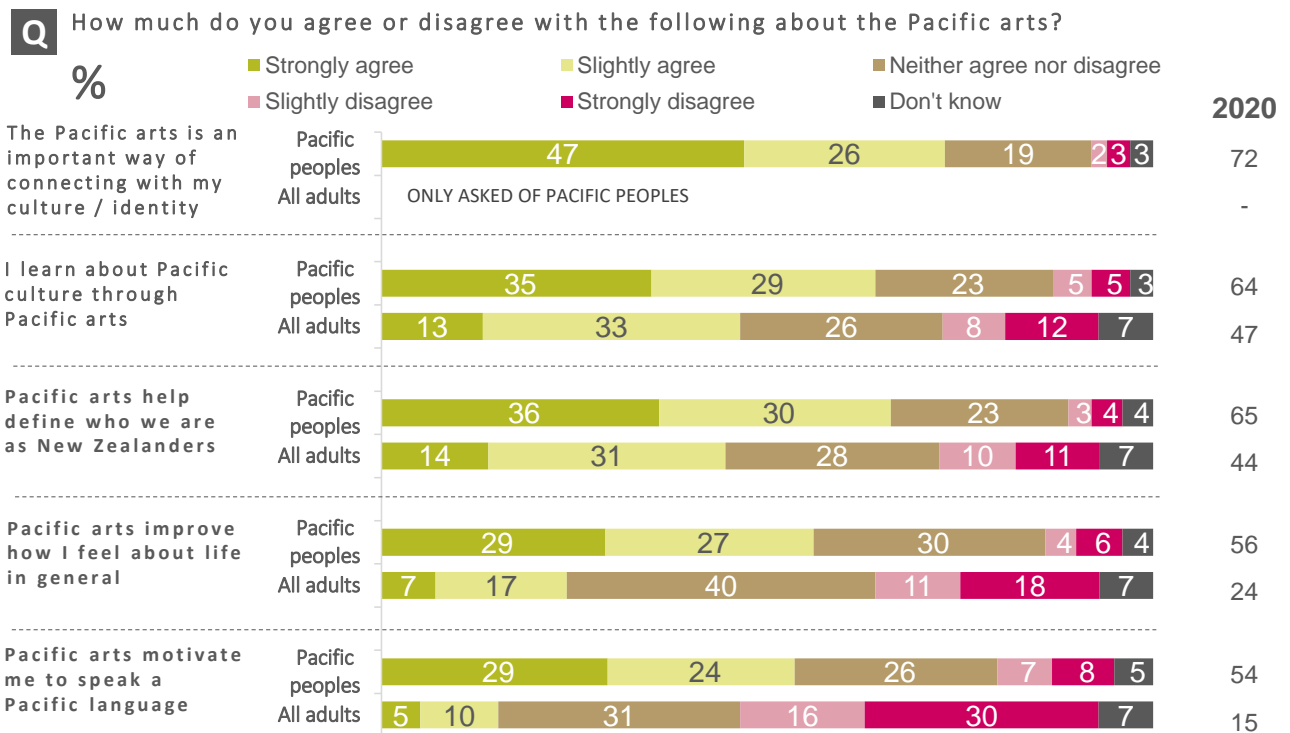
This year we have also asked several statements to measure the attitudes towards Pacific arts. With a robust sample of Pacific peoples (461 respondents) the findings have been broken out by both Pacific peoples and all adults.

Seven in ten Pacific peoples agree that the Pacific arts is an important way of connecting with their culture and identity, and only 5% disagree with this. Two thirds agree that they learn about Pacific culture through the Pacific arts, and that Pacific arts help to define our national identity. A total of 56% agree that Pacific arts improve how they feel about life in general. A similar proportion agree that Pacific arts motivate them to speak a Pacific language.

When we look at all New Zealanders, 47% agree that they learn about Pacific culture through Pacific arts and 44% agree the Pacific arts help to define who we are as New Zealanders. More people disagree than agree that the Pacific arts improve how they feel about life in general, and that the Pacific arts motivate them to speak a Pacific language.

It's worth noting that the proportion of New Zealanders who feel the Pacific arts help support our national identity is lower than the proportion who think the Māori arts do (44% vs. 57%).

Figure 11. Attitudes to Pacific arts



Base: All respondents: Pacific peoples (n=450); New Zealand (n=6,263)

Across all New Zealanders the following groups are more likely than average (47%) to agree that they learn about Pacific culture through the Pacific arts:

- Wellington City (58%) and Auckland (51%) residents
- Women (53%)
- High income households, earning more than \$120,000 per annum (53%)
- Those aged 18 to 49 (51%).

The following groups are more likely than average (44%) to agree the Pacific arts help to define who we are as New Zealanders:

- Wellington City residents (56%)
- Women (49%)
- High income households, earning more than \$120,000 per annum (49%)
- Māori (48%).

The following groups are more likely than average (24%) to agree the Pacific arts improve how they feel about life in general:

- Wellington City (29%) and Auckland (29%) residents
- People aged 15 to 17 (31%)
- Māori (30%)
- Asian New Zealanders (27%).

Finally, the following groups are more likely than average (15%) to agree that the Pacific arts motivate them to speak a Pacific language:

- People aged 15 to 39 (22%)
- Asian New Zealanders (21%)
- Auckland residents (19%)
- Māori (18%).

7 Wellbeing

This section looks at the importance of the arts to the wellbeing of New Zealanders, and the impact COVID-19 has had on this.

7.1 Importance of the arts to wellbeing

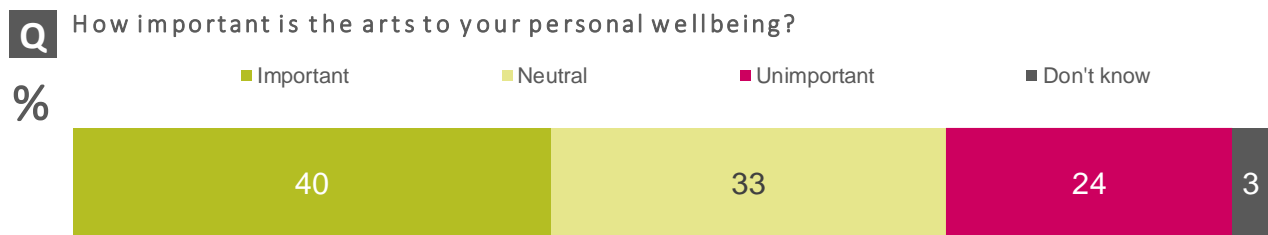
Four in ten New Zealanders indicate the arts are important to their wellbeing. This far outweighs the proportion who feel the arts doesn't impact their wellbeing (24%).

Wellbeing was asked on an 11-point scale, with 0 being "not at all important to my wellbeing" and 10 being "critical to my wellbeing". This scale has been grouped up as follows:

- Important: seven to ten out of ten
- Neutral: four to six out of ten
- Unimportant: zero to three out of ten.

Please note, this question was first asked in 2020. As such, there is no trend data available.

Figure 12. Importance of the arts to wellbeing



Base: All respondents (n=6,263)

The following demographic subgroups are more likely than average (40%) to indicate the arts are important to their wellbeing:

- Asian New Zealanders (50%)
- Pacific peoples (44%)
- Women (44%)
- Wellington region (44%), and Wellington City (47%) residents.

On the other hand, the following groups are less likely than average (40%) to indicate the arts are important to their wellbeing:

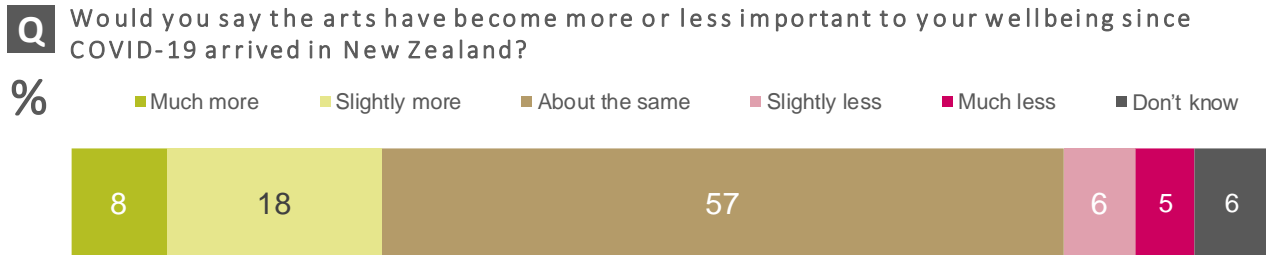
- Waikato (35%) and Rotorua residents (29%)
- Men (34%)
- People aged 18 to 24 (34%).

7.2 Impact of COVID-19 on the importance of the arts to wellbeing

On balance, COVID-19 appears to have heightened our appreciation of the arts.

For a quarter of New Zealanders (26%), the arts have become more important to their wellbeing since COVID-19 arrived in New Zealand. In contrast, 11% say that the arts are now less important. It's possible that the people who feel the arts are less important have other things that they would now prioritise over the arts in terms of their wellbeing (such as secure employment).

Figure 13. Impact of COVID-19 on the importance of the arts to wellbeing



Base: All respondents (n=6,263)

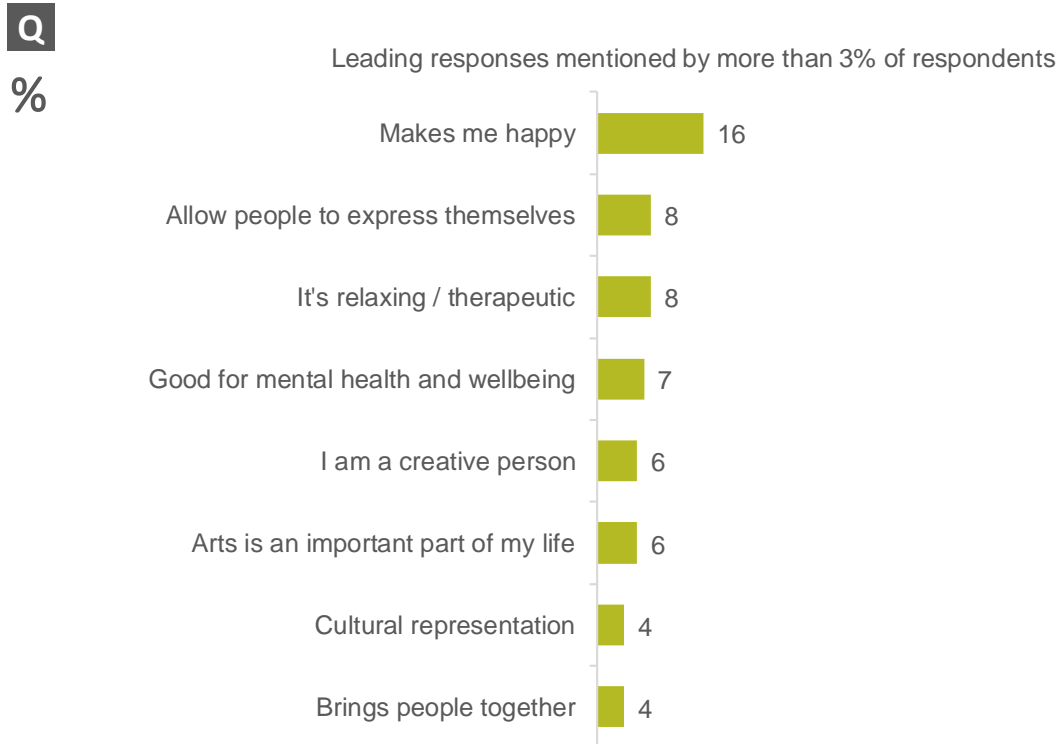
The following demographic groups are more likely than average (26%) to say the arts is more important to their wellbeing now than it was prior to COVID-19:

- People aged 15 to 17 (32%)
- Pacific peoples (31%)
- Asian New Zealanders (30%)
- Women (29%).

7.3 Reasons why the arts improve New Zealanders' wellbeing

We asked respondents an open-ended question as to why they felt the arts is important to their wellbeing. The chart below shows the leading reasons given. These reasons relate to positive emotions such as feeling good or happy, as well as providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health.

Figure 14. Importance of the arts to wellbeing



Base: All respondents who said the arts is important to their wellbeing - rated 7 to 10 out 10 (n=2,591)

Below, we have provided some examples of comments from New Zealanders who believe the arts improve their personal wellbeing:

It's my culture, history, identity, a way to express myself musically, connecting with all people of other races and ethnic backgrounds, freely expressing my feelings in my poetry. I learn from others through literature and it makes me so happy.

Woman, 15-17, Pacific peoples, Auckland

I am very passionate about music and film, and without these things my life would be significantly more boring.

Man, 18-29, NZ European, Hawke's Bay

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 Zealander, Auckland

Covid-19 has taught me that I depend on the arts for my wellbeing more than I appreciated. Thankfully we have some public art in the city centre where I live but it would be much better if we had a lot more public art and public interactive art in our city.

Man, 30-39, Māori, Auckland

I can be quite introverted and experiencing the arts reminds me that whatever I am feeling or experiencing, someone else out there has also felt or experienced the same, so it can make me feel less lonely and more included.

Woman, 40-49, NZ European, Manawatū-Whanganui

My music - I'm a jazz bassist. If I couldn't unwind listening and playing my music, I think I wouldn't be able to take the stresses of work. I physically relax when I listen to relaxing music. I can come away from a stressful meeting and look at a painting and calm down. Or after watching the daily dose of disaster on the evening news.

Man, 50-59, Asian New Zealander, Auckland

As part of my culture and from a very early age, dancing, singing, weaving and painting is just part of who I am. And I believe it is our DNA of the Pacific and all indigenous people. That is how we tell our stories and how we celebrate as a family.

Woman, 60-69, Pacific peoples, Auckland

I like the creativity, the companionship with likeminded people, it is stimulating.

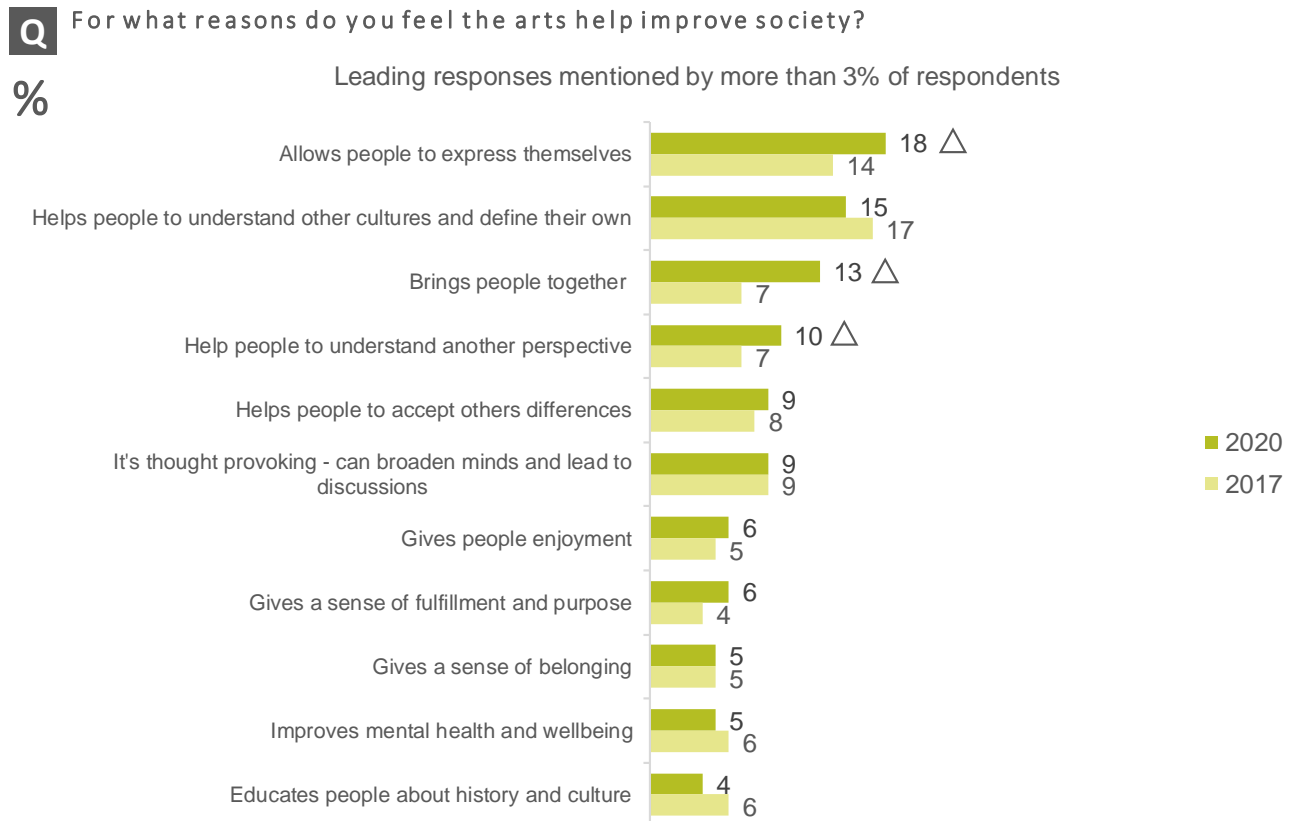
Woman, 70 plus, Māori, Hawke's Bay

7.4 Reasons why the arts improve society

We asked respondents an open-ended question as to why they feel the arts improve society. The chart below shows the leading reasons given. A key theme is community cohesion and using art to help understand other cultures and perspectives.

Compared to 2017, more people mentioned that the arts bring people together. It's possible that lockdowns and restrictions on gathering sizes has made this more top of mind for some, and place greater value on being part of a shared experience.

Figure 15. Reasons why the arts improve society



△▽ = significantly higher / lower than 2017

Base: All respondents who agree the arts improve society 2017 (n=2,323), 2020 (n=3,946)

Below, we have provided some examples of why many New Zealanders believe the arts help improve society.

It builds and promotes community spirit, communication and cohesiveness.

Woman, 15-17, Asian New Zealander, Taranaki

They create greater awareness, diversity and inclusion. Celebrates different cultures. Gives kids and people a stage on which they can shine. Something positive that different people in the community can contribute to.

Man, 18-29, NZ European, Waikato

A way to express our unique voice and perspective as New Zealanders. A vehicle for change. A way for people to cross paths with and engage with others they may not in another context - as creatives (those involved in the creation of the art and expression) and those on the receiving in of the art.

Woman, 30-39, NZ European, Auckland

It connects people and cultures. It gives people and communities a way to express themselves. It can foster creativity and confidence in people of all ages and backgrounds.

Gender diverse, 40-49, NZ European, Wellington

Art is a form of storytelling, creativity and promotion of who New Zealand is. It identifies New Zealand accepting all cultures, art and 'outside the box' creativity.

Woman, 50-59, Māori, Northland

Foster understanding and cultural diversity, assists people with mental health issues, provides creative outlet for older people and fun for the younger generation.

Woman, 60-69, Pacific, Wellington

The arts inspire us, they both shape and reflect our culture and identity. The arts support us, they bring us joy, peace, comfort and happiness. The arts enable us to express ourselves in a myriad of ways. They challenge us; in our thinking, understanding, our ideas and our limitations. The arts educate us about ourselves and others. They combine to give us a sense of identity, reflect and celebrate our diversity. The arts nurture us, they feed and strengthen our spirit. They help us feel and express our emotions, both individually and communally. The arts foster creativity and creative thinking. The arts can be a medium for political and social expression. They can be a source of unity, solidarity, strength and power. Or be a vehicle for questioning, division, challenge and nationalism. The arts allow us to express our humanity.

Man, 70 plus, NZ European, Canterbury

8 Impact of COVID-19

This year we added a new section to the questionnaire to explore the impact of COVID-19, including how the arts helped people get through COVID-19 and what our post-COVID-19 world should look like.

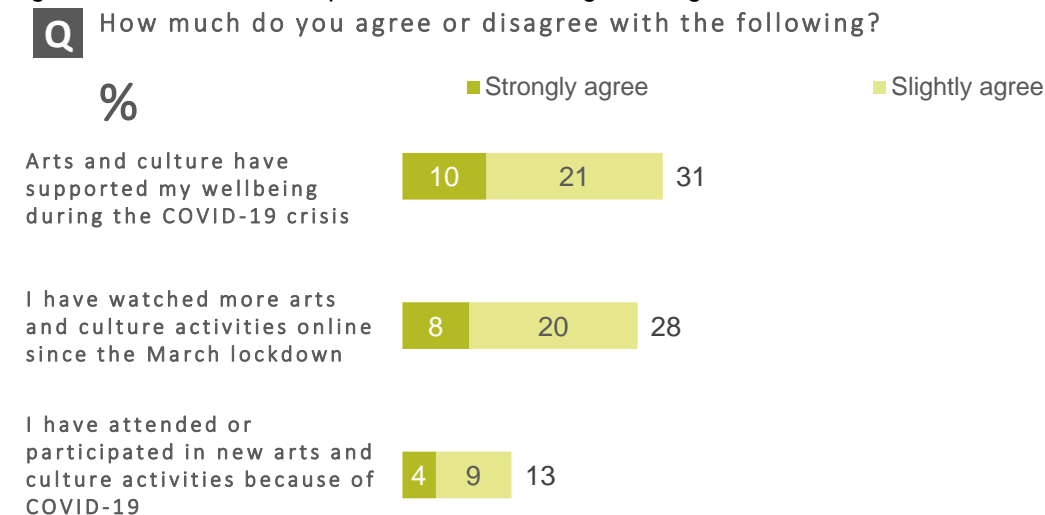
8.1 Getting through COVID-19

The survey findings suggest that, for a notable minority, the arts have provided a creative lifeline to get them through COVID-19. For some, the pandemic has even provided a spur to new or deeper engagement with the arts.

For a third of New Zealanders (31%), the arts have helped to support them through COVID-19. Twenty-eight percent have said they have watched more arts and culture activities online since the March 2020 nation-wide lockdown, while 13% say they have attended or participated in new arts and culture activities because of the pandemic.

Please note, only the 'strongly agree' and 'slightly agree' responses are shown in Figure 16. This is because those who selected the other options available (neither agree nor disagree / slightly disagree / strongly disagree) are all essentially saying that COVID-19 had no impact.

Figure 16. How the arts helped New Zealanders get through COVID-19



Base: All respondents (n=6,263)

The following demographic groups are more likely than average (31%) to agree that the arts and culture have supported their wellbeing during COVID-19:

- Wellington region (37%) and Wellington City (42%) residents
- Dunedin City (40%) and Otago region (37%) residents
- People aged 15 to 17 (38%)
- Asian New Zealanders (36%)
- Women (35%).

The following are more likely than average (28%) to have watched more arts and culture activities since the March lockdown:

- People aged 15 to 17 (44%)
- Wellington City (37%) and Dunedin City (36%) residents
- Asian New Zealanders (35%)
- People with the lived experience of disability (32%)
- Women (31%).

Finally, the following groups are more likely than average (13%) to have participated or attended new arts and culture activities because of COVID-19:

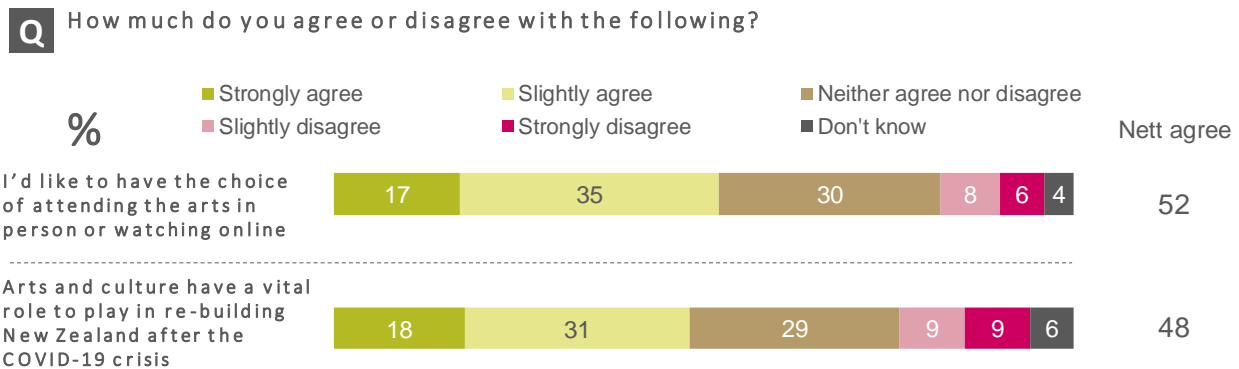
- People aged 15 to 17 (25%)
- Asian New Zealanders (17%)
- People with the lived experience of disability (17%)
- Māori (16%).

8.2 Life after COVID-19

Half of New Zealanders see the arts playing a role in the COVID-19 recovery, only 17% actively disagree with this – the rest are unsure or undecided.

Looking forward, 52% of people would like to have the choice of attending the arts in person or watching them online.

Figure 17. The arts after COVID-19



Base: All respondents (n=6,263)

Those groups that are more likely than average (52%) to want the choice of attending the arts online include:

- Pacific peoples (58%)
- Asian New Zealanders (58%)
- Women (58%)
- Wellington region residents (56%).

Interestingly, there are no significant differences in agreement with this statement by age.

Wellington City residents (59%) and women (53%) are more likely than average (48%) to feel the arts have an important role to play in the re-building of New Zealand after COVID-19.

9 Overall engagement, attendance and participation

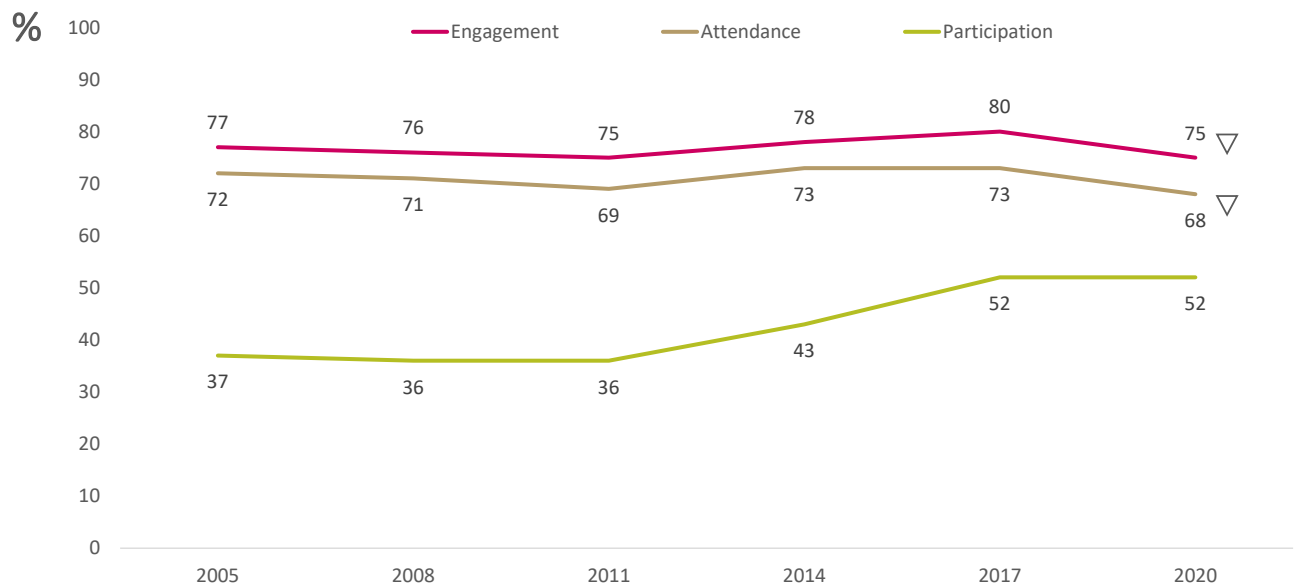
9.1 Overall engagement with the arts

The survey asked respondents about their attendance and participation in six different art forms. Overall engagement is based on the respondents who said they attended or participated in at least one of the art forms in the last 12 months.

Overall, three quarters of New Zealanders have engaged with the arts in the last 12 months (see Figure 18). This represents a decline from 2017 and appears to be largely a result of lower attendance due to COVID-19. Indeed, engagement with the arts is now in line with 2011, when the country was feeling the impacts of the Christchurch earthquakes and the economic shocks that followed the Global Financial Crisis. On the other hand, participation has held steady after peaking in 2017.

Figure 18. 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, Literary arts, Ngā Toi Māori, Pacific arts, Performing arts and Visual arts



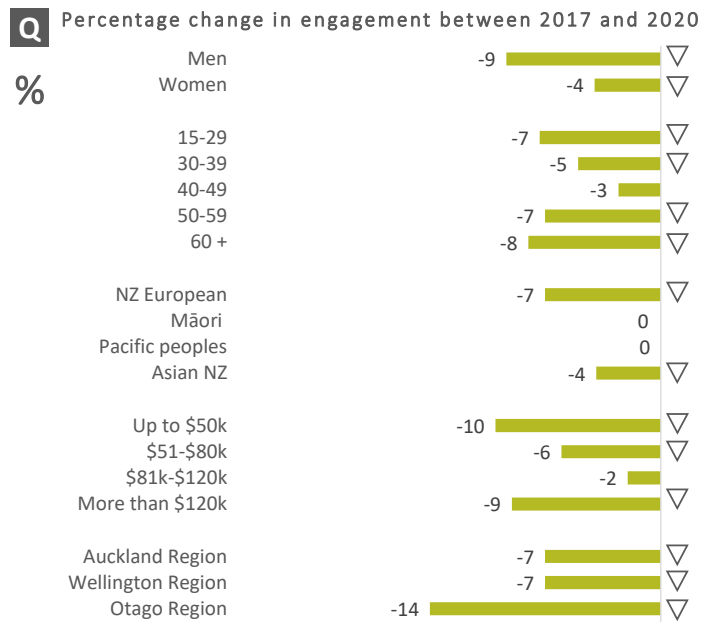
△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Declines in engagement can be seen across almost all demographic subgroups (see Figure 19). However, they are most prominent among men, younger people, older people, and New Zealand Europeans. Lower engagement among older people may, in part, be due to fears around catching COVID-19 as they are most likely to get severely ill from the virus and have been advised to take extra precautions. Auckland residents, who have faced an additional lockdown to the rest of New Zealand, are also less likely to have engaged.

Note, the below chart is showing the percentage change between 2017 and 2020. For example, engagement was 75% for men in 2017 and 68% in 2020. This represents a decline of 9 percent based on the 2017 figure (not a decline of 9 percentage points).

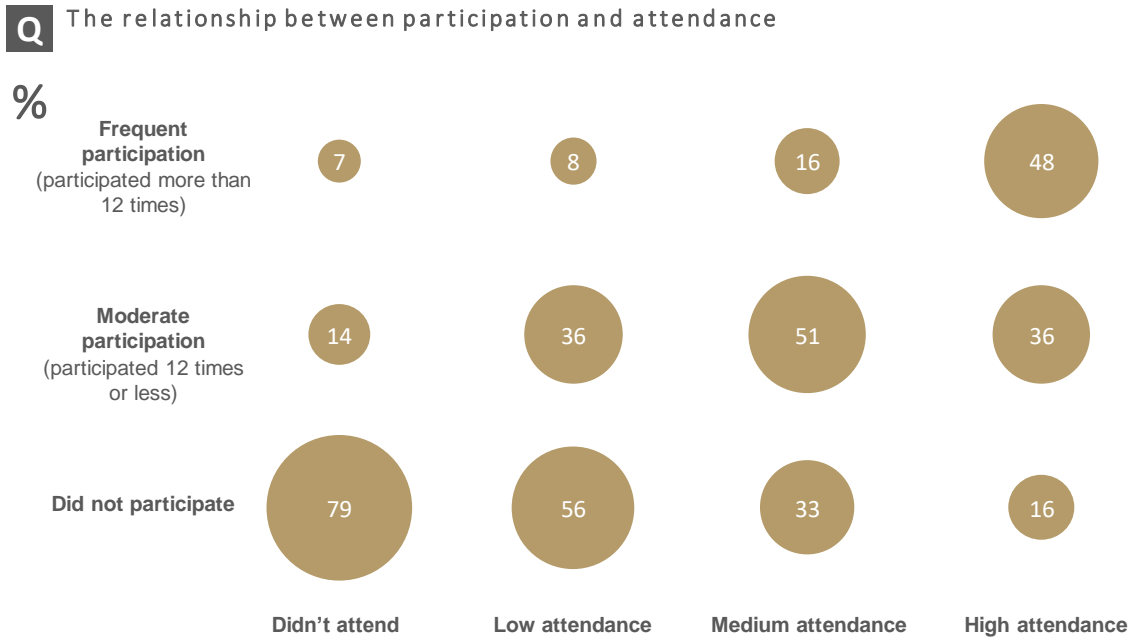
Figure 19. Significant changes in engagement levels by demographic subgroups



△▽ = significantly higher / lower than 2017
 Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

Participation and attendance are related – Figure 20 shows that half of high attendees (48%) are also frequent participators. On the other hand, 79% of non-attendees also don't participate in the arts.

Figure 20. The relationship between participation and attendance



Base: All respondents 2020 (n=6,263)

There are a number of demographic subgroups who are more likely than average (75%) to be engaged with the arts. They include:

- People aged 15 to 17 (84%)
- Women (81%)
- Māori (80%)
- Pacific peoples (80%)
- Wellington region (80%) and Wellington City (82%) residents
- Higher income households, with an annual income over \$80,000 per annum (78%).

On the other hand, the following subgroups are less likely than average (75%) to be engaged with the arts:

- Low income households, earning less than \$50,000 per annum (71%)
- Men (68%).

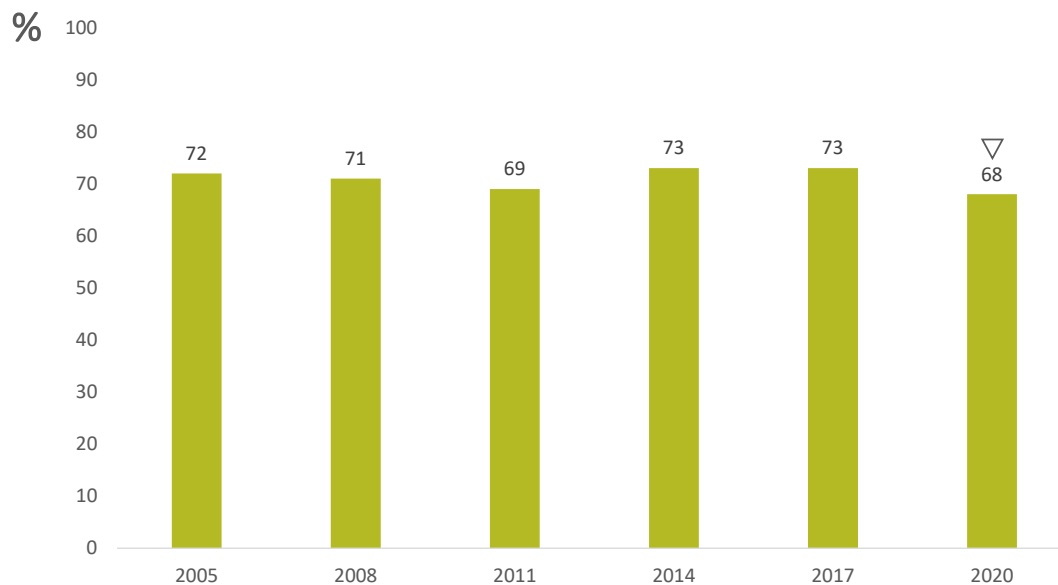
9.2 Overall arts attendance

9.2.1 Overall arts attendance

As seen in the previous section, overall engagement has declined, and this decline is driven by lower levels of attendance rather than participation. A total of 68% of New Zealanders have attended at least one arts event or location in the last 12 months, this represents a drop of five percentage points. The drop in attendance is likely due to lack of opportunity rather than a growing disinterest in the arts. Indeed, it appears COVID-19 has resulted in a greater appreciation for the arts for many New Zealanders (see section 5).

Figure 21. 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, Literary arts, Ngā Toi Māori, Pacific arts, Performing arts and Visual arts



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Demographic differences in attendance mirror the differences in overall engagement. The following groups are more likely than average (68%) to have attended:

- People aged 15 to 17 (76%)
- Māori (73%)
- Women (73%)
- Wellington region (73%) and Wellington City (76%) residents
- Higher income households, with an annual income over \$80,000 per annum (71%).

Conversely, the following groups are less likely than average (68%) to have attended:

- Men (63%)
- Low income households, with an annual income of up to \$50,000 (63%)
- Those living in smaller towns or rural areas (65%).

9.2.2 Frequency of attendance

We have grouped New Zealanders by the frequency with which they attend any art form:

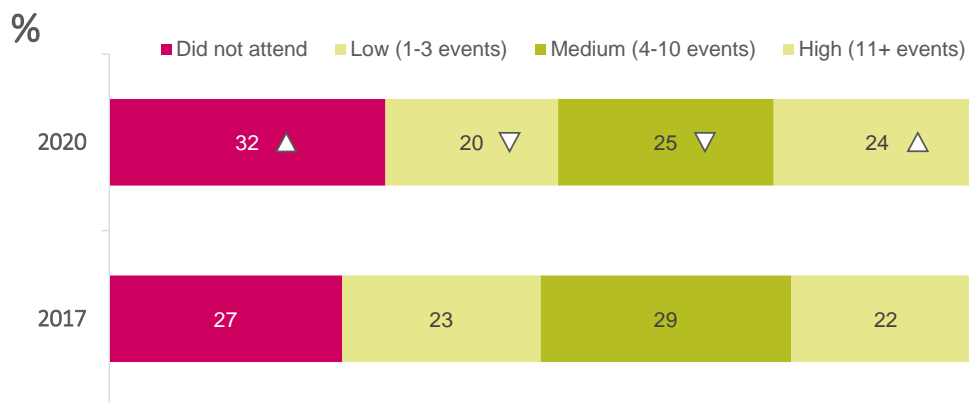
- Did not attend
- Low – attended 1 to 3 arts events in the last 12 months
- Medium – attended 4 to 10 arts events in the last 12 months
- High – attended 11+ arts events in the last 12 months.

While attendance has declined overall, those who are attending are doing so more frequently. The proportion of New Zealanders who are high attenders has increased from 22% in 2017 to 24% in 2020. This suggests that committed art lovers are trying to get out to more arts events to show their support for the sector during COVID-19.

Note, the survey methodology changed (from telephone interviews to online) between 2014 and 2017, and we are unable to reweight the data prior to 2017 to provide a reliable trend. Because of this, no data before 2017 has been presented.

Figure 22. 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, Literary arts, Ngā Toi Māori, Pacific arts, Performing arts and Visual arts



▲▼ = significantly higher / lower than 2017
Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

There are a number of demographic subgroups who are more likely than average (24%) to be high attendees. They include:

- Taranaki residents (35%)
- People aged 15 to 17 (33%)
- Wellington City residents (32%)
- Māori (30%)
- Pacific peoples (29%)
- People aged 60 to 69 (29%)
- People with the lived experience of disability (29%)
- Women (28%).

It seems likely that school plays a role in higher attendance among people aged 15 to 17.

On the other hand, the following subgroups are less likely than average (24%) to be high attendees:

- Young people aged 18 to 29 (19%)
- Men (20%)
- Waikato residents (20%)
- Asian New Zealanders (21%).

9.3 Overall arts participation

9.3.1 Overall arts participation

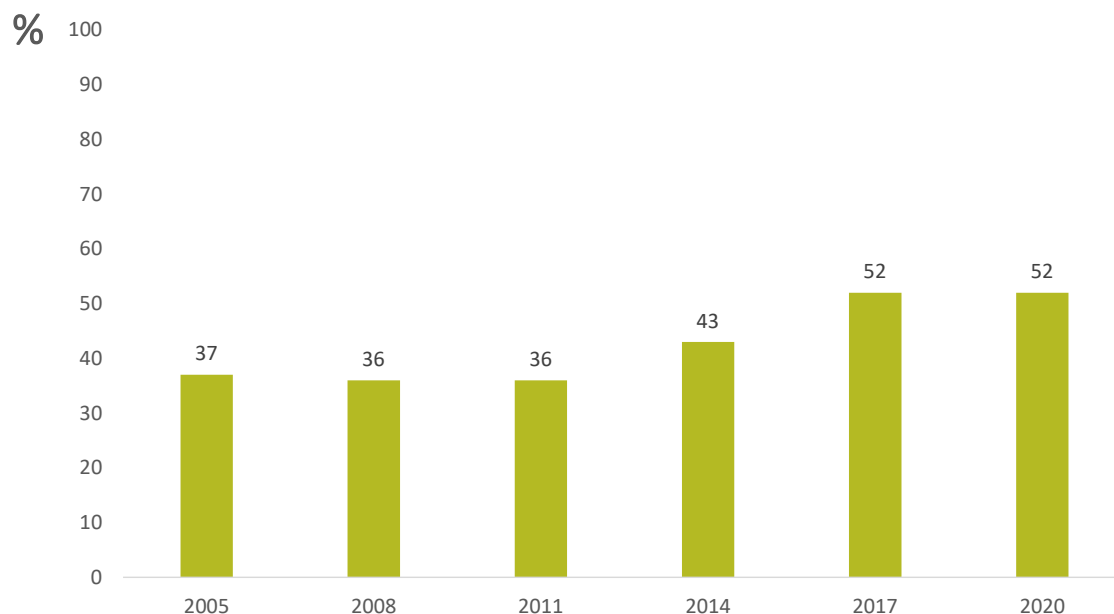
The chart below summarises the proportion of New Zealanders who have participated in at least one art form in the last 12 months.

While attendance has declined at the overall level, participation has held steady after peaking in 2017. Indeed, for some people, more spare time over lockdown gave them the opportunity to get creative (see section 8.1).

Note, the way we asked participation for Māori and Pacific arts this year has changed. We now list the activities under each art form in much greater granularity. This means we can more accurately measure the types of creative activities people are doing for each of these art forms. However, because of the change in the way the question has been asked, overall participation for 2020 may be slightly higher than it would otherwise have been.

Figure 23. 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, Literary arts, Ngā Toi Māori, Pacific arts, Performing arts and Visual arts



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

There are a number of demographic subgroups who are more likely than average (52%) to participate in the arts. They include:

- Younger people aged 15 to 17 (77%) and 18 to 29 (56%)
- Pacific peoples (64%)
- Māori (61%)
- Women (61%)
- People with the lived experience of disability (61%)
- Wellington City residents (56%).

Conversely, the following subgroups are less likely than average (52%) to participate in the arts:

- Men (43%)
- Older people aged 70 plus (43%).

9.3.2 Frequency of participation

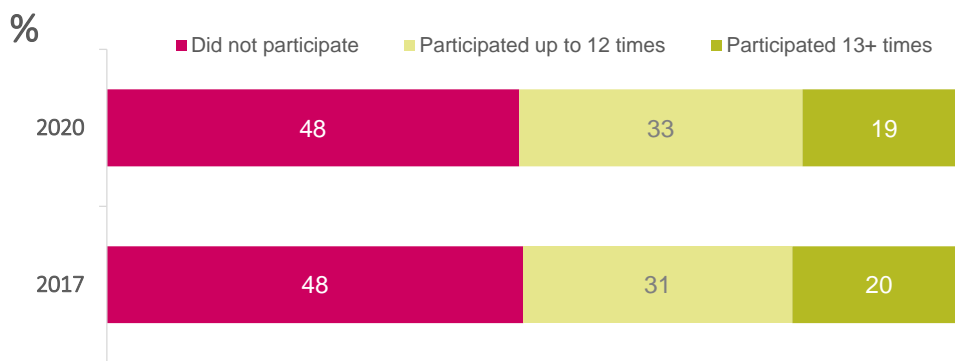
We have grouped New Zealanders in terms of the frequency with which they participate in any art form:

- Did not participate in any arts forms in the last 12 months
- Participated up to 12 times in the last 12 months
- Participated more than 12 times in the last 12 months.

Frequency of participation in the arts has not changed between 2017 and 2020. One in five (19%) participated in the arts 13 or more times in the last year.

Figure 24. Frequency of participation

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



△▽ = significantly higher / lower than 2017
 Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

There are a number of demographic subgroups who are more likely than average (19%) to participate regularly. They include:

- People aged 15 to 17 (31%)
- Māori (25%)
- Women (25%)
- People with the lived experience of disability (25%).

It seems likely that school plays a role in higher participation among people aged 15 to 17.

Conversely the following subgroups are less likely than average (19%) to participate on a regular basis:

- Asian New Zealanders (13%).
- Men (14%)

10 Attendance by art form

10.1 Summary of attendance by art form

The chart below shows the proportion of New Zealanders who have attended each of the six art forms listed in the survey.

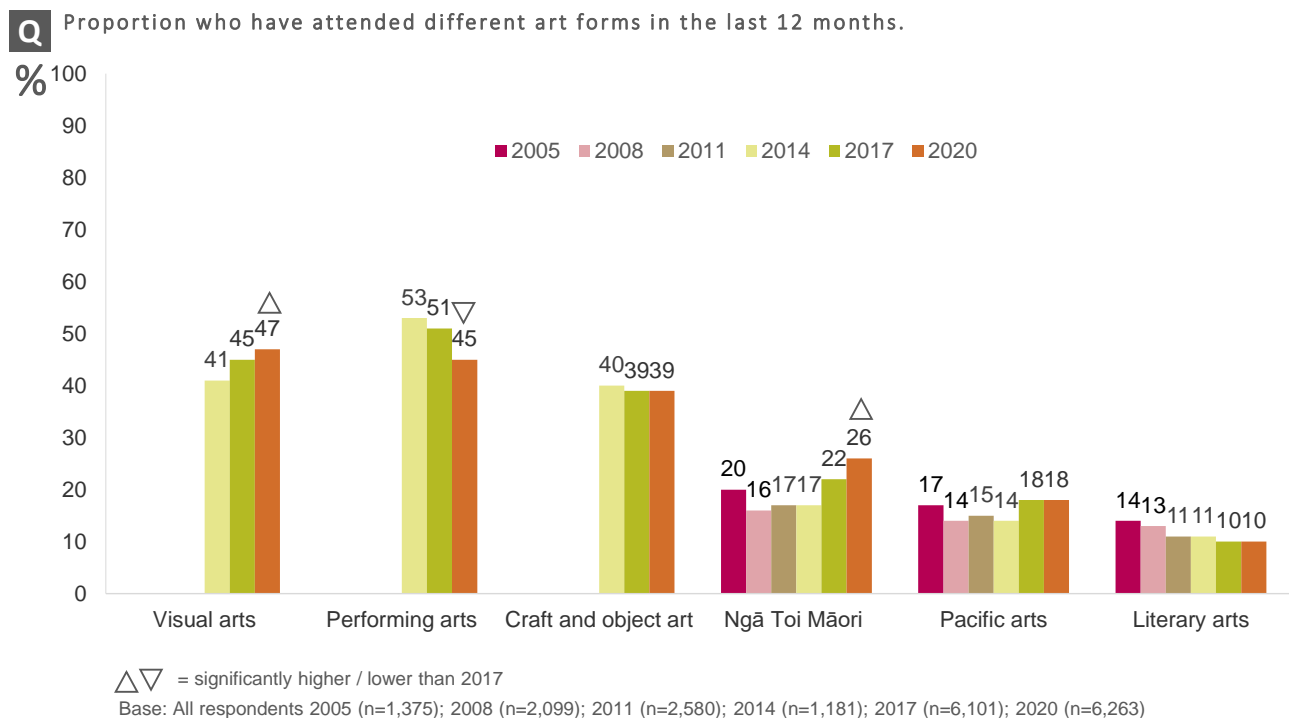
As mentioned, at the overall level, attendance has declined five percentage points from 73% in 2017 to 68% in 2020. This decline is driven by a drop in performing arts attendance. The reason for the decline in performing arts is likely to be a lack of opportunity to attend, as many performing arts events have been cancelled in 2020 due to COVID-19 due to either the lockdowns or social distancing measures.

While performing arts attendance has declined, visual arts and Ngā Toi Māori attendance has increased. The increase in visual arts attendance, combined with the decline in performing arts attendance, means that visual arts has overtaken the performing arts as the most popular art form.

Attendance for all other art forms has held steady on 2017. The lack of large performing arts shows may be driving people towards art forms that are more readily accessible in their local area.

Further analysis of each art form (including differences by demographic groups) is presented in the following sub-sections.

Figure 25. Attendance by individual art form



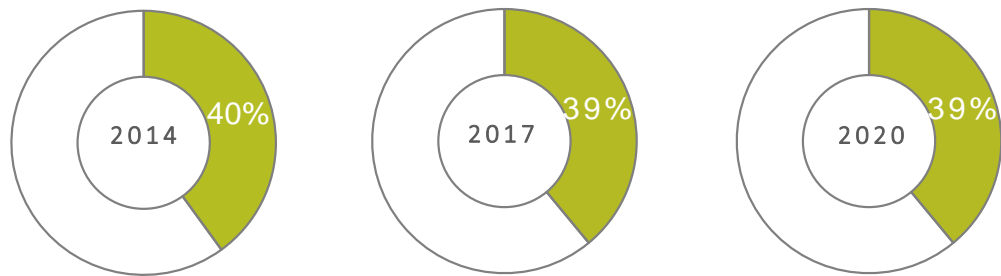
10.2 Attendance at craft and object art

10.2.1 Attendance at craft and object art

Four in ten New Zealanders (39%) have attended a craft and object art event in the last 12 months. This is consistent with what we have seen in previous years.

Figure 26. Attendance at craft and object art

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups who are more likely than average (39%) to attend craft and object art events include:

- Northland (50%), Wellington region (44%) and Wellington City (44%) residents
- Women (44%)
- People aged 60 plus (43%).

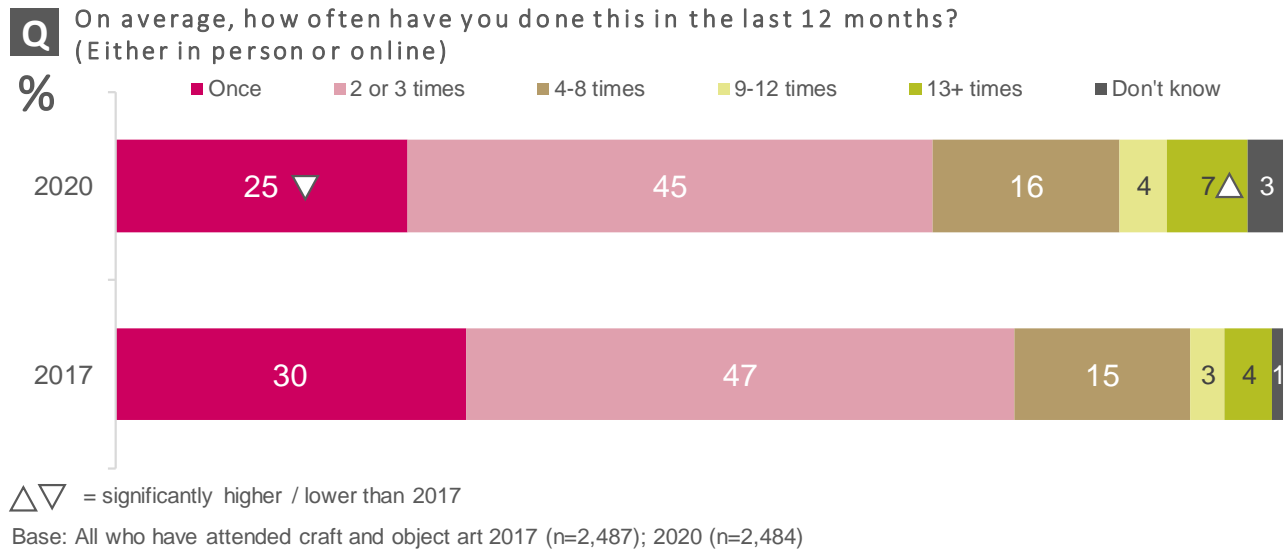
Conversely, the subgroups less likely than average (39%) to attend craft and object art events are:

- People aged 18 to 29 (32%)
- Men (34%).

10.2.2 Frequency of attendance at the craft and object art

While overall craft and object art attendance has remained steady, those who are attending are doing so more frequently. The proportion of one-time attenders has declined, and the proportion attending four or more times has increased (from 22% to 27%).

Figure 27. Frequency of attendance at craft and object art

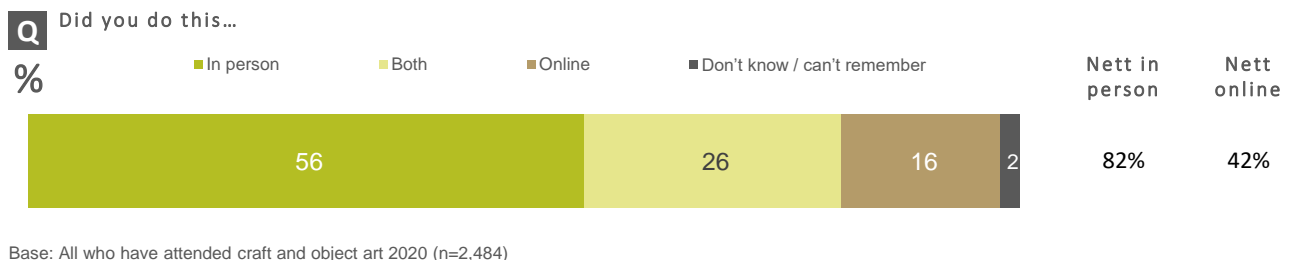


10.2.3 How people are attending craft and object art

This year we asked participants to break out their attendance by in person and online for each art form. Of the 39% who have attended craft and object arts in the last 12 months, 82% (56% in person only and 26% who attended both in person and online) did so in person, and 42% (16% online only and 26% who attended both online and in person) did so online.

Please note, as this research is conducted solely online we did not reach people who do not have access to the internet. Because of this the number of proportion of people accessing the arts online may be slightly inflated.

Figure 28. How people are attending craft and object art



Wellington City residents (89%) and high-income households (earning more than \$120,000 per annum) (87%) are more likely than average (82%) to have attended in person. On the other hand, Pacific peoples (56%), people with the lived experience of disability (55%), and Māori (53%) are more likely than average (42%) to have attended online.

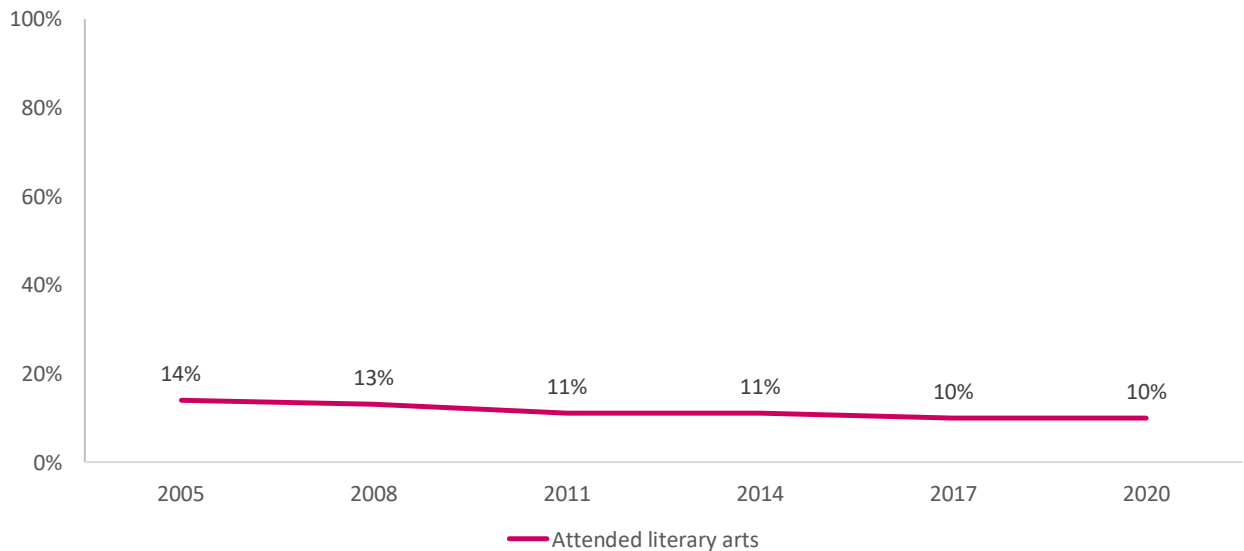
10.3 Attendance at Literary arts

10.3.1 Attendance at Literary arts

One in ten New Zealanders have gone to a literary festival or event in the last 12 months. This is consistent with 2017 but lower than in 2005.

Figure 29. Literary arts attendance

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

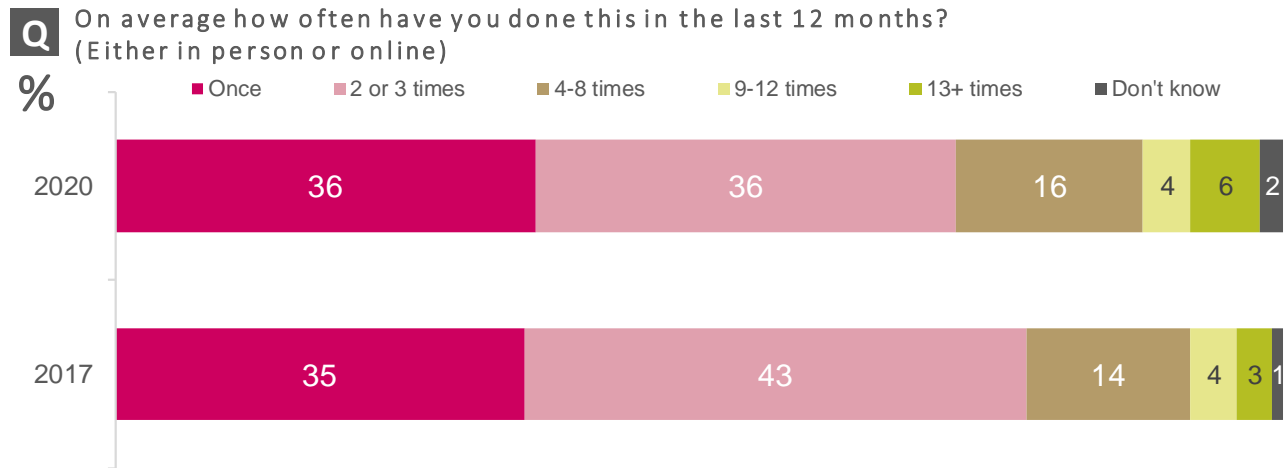
The following groups are more likely than average (10%) to have attended a literary festival or event in the last 12 months:

- Young people aged 15 to 17 (24%)
- Pacific peoples (16%)
- Asian New Zealanders (16%)
- People with the lived experience of disability (14%).

10.3.2 Frequency of attendance at literary arts

The frequency with which people are attending the literary arts has not changed much since 2017. Nearly three quarters (72%) of those who attended did so less than four times.

Figure 30. Frequency of attendance at literary arts

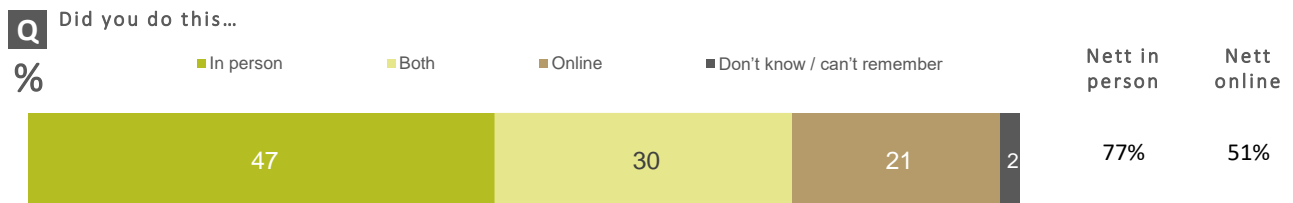


△▽ = significantly higher / lower than 2017
Base: All who have attended Literary arts 2017 (n=580); 2020 (n=652)

10.3.3 How people are attending literary arts

Seventy-seven percent of those who have attended the literary arts did so in person, while half (51%) went online.

Figure 31. How people are attending literary arts



Base: All who have attended Literary arts 2017 (n=580); 2020 (n=652)

Older people aged 60 plus (94%) and NZ Europeans (83%) are more likely than average (77%) to have attended the literary arts in person.

On the other hand, the following subgroups are more likely than average (51%) to have attended online:

- Pacific peoples (65%)
- Auckland residents (60%)
- People with the lived experience of disability (57%).

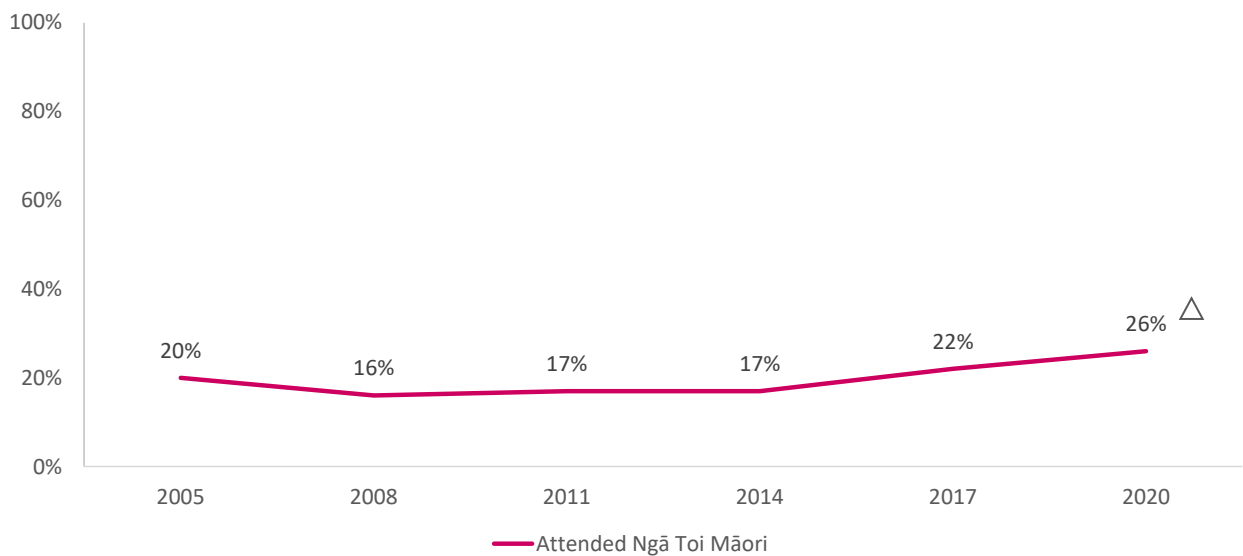
10.4 Attendance at Ngā Toi Māori (Māori arts)

10.4.1 Attendance at Ngā Toi Māori

A quarter (26%) of New Zealanders have attended Ngā Toi Māori events in the last 12 months. Attendance at Ngā Toi Māori events has been trending up since 2014 and has reached its highest level to date. Forty-three percent of Māori have attended Ngā Toi Māori events, however, attendance among Māori is lower than in 2017 (52%). This means the increase in attendance is being driven by non-Māori New Zealanders. Indeed, Ngā Toi Māori reach out to a wider audience with 28% of Pacific peoples having attended, 26% of Asian New Zealanders and 25% of New Zealand Europeans.

Figure 32. Attendance at Ngā Toi Māori

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?



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Alongside Māori, the following demographic groups are more likely than average (26%) to attend Ngā Toi Māori events:

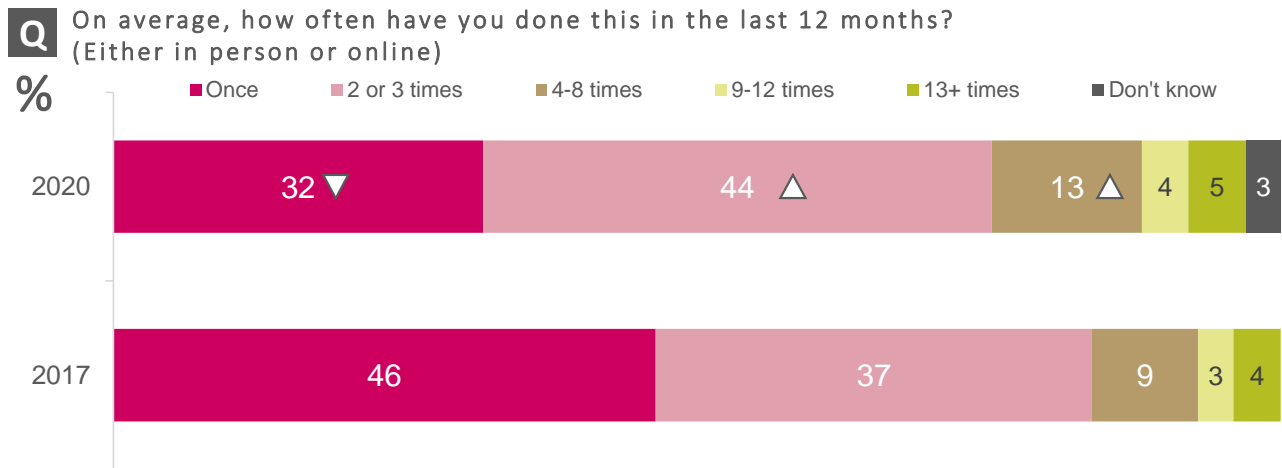
- Gisborne (49%), Hawke's Bay (33%), Bay of Plenty region (31%), and Rotorua (38%) residents
- People aged 15 to 17 (40%)
- Women (29%).

Conversely, older people aged 70 plus (18%) are less likely than average (26%) to attend Ngā Toi Māori events.

10.4.2 Frequency of attendance at Ngā Toi Māori events

Not only are more New Zealanders attending Ngā Toi Māori, they are attending more often. Of those who are attending, the proportion of one-time attenders has declined markedly between 2017 and 2020, going from nearly half to just over 30%.

Figure 33. Frequency of attendance at Ngā Toi Māori events

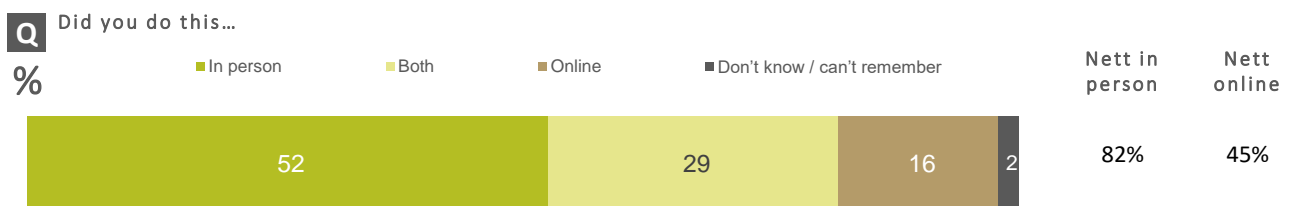


▲▼ = significantly higher / lower than 2017
 Base: All who have attended Ngā Toi Māori 2017 (n=1,318); 2020 (n =1,735)

10.4.3 How people are attending Ngā Toi Māori

Eighty-two percent of those who have attended the Ngā Toi Māori attended in person, and 45% attended online.

Figure 34. How people are attending Ngā Toi Māori events



Base: All who have attended Ngā Toi Māori 2020 (n =1,735)

There are no differences when it comes to who is more willing to attend Ngā Toi Māori in person. However, the following demographic subgroups are more likely than average (45%) to have attended online:

- Pacific peoples (62%)
- People with the lived experience of disability (55%)
- Younger people aged 15 to 29 (54%)
- Māori (54%)
- Low-income households (earning less than \$50,000 per annum) (50%).

10.5 Attendance at Pacific arts

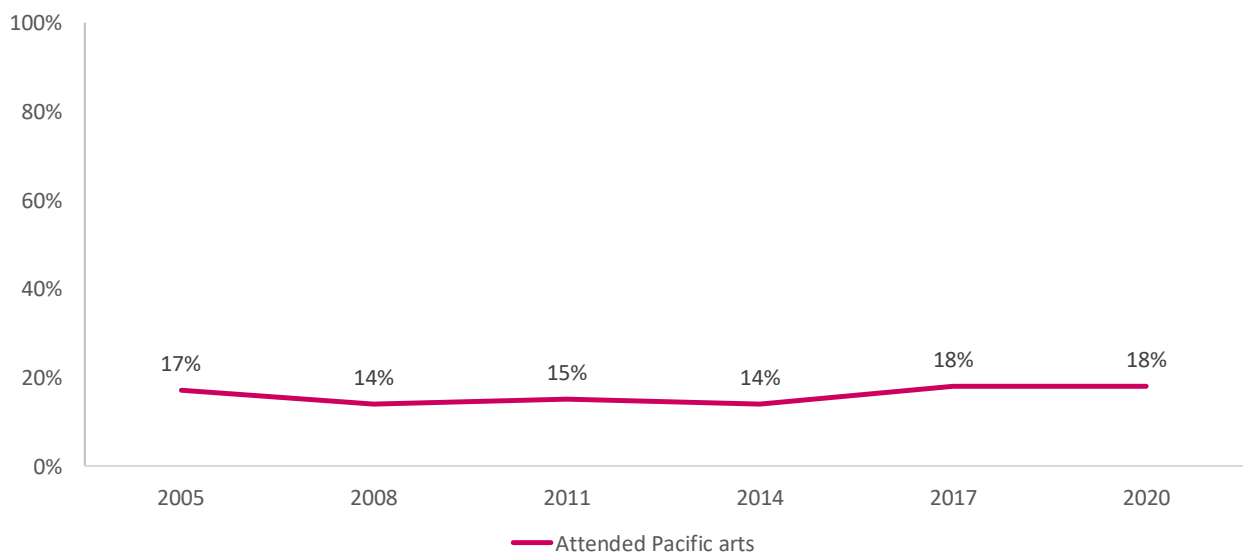
10.5.1 Attendance at Pacific arts

Eighteen percent of New Zealanders have attended Pacific arts events in the last 12 months. This is consistent with 2017.

Forty-three percent of Pacific peoples have attended Pacific arts events; however, this represents a decline on 2017 (52%). The Pacific arts also reach out to a wider audience with 23% of Māori having attended, 20% of Asian New Zealanders and 15% of New Zealand Europeans.

Figure 35. Pacific arts attendance

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



△▽ = significantly higher / lower than 2017

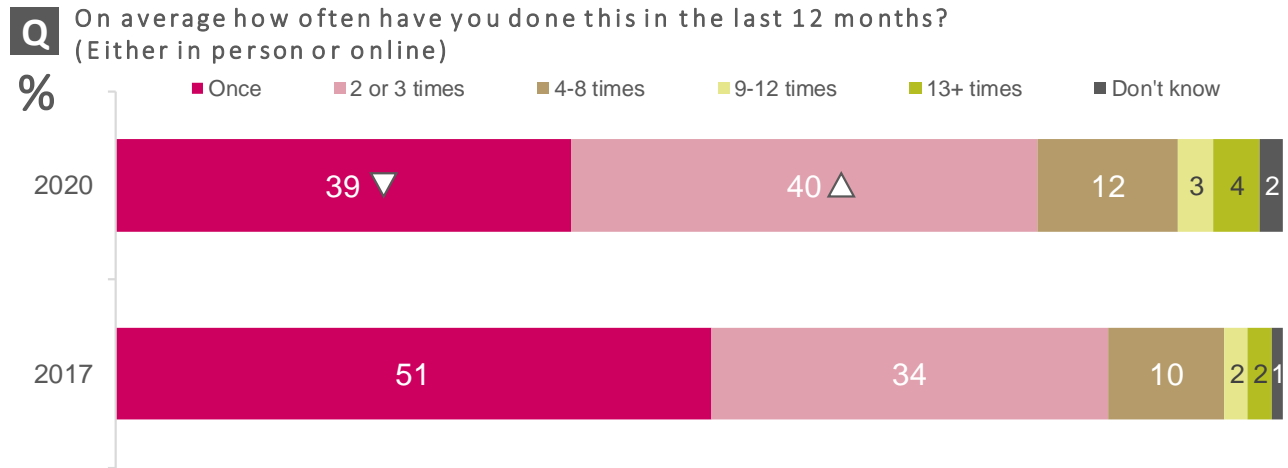
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Alongside Pacific peoples, young people aged 15 to 17 (29%), people with the lived experience of disability (24%), and Māori (23%) are more likely than average (18%) to attend Pacific arts events.

10.5.2 Frequency of attendance at Pacific arts

While Pacific arts attendance has remained constant, the frequency with which people are attending has increased. Compared to 2017, more people are attending two or three times, as opposed to one time only.

Figure 36. Frequency of attendance at Pacific arts



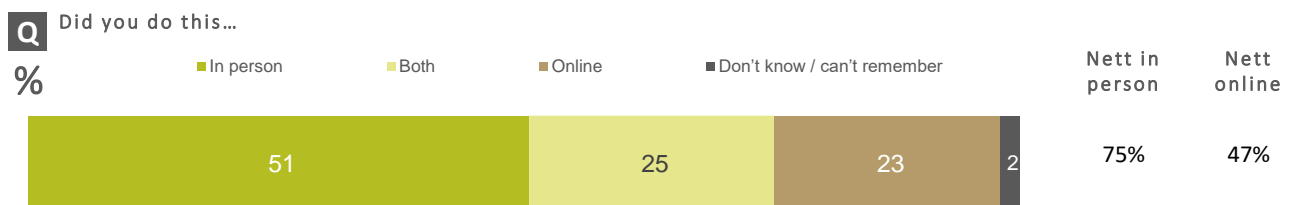
▲▼ = significantly higher / lower than 2017

Base: All who have attended Pacific arts 2017 (n=1,067); 2020 (n=1,182)

10.5.3 How people are attending Pacific arts

Three quarters (75%) of those who have attended the Pacific arts did so in person, while just under half (47%) went online.

Figure 37. How people are attending Pacific arts



Base: All who have attended Pacific arts 2020 (n=1,182)

The following groups are more likely than average (75%) to have attended the Pacific arts in person:

- Wellington region (84%) and Wellington City (87%) residents
- People aged 18 to 29 (83%)
- High income households (earning more than \$120,000 per annum) (83%).

Conversely, the following groups are more likely than average (47%) to have attended the Pacific arts online:

- People aged 15 to 17 (64%)
- Low income households, earning less than \$50,000 per annum (58%)
- Pacific peoples (57%)
- People with the lived experience of disability (57%)
- Māori (56%).

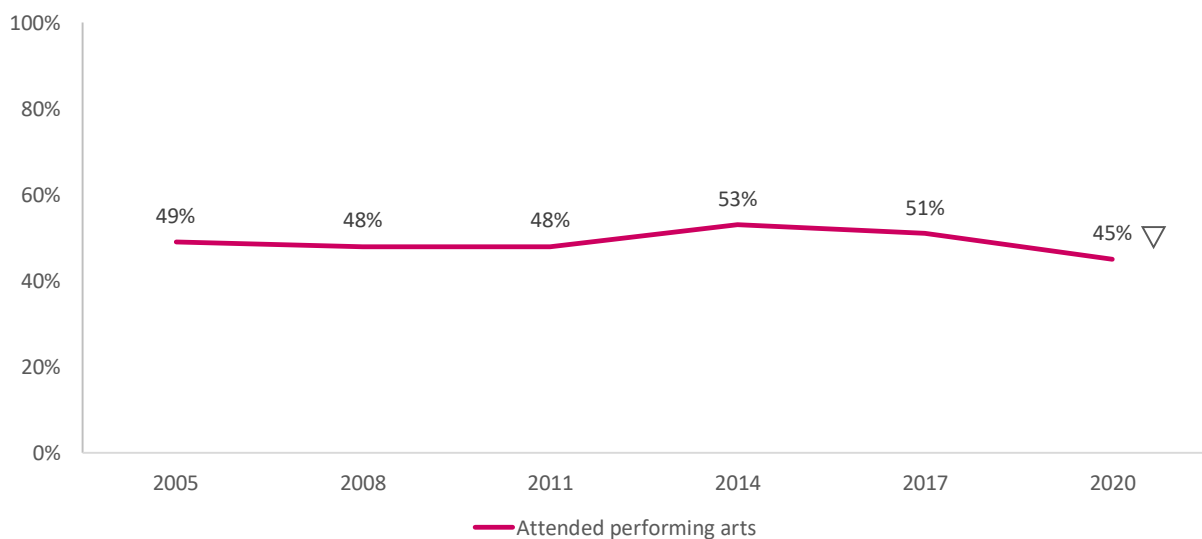
10.6 Attendance at performing arts

10.6.1 Attendance at performing arts

Just under half of New Zealanders have attended the performing arts in the last 12 months. This represents a significant decline since 2020. Attendance of the performing arts has taken the brunt of the COVID-19 hit, with the other art forms coming out relatively unscathed. This is likely an issue around access due to performances being cancelled or put on hold this year. As such, we would expect to see attendance pick up again as restrictions loosen.

Figure 38. Performing arts attendance

Q Have you seen any performing arts performances in the last 12 months?



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups who are more likely than average (45%) to attend the performing arts include:

- Wellington City residents (58%)
- People aged 15 to 17 (53%) and 40 to 49 (49%)
- Māori (50%)
- Women (49%)
- Higher income households, earning more than \$80,000 per year (49%).

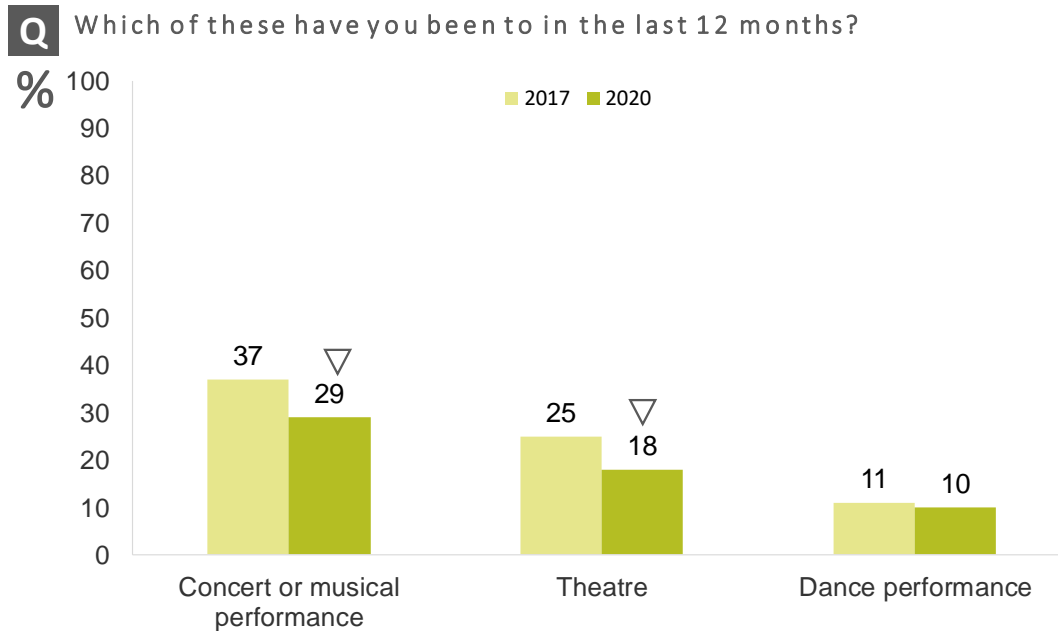
Conversely those groups who are less likely than average (45%) to attend the performing arts include:

- Rotorua residents (36%)
- Low income households, earning less than \$50,000 per year (38%)
- Men (40%)
- People aged 60 to 69 (41%)
- Those living in towns or rural areas (41%)
- People with the lived experience of disability (41%).

10.6.2 Attendance at different types of performing arts

Concerts or musical performances remain the most popular type of performing arts. Twenty-nine percent of New Zealanders have attended a concert or musical performance in the last 12 months. This is followed by theatre (18%) and dance (10%). Attendance of both concerts / musical performance and theatre have declined since 2017, while dance attendance is steady.

Figure 39. Performing arts attendance – by different types of performing art



△▽ = significantly higher / lower than 2017

Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

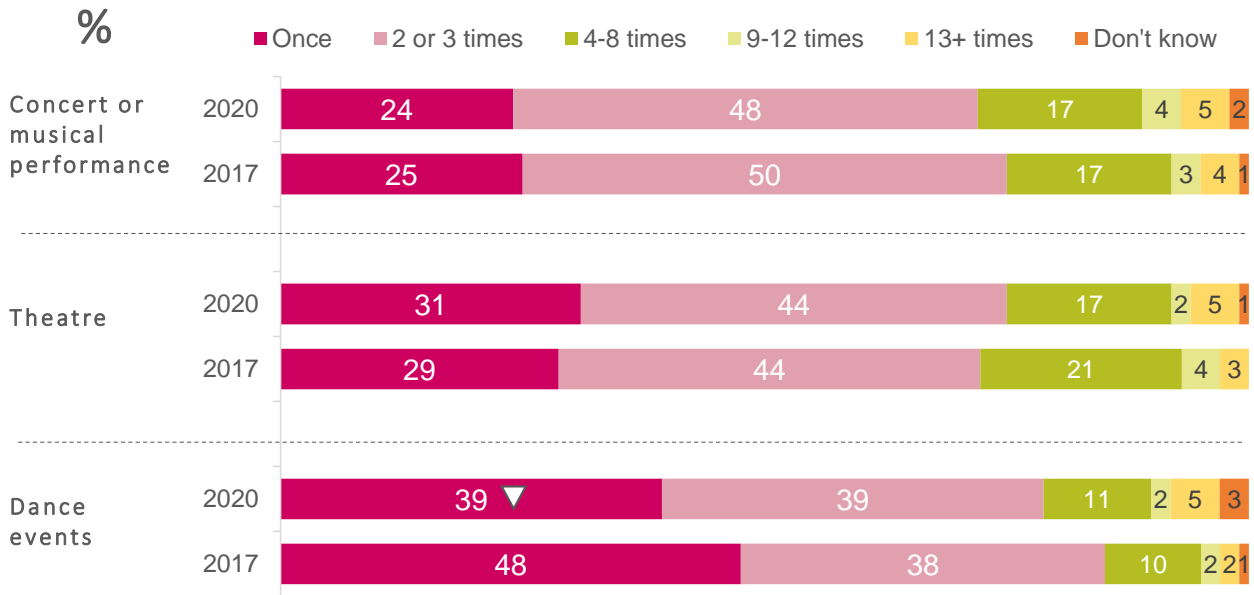
Women, high income households (earning more than \$120,000 per annum) and Wellington City residents are more likely to have attended each of the performing arts. In addition, residents in Otago are more likely than average to have attended a concert or musical performance (35% vs. 29%).

10.6.3 Frequency of attendance at the performing arts

Most of those who attend the performing arts do so on a relatively infrequent basis. The proportion who have attended between one and three times is 72% for concerts or musical performances, 75% for the theatre, and 79% for ballet or other dance performances. However, people are attending dance events more frequently than they were in 2017. Seven percent went to a dance event more than eight times in the last 12 months, this compares to 3% in 2017.

Figure 40. Frequency of attendance at the performing arts

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



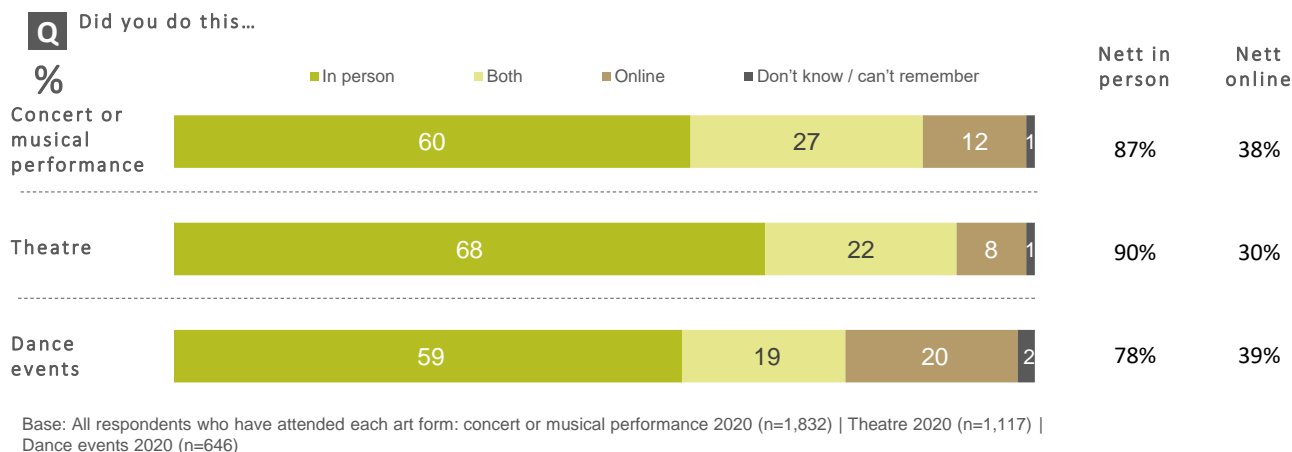
△▽ = significantly higher / lower than 2017

Base: All respondents who have attended each art form: concert or musical performance 2017 (n=2,160), 2020 (n=1,832) | Theatre 2017 (n=1,468), 2020 (n=1,117) | Dance events 2017 (n=713), 2020 (n=646)

10.6.4 How people are attending the performing arts

Most New Zealanders are only going to the performing arts in person, but there is a substantial minority accessing each of the performing arts online. It's worth noting that it's less common to watch theatre through online channels, than dance or musical performances.

Figure 41. How people are attending the performing arts



Those aged 50 to 59 (92%) and high-income households (earning more than \$120,000 per annum) (92%) are more likely than average (87%) to have attended a concert or other musical performance in person. Subgroups more likely than average (38%) to have attended online include:

- People with the lived experience of disability (53%)
- Pacific peoples (49%)
- Asian New Zealanders (49%)
- Low income households (earning less than \$50,000 per annum) (45%)
- People aged 70 plus (45%).

Wellington City residents (96%) are more likely than average (90%) to have attended the theatre in person. In contrast, the following groups are more likely than average (30%) to have attended online:

- Pacific peoples (48%)
- Asian New Zealanders (38%).

Those living in provincial New Zealand (86%) and Manawatū-Whanganui residents (92%) are more likely than average (78%) to have attended dance events in person. On the other hand, these groups are more likely than average to have attended online:

- People with the lived experience of disability (55%)
- Asian New Zealanders (50%)
- Households earning \$50,001 to \$80,000 per annum (48%).

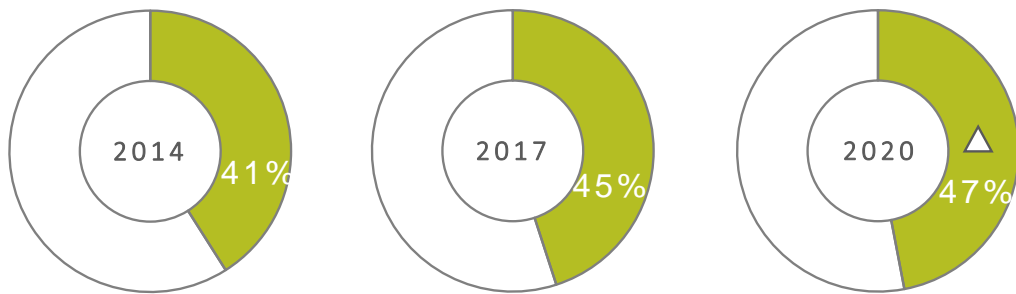
10.7 Attendance at visual arts

10.7.1 Attendance at visual arts

Almost half of all New Zealanders (47%) have attended a visual arts event in the last 12 months. Attendance has increased steadily since 2014, when the survey first split out visual arts from craft and object art.

Figure 42. Visual arts attendance

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups more likely than average (47%) to attend the visual arts include:

- Wellington region (55%), Wellington City (60%) and Dunedin (56%) residents
- Women (52%)
- Households earning \$80,0001 to \$120,000 per annum (52%).

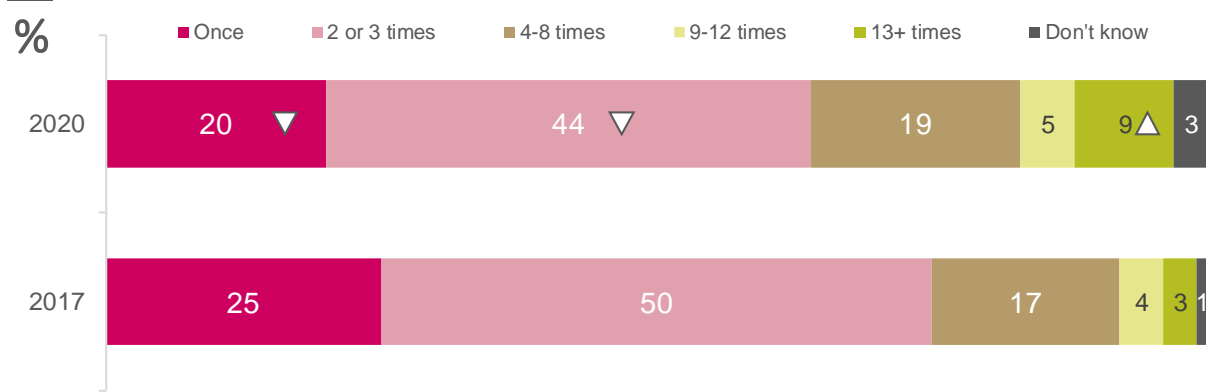
Waikato residents (41%) are less likely than average (47%) to attend the visual arts.

10.7.2 Frequency of attendance at the visual arts

In addition to an increase in the proportion of people who are attending the visual arts, those who are attending are doing so more frequently. The proportion of one-time attenders has dropped from 25% to 20%, while the proportion attending on a regular basis (four or more times) has increased from 25% to 33%.

Figure 43. Frequency of attendance at the visual arts

Q On average, how often have you done this in the last 12 months? (Either in person or online)



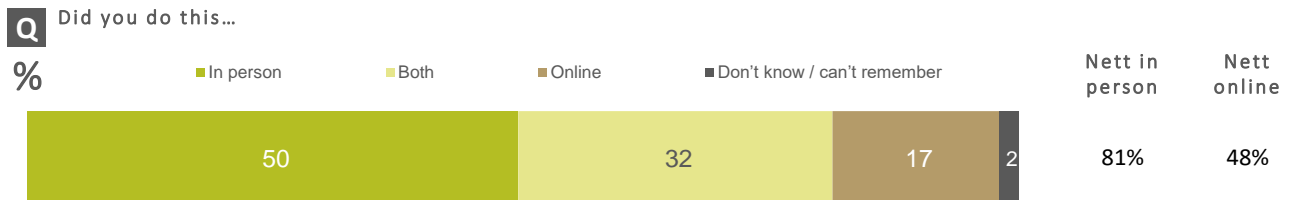
△▽ = significantly higher / lower than 2017

Base: All who have attended the visual arts 2017 (n=2,786); 2020 (n=3,032)

10.7.3 How people are attending the visual arts

The most common way to attend the visual arts is in person (81%), however 48% are going online.

Figure 44. How people are attending the visual arts



Base: All who have attended the visual arts 2020 (n=3,032)

The following demographic groups are more likely than average (81%) to have attended the visual arts in person:

- Wellington City residents (92%)
- High-income households (earning more than \$120,000 per annum) (88%)
- Older people aged 70 plus (85%).

On the other hand, the following groups are more likely than average (48%) to have attended the visual arts online:

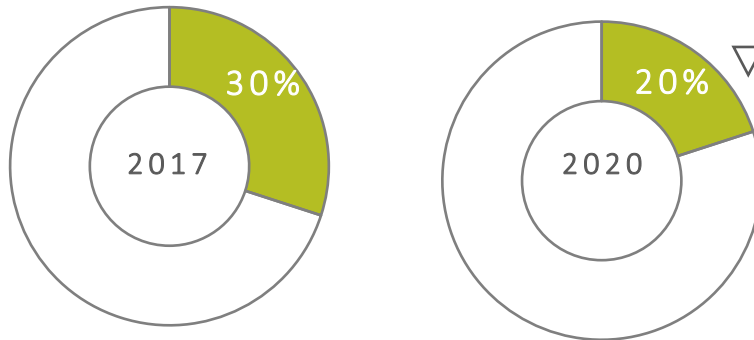
- Young people aged 15 to 17 (60%)
- Pacific peoples (58%)
- Māori (58%)
- People with the lived experience of disability (57%).

10.7.4 Impact of film festivals

One in five New Zealanders who have attended 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.

Figure 45. Film festival attendance

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



△▽ = significantly higher / lower than 2017

Base: All who have attended the visual arts 2017 (n=2,786); 2020 (n=3,032)

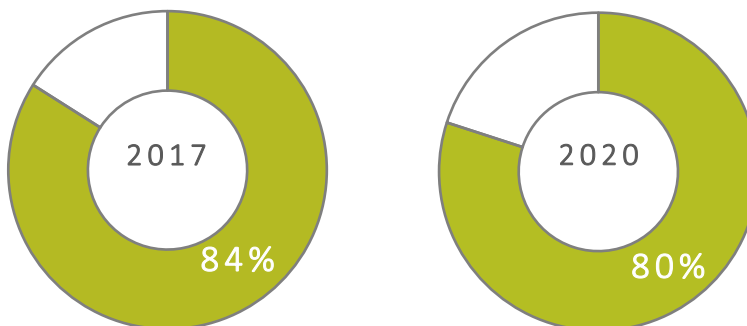
The following demographic groups are more likely than average (20%) to have attended a film festival:

- People aged 15 to 17 (33%)
- People with the lived experience of disability (32%)
- Wellington City (29%), Otago (29%), and Auckland (24%) residents
- Pacific peoples (28%)
- Asian New Zealanders (27%).

The vast majority of those who had attended a film festival (80%) also attended at least one other type of visual arts event. This means there are very few New Zealanders whose only visual arts experience (in the last 12 months) is a film festival (2% of all New Zealanders).

Figure 46. Visual arts attendance outside of film festivals

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



△▽ = significantly higher / lower than 2017

Base: All who have attended film festivals 2017 (n=817); 2020 (n=652)

10.8 Encouraging greater attendance at the arts

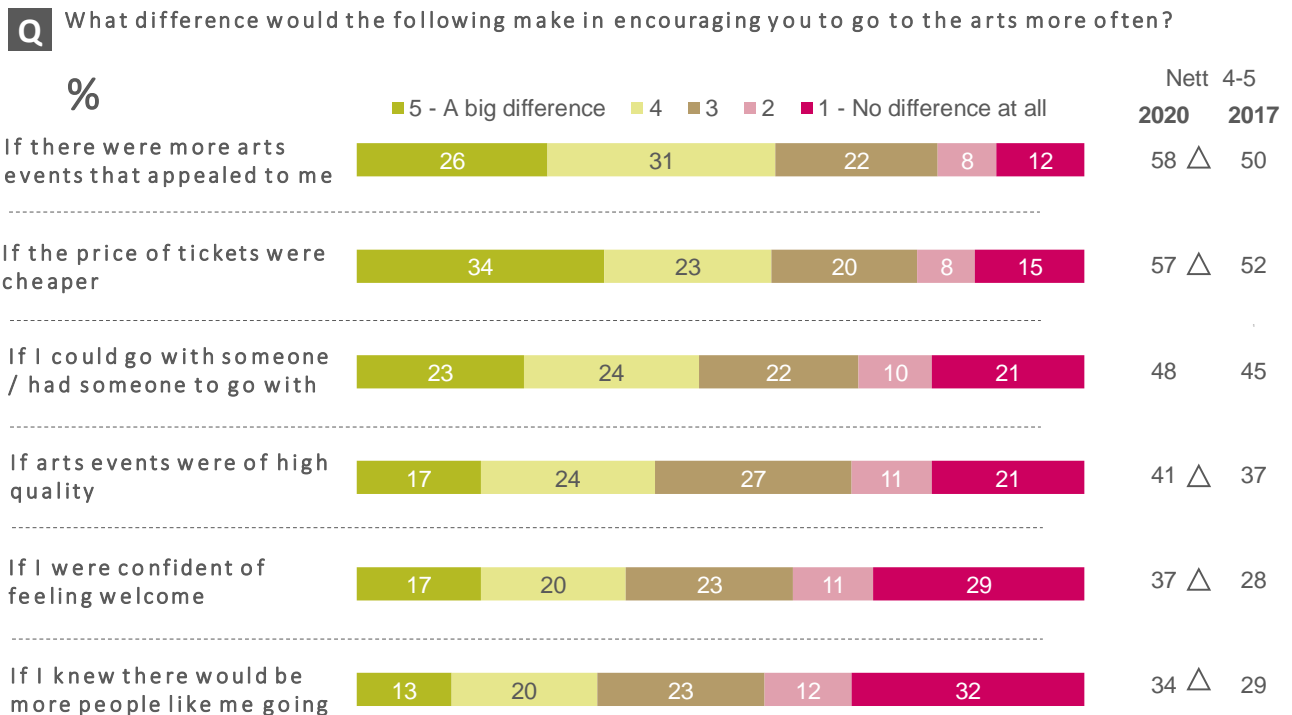
Seven in ten New Zealanders (68%) agree some arts interest them but they still don't go much. We asked the respondents who agreed with this statement what might encourage them to go more often.

Choice and ticket prices remain the top two factors that influence attendance. Nearly six in ten New Zealanders indicate reducing the price of tickets (58%) and having a greater range of events that appealed to them (57%) would encourage them to attend the arts more often. The proportion who say these are influencing factors has increased since 2017.

There is an opportunity to further increase attendance by challenging the social norm that you need to attend arts events with other people and increasing perceptions of quality. Nearly half of respondents indicate having someone to go with would increase their attendance, while 41% believe that higher quality arts events would do so.

Finally, greater inclusivity needs to be promoted to encourage attendance. Four in ten (37%) respondents say being confident of feeling welcome at arts events would encourage them to go more often, and 34% would attend more if they knew there would be people like themselves going. The proportion saying these two things would influence their attendance has increased since 2017.

Figure 47. Encouraging greater attendance at the arts



Δ ∇ = significantly higher / lower than 2017

Base: All respondents who are interested in the arts but don't go much 2017 (n=3,822); 2020 (n=4,306)

Young people, and Asian New Zealanders repeatedly indicate the factors listed in the above chart would encourage them to go to the arts more often than they currently do. Further demographic differences for each factor are provided below.

The following demographic groups are more likely than average (58%) to indicate they would go to the arts more often *if there were more arts events that appealed to them*:

- High income households, earning more than \$120,000 per annum (69%)
- People aged 15-49 (66%)
- Asian New Zealanders (65%).

The following demographic groups are more likely than average (57%) to indicate they would go to arts more often *if the price of tickets was cheaper*:

- Asian New Zealanders (67%)
- Pacific peoples (63%)
- People aged 15 to 49 (63%)
- Women (62%).

The following demographic groups are more likely than average (48%) to indicate they would go to the arts more often *if they had someone to go with*:

- People aged 15 to 39 (59%)
- Asian New Zealanders (58%), Pacific peoples (54%) and Māori (54%)
- Women (52%).

The following demographic groups are more likely than average (41%) to indicate they would go to the arts more often *if arts events were of high quality*:

- Asian New Zealanders (57%)
- High income households, earning more than \$120,000 per annum (50%)
- Auckland residents (46%)
- People aged 15 to 49 (46%)
- Men (45%).

The following demographic groups are more likely than average (37%) to indicate they would go to the arts more often *if they were confident of feeling welcome*:

- Asian New Zealanders (49%), Pacific peoples (43%) and Māori (43%)
- People aged 15 to 39 (49%).

Finally, the following demographic groups are more likely than average (34%) to indicate they would go to the arts more often *if they knew there would be more people like them going*:

- Asian New Zealanders (44%), Pacific peoples (44%) and Māori (38%)
- People aged 15 to 39 (45%).

10.9 Impact of COVID-19 on willingness to attend arts events in person

A third of New Zealanders (33%) 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, 12% are *more* willing, for this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

Figure 48. Impact of COVID-19 on willingness to attend in person



Base: All respondents (n=6,263)

Asian New Zealanders (39%), older people aged 60 plus (38%) and Auckland residents (38%) are more likely to say they are less willing to attend arts events because of COVID-19.

11 Participation by art form

11.1 Summary of participation by art form

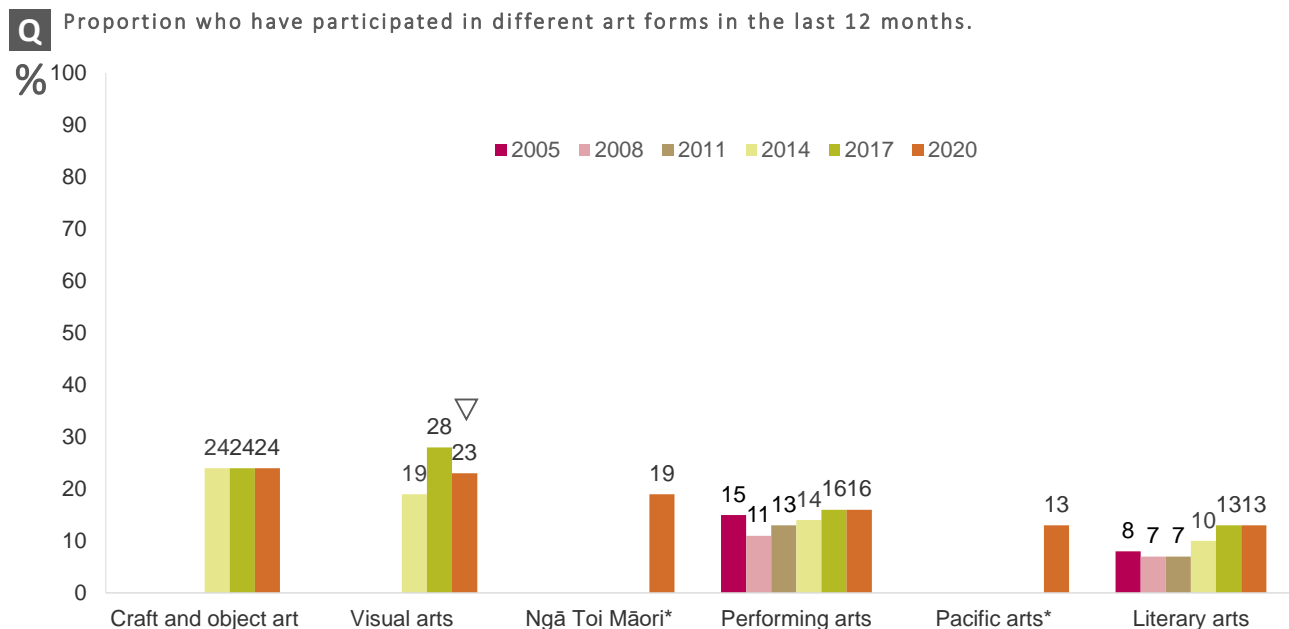
Overall participation has remained at 52% this year. The chart below shows the proportion of New Zealanders who have participated in each art form in the last 12 months.

Visual arts participation has declined in 2020, however it continues to be one of the most popular art forms to participate in, alongside craft and object arts. Participation in all other art forms is consistent with 2017.

Note, the way we asked participation for Ngā Toi Māori and Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity to better capture the activities the public participate in. Because of this change 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 sub-sections.

Figure 49. Participation by art form



△▽ = significantly higher / lower than 2017

*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.

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

11.2 Participation in craft and object art

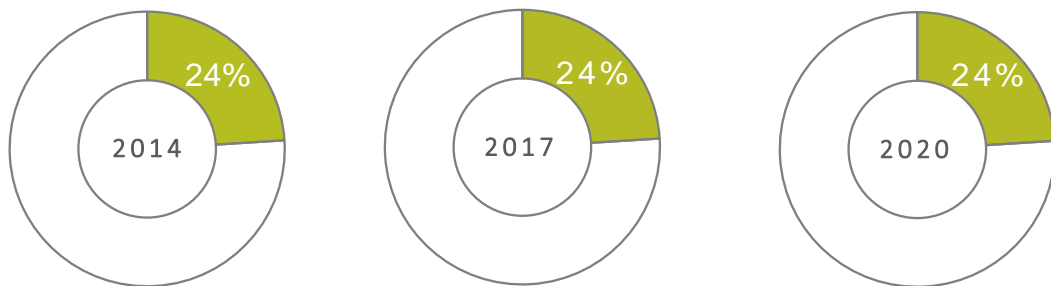
11.2.1 Participation in craft and object art

A quarter of New Zealanders (24%) have participated in craft and object art in the last 12 months. This is consistent with the past two measures.

Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided before 2014.

Figure 50. Participation in craft and object art

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups more likely than average (24%) to participate in craft and object art include:

- Women (33%)
- People aged 15 to 17 (33%)
- Manawatū-Whanganui residents (30%)
- People with the lived experience of disability (28%).

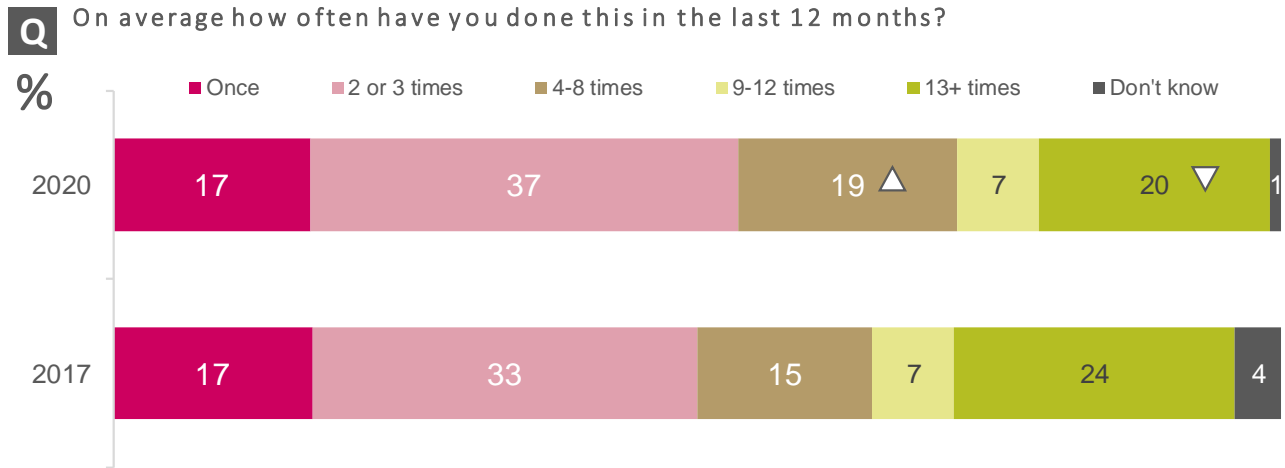
Conversely those groups less likely than average (24%) to participate in craft and object art include:

- Men (14%)
- People aged 18 to 29 (19%)
- Asian New Zealanders (21%).

11.2.2 Frequency of participation in craft and object art

Of those who participate in craft and object art, 27% do so on a regular basis (at least nine times in the last 12 months). However, the proportion who participate in craft and object art very regularly (more than 12 times in the last 12 months) has declined (from 24% in 2017, to 20% in 2020).

Figure 51. Frequency of participation in craft and object art



△▽ = significantly higher / lower than 2017

Base: All who have attended participated in craft and object arts 2017 (n=1,540); 2020 (n=1,514)

Older people aged 60 plus (37%) and low-income households, earning less than \$50,000 per annum (32%) are more likely than average (27%) to participate in craft and object art on a regular basis.

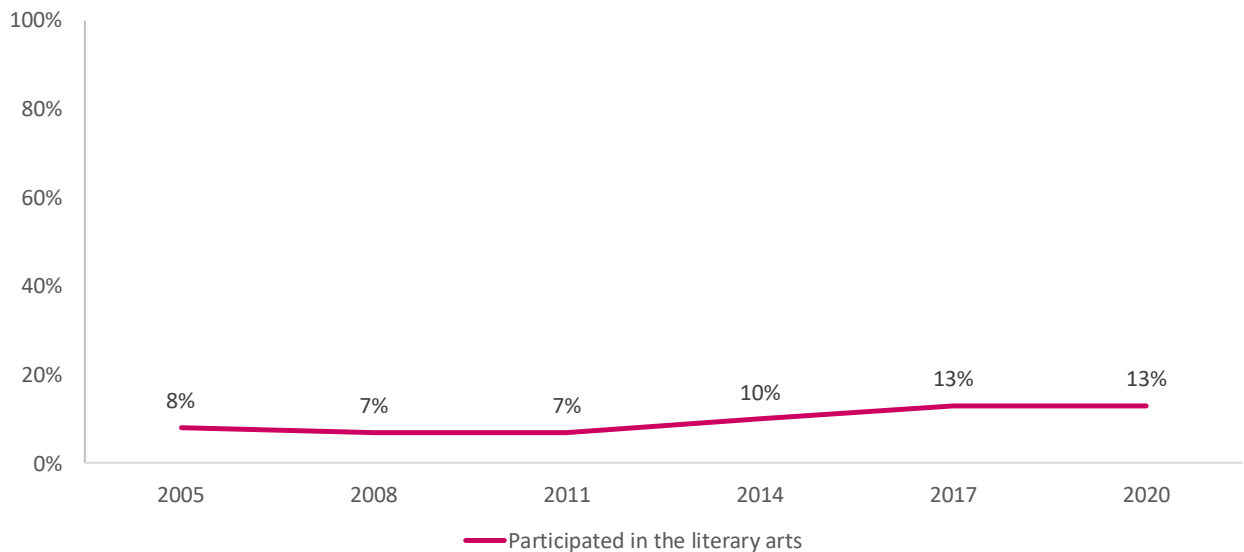
11.3 Participation in the literary arts

11.3.1 Participation in the literary arts

Participation in the literary arts has plateaued after showing strong growth between 2011 and 2017. Overall, thirteen percent of New Zealanders have participated in the literary arts in the last 12 months. As observed in 2017, in contrast to all other art forms, participation in literary arts continues to be higher than attendance (13% vs. 10%).

Figure 52. Participation in the literary arts

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?



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

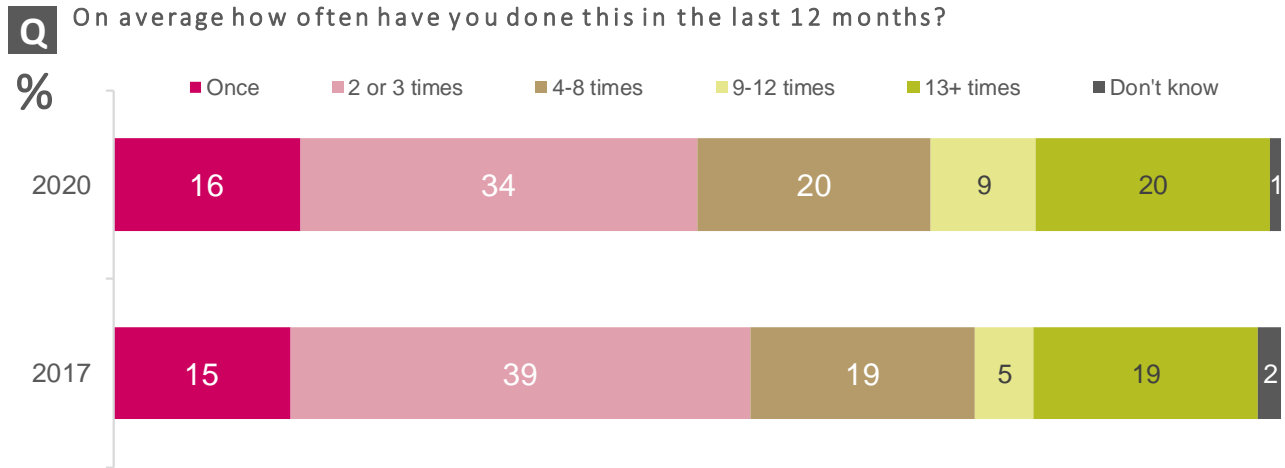
The following demographic groups are more likely than average (13%) to participate in the literary arts:

- Young people aged 15 to 17 (33%)
- People with the lived experience of disability (20%)
- Pacific peoples (16%)
- Māori (15%).

11.3.2 Frequency of participation in the literary arts

Frequency of participation in the literary arts has remained unchanged since 2017. Of those who participate in the literary arts, 29% do so on a regular basis (at least nine times in the last 12 months).

Figure 53. Frequency of participation in the literary arts



△▽ = significantly higher / lower than 2017

Base: All those who have participated in the literary arts 2017 (n=746); 2020 (n=814)

Older people aged 60 plus (40%), Canterbury residents (39%), and New Zealand Europeans (34%) are more likely than average (29%) to participate in the literary arts regularly.

11.4 Participation in Ngā Toi Māori (Māori arts)

11.4.1 Participation in Ngā Toi Māori

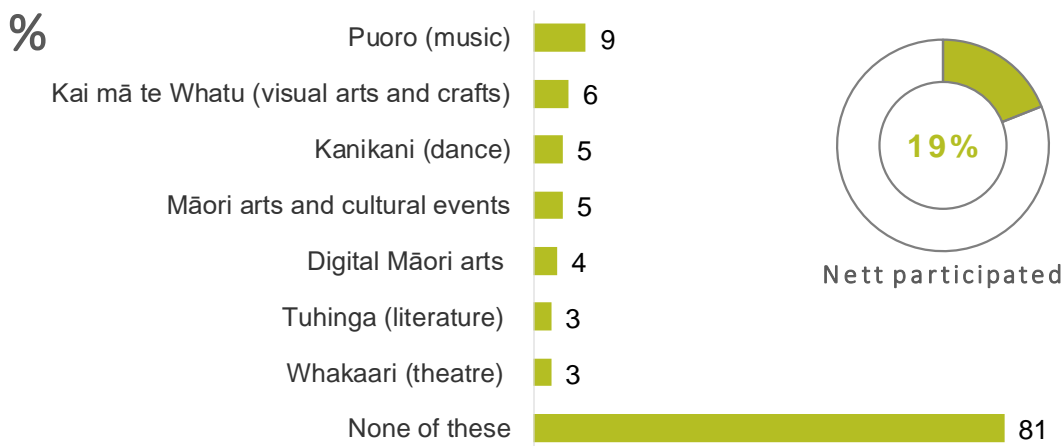
One in five New Zealanders (19%) have participated in the Ngā Toi Māori in the last 12 months. The most popular Ngā Toi Māori activity is puoro (music), followed by kai mā te whatu (visual arts and crafts).

Two in five Māori (39%) have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 30% of Pacific peoples having participated, 20% of Asian New Zealanders and 17% of New Zealand Europeans.

Please note, the way we asked participation for Ngā Toi Māori changed in 2020. We now list the activities under each art form in much greater granularity to better capture the activities the public participate in. Because of this change, no comparative data is provided.

Figure 54. Participation in Ngā Toi Māori

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



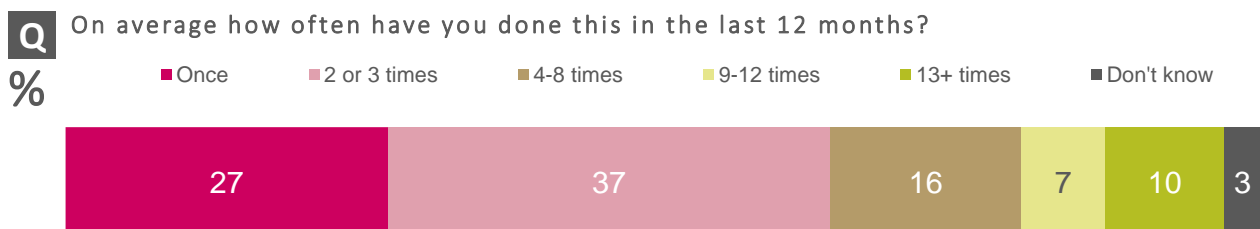
Base: All respondents 2020 (n=6,263)

Alongside Māori and Pacific peoples, Nelson residents (31%), people with the lived experience of disability (28%), and people aged 15 to 49 (25%) are more likely than average (19%) to participate in Ngā Toi Māori. On the other hand, older people aged 60 plus (10%) are less likely to participate.

11.4.2 Frequency of participation in Ngā Toi Māori

Of those who participate in Ngā Toi Māori, 17% do so on a regular basis (at least nine times in the last 12 months).

Figure 55. frequency of participation in Ngā Toi Māori



Base: All those who have participated in Ngā Toi Māori (n=1,320)

Māori (23%) are more likely than average (17%) to participate in Ngā Toi Māori on a regular basis.

11.5 Participation in the Pacific arts

11.5.1 Participation in the Pacific arts

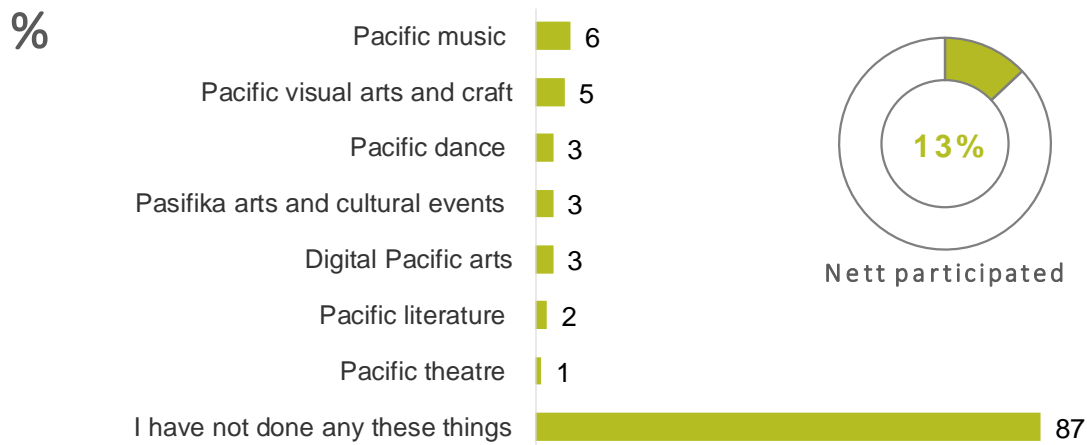
Thirteen percent of New Zealanders have participated in the Pacific arts in the last 12 months. As with Ngā Toi Māori, the most popular Pacific arts activity is music, followed by visual arts and crafts.

Forty-six percent of Pacific peoples have participated in Pacific arts. Again, we see participation by other ethnic groups including 19% of Asian New Zealanders, 16% of Māori, and 10% of New Zealand Europeans.

Please note, the way we asked participation for Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change no comparative data is provided.

Figure 56. Participation in Pacific arts

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



Base: All respondents 2020 (n=6,263)

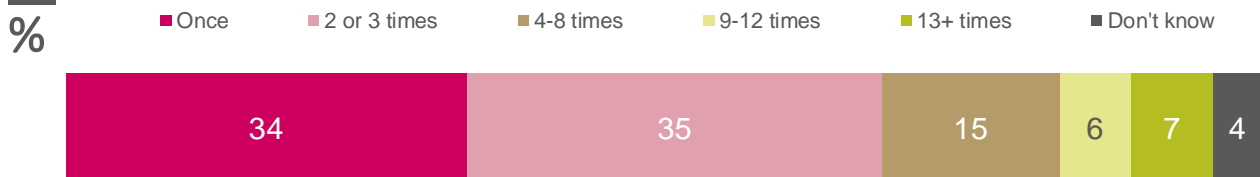
Alongside Pacific peoples, Māori and Asian New Zealanders, young people aged 15 to 17 (32%) and people with the lived experience of disability (27%) are more likely than average (13%) to participate in the Pacific arts. Conversely older people aged 60 plus (7%) and Manawatū-Whanganui residents (7%) are less likely to participate.

11.5.2 Frequency of participation in the Pacific arts

Of those who participate in the Pacific arts, 13% do so on a regular basis (at least nine times in the last 12 months).

Figure 57. Frequency of participation in Pacific arts

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



Base: All those who have participated in the Pacific arts (n=903)

Pacific peoples (22%) and people with the lived experience of disability (19%) are more likely than average (13%) to participate in the Pacific arts on a regular basis.

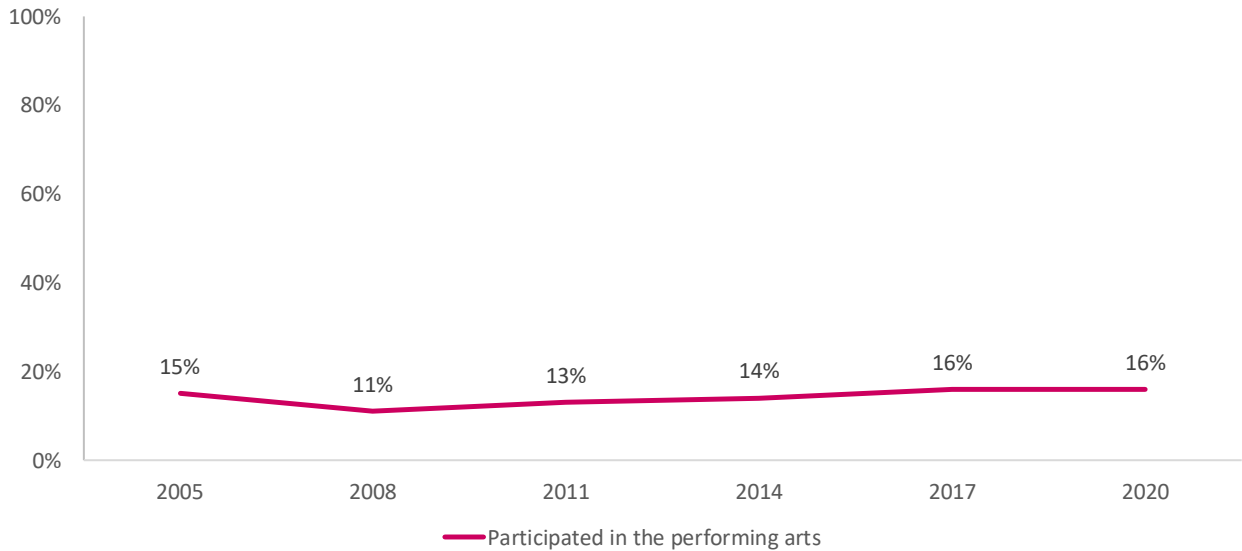
11.6 Participation in the performing arts

11.6.1 Participation in the performing arts

Participation in the performing arts has stabilised, after reaching its highest level to date in 2017 and 2020. Overall, 16% of New Zealanders have taken part in the performing arts in the last 12 months.

Figure 58. Participation in the performing arts

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

The following demographic groups are more likely than average (16%) to participate in the performing arts:

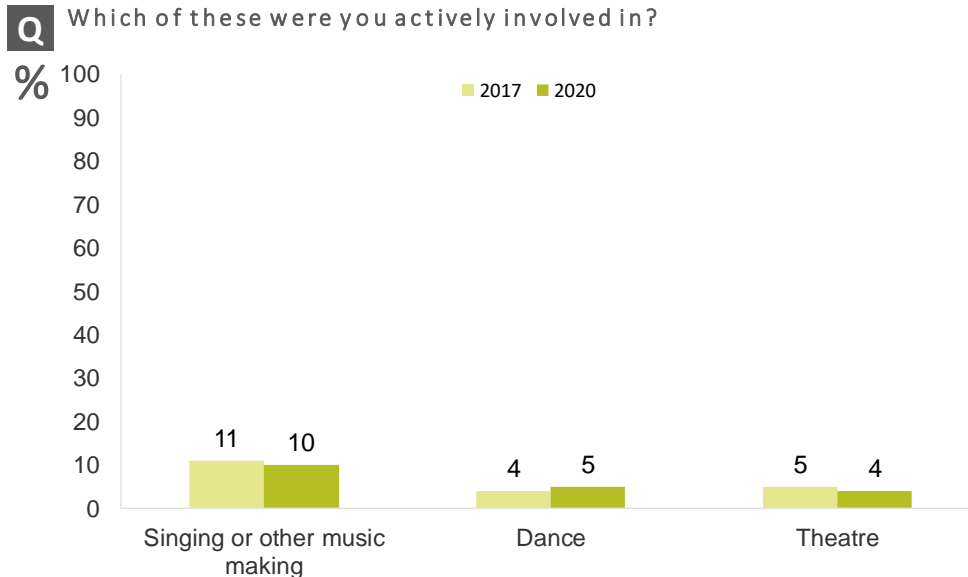
- People aged 15 to 17 (38%)
- Pacific peoples (24%)
- People with the lived experience of disability (23%)
- Asian New Zealanders (22%)
- Māori (20%).

Older people aged 70 plus are less likely than average to participate in the performing arts (11% vs. 16%).

11.6.2 Participation in different types of the performing arts

Singing or music-making is the most popular performing art; 10% have participated in the last 12 months compared to 5% who have participated in dance, and 4% in theatre. There have been no notable shifts in the types of performing arts people are taking part in.

Figure 59. Participation in the different types of performing arts



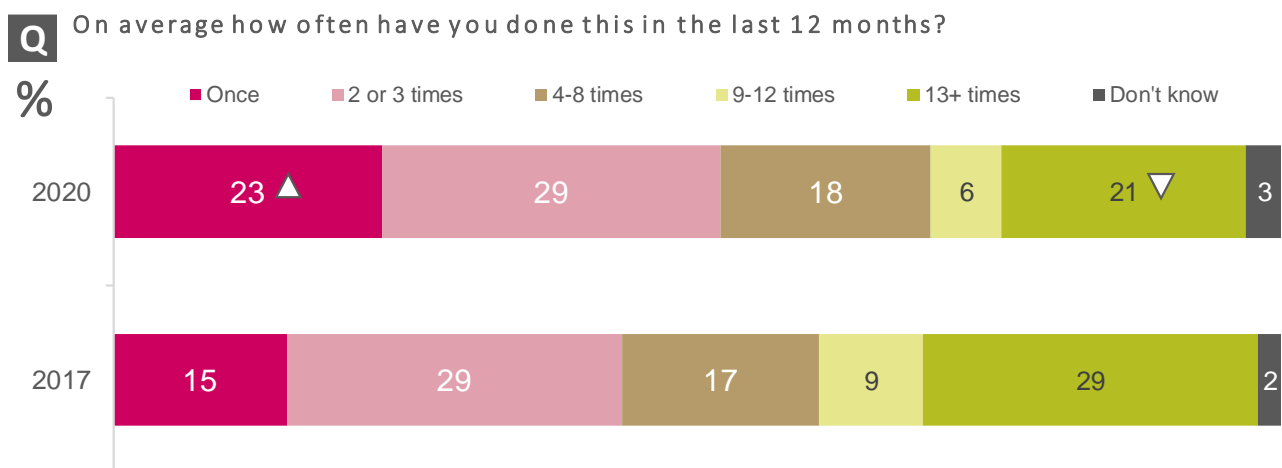
△▽ = significantly higher / lower than 2017
 Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

11.6.3 Frequency of participation in the performing arts

While participation in the performing arts hasn't declined overall, those who are taking part are doing so less frequently, with more people doing it only once in the past 12 months.

Twenty-eight percent are participating on a regular basis (at least nine times in the last 12 months). This compares to 38% in 2017.

Figure 60. Frequency of participation in the different types of performing arts



△▽ = significantly higher / lower than 2017
 Base: All those who have participated in the performing arts 2017 (n=896); 2020 (n=1,074)

Older people aged 60 plus (41%) and New Zealand Europeans (35%) are more likely than average (28%) to participate in the performing arts on a regular basis.

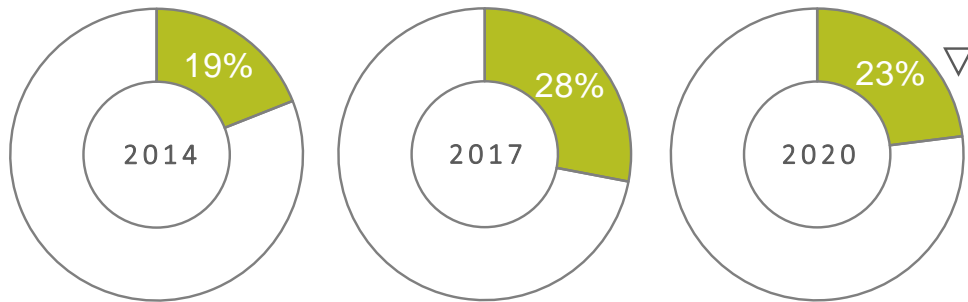
11.7 Participation in the visual arts

11.7.1 Participation in the visual arts

A quarter of New Zealanders (23%) have participated in the visual arts in the last 12 months. This represents a significant decline, after participation peaked in 2017.

Figure 61. Participation in the visual arts

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



△▽ = significantly higher / lower than 2017

Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups who are more likely than average (23%) to participate in the visual arts include:

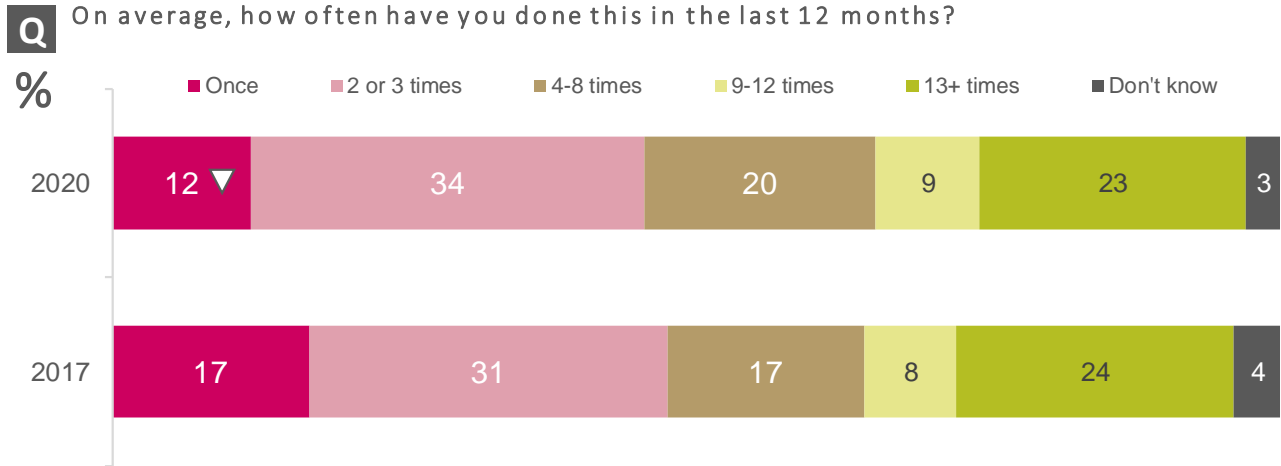
- Tasman residents (35%)
- Young people aged 15 to 29 (30%)
- Māori (29%)
- Women (28%)
- People with the lived experience of disability (27%).

Older New Zealanders aged 70 plus (16%) are less likely than average (23%) to participate in the visual arts.

11.7.2 Frequency of participation in the visual arts

While overall participation has declined, the proportion who are participating are doing so more frequently, with more people creating at least two visual artworks in the past 12 months. A third (32%) are participating on a regular basis (at least nine times in the last 12 months).

Figure 62. frequency of participation in the visual arts



△▽ = significantly higher / lower than 2017

Base: All who have attended participated in visual arts 2017 (n=1,604); 2020 (n=1,488)

Older people aged 60 to 69 (43%) are more likely than average (32%) to participate in the visual arts on a regular basis (at least nine times in the last 12 months).

11.8 Use of digital technology for arts activities

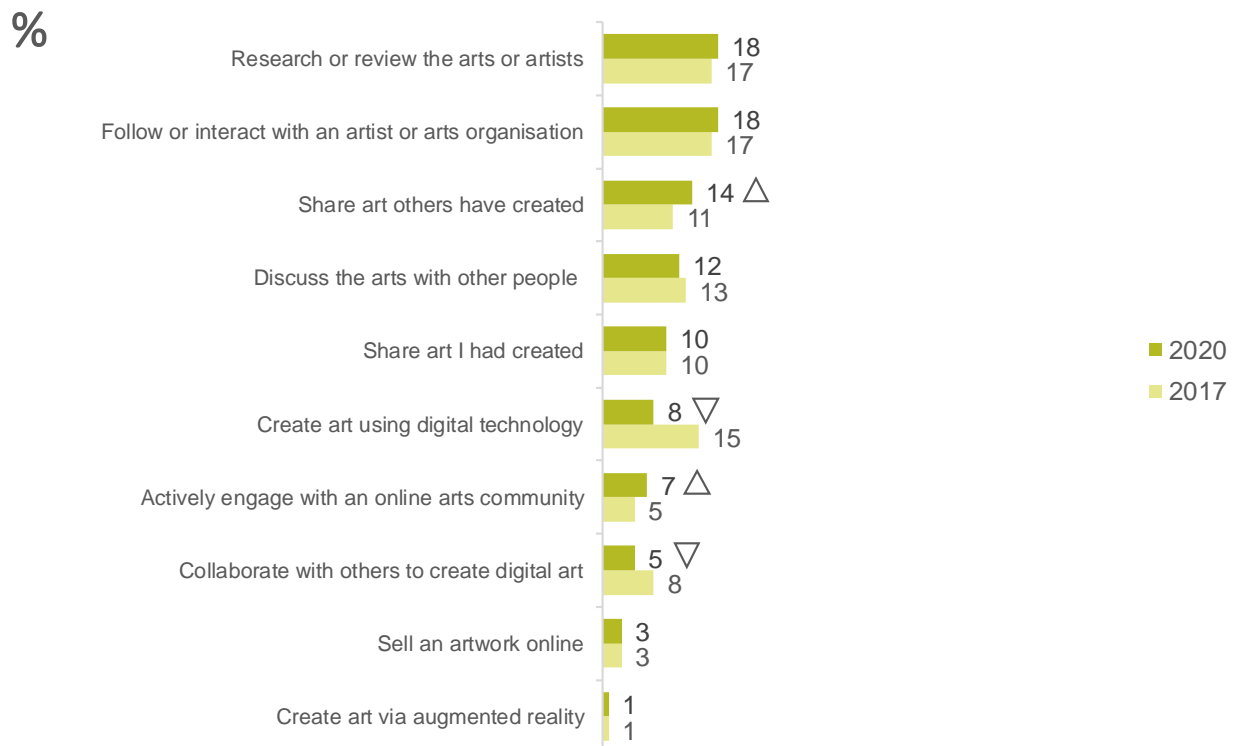
Digital technology is enabling greater engagement in the arts for two in five New Zealanders (41%). The most popular activities are researching or reviewing the arts or artists (18%) and following or interacting with an artist or arts organisation (18%).

It is less common to create art using digital technology in 2020, only 8% of New Zealanders are doing this, compared with 15% in 2017.

Figure 63. Use of digital technology for arts activities



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



△▽ = significantly higher / lower than 2017

Base: All respondents 2017 (n=6,101); 2020 (n=6,263)

Those demographic groups who are more likely than average (41%) to use digital technology for arts activities include:

- Pacific peoples (51%)
- People aged 15 to 39 (48%)
- People with the lived experience of disability (48%)
- Wellington region (47%) and Wellington City (51%) residents
- Māori (47%)
- Women (47%)
- Asian New Zealanders (45%).

Older people aged 60 plus (31%) are less likely than average (41%) to use digital technology for arts activities.

12 Appendices

Appendix A: Sample profile

Demographic variable	Proportion (unweighted)	Count (unweighted)	Maximum margin of error
Total	100%	6,263	+/-1.2%
Male	48%	3,003	+/-1.8%
Female	52%	3,234	+/-1.7%
Gender diverse	<1%	26	+/-19.2%
15-17	5%	300	+/-5.7%
18-29	13%	840	+/-3.4%
30-39	26%	1,636	+/-2.4%
40-49	15%	912	+/-3.2%
50-59	14%	904	+/-3.3%
60-69	13%	836	+/-3.4%
70+	13%	835	+/-3.4%
New Zealand European	65%	4,067	+/-1.5%
Māori	19%	1,172	+/-2.9%
Pacific peoples	7%	461	+/-4.6%
Asian New Zealanders	22%	1,366	+/-2.7%
Up to \$50k	24%	1,533	+/-2.5%
\$51-\$80k	20%	1,251	+/-2.8%
\$81k-\$120k	22%	1,386	+/-2.6%
More than \$120k	19%	1,217	+/-2.8%
Northland region	3%	214	+/-6.7%
Auckland region	30%	1,910	+/-2.2%
Waikato region	9%	543	+/-4.2%
Bay of Plenty region	7%	452	+/-4.6%
Gisborne region	1%	49	+/-14.0%
Hawke's Bay region	3%	202	+/-6.9%
Taranaki region	2%	115	+/-9.1%
Manawatū-Whanganui region	6%	383	+/-5.0%
Wellington region	15%	966	+/-3.2%
Tasman region	1%	69	+/-11.8%
Nelson region	1%	68	+/-11.8%
Marlborough region	1%	59	+/-12.8%
West Coast region	1%	39	+/-15.7%
Canterbury region	12%	754	+/-3.6%
Otago region	5%	319	+/-5.5%
Southland region	2%	121	+/-8.9%
People with the lived experience of disability	11%	710	+/-3.7%

Appendix B: Summary of key results for people with the lived experience of disability

The below table summarises how people with the lived experience of disability answered key survey questions, compared to the national average.

People with the lived experience of disability are more likely to have participated in all art forms than average. They are also more likely than average to have attended the Pacific and literary arts. However, they are less likely to have gone to the performing arts.

Compared to the total population, people with the lived experience of disability are more likely than average to agree:

- The arts are only for certain types of people (36% vs. 30%)
- They don't find the arts all that interesting (26% vs. 23%)
- The arts are a waste of time (17% vs. 10%)
- Taking part in the arts support their identity (43% vs. 37%).

They are also more likely than average to agree they have engaged in new arts and culture activities because of COVID-19 and watched more arts and culture activities online since the March lockdown.

		Total NZ 15+ popn.	People with the lived experience of disability
Unweighted Base		6,263	710
Engagement		75%	76%
Attendance		68%	67%
Participation		52%	61%
Art form attendance	Craft and object art	39%	38%
	Literary arts	10%	14%
	Ngā Toi Māori	26%	29%
	Pacific arts	18%	24%
	Performing art	45%	41%
	Visual art	47%	45%
Art form participation	Craft and object art	24%	28%
	Literary arts	13%	20%
	Ngā Toi Māori	19%	28%
	Pacific arts	13%	27%
	Performing art	16%	23%
	Visual art	23%	27%
What difference would the following make in encouraging you to go to the arts more often? (% a big difference)	If I could go with someone / had someone to go with	48%	47%
	If the price of tickets were cheaper	57%	53%
	If I knew there would be more people like me going	34%	35%
	If there were more arts events that appealed to me	58%	48%
	If arts events were of high quality	41%	36%
	If I were confident of feeling welcome	37%	37%

		Total NZ 15+ popn.	People with the lived experience of disability
Unweighted Base		6,263	710
How much do you agree or disagree... (strongly / slightly agree)	The arts are for people like me	45%	48%
	The arts help define who we are as New Zealanders	64%	61%
	The arts are only for certain types of people	30%	36%
	The arts are part of my everyday life	37%	41%
	I don't find the arts all that interesting	23%	26%
	Some arts events interest me but I still don't go much	68%	67%
	The arts contribute positively to our economy	64%	62%
	The arts in New Zealand are world class	58%	60%
	The arts should receive public funding	60%	61%
	The arts help improve New Zealand society	62%	59%
	I learn about different cultures through the arts	66%	62%
	Overall, New Zealand arts are of high quality	64%	65%
	I feel proud when New Zealand artists succeed overseas	80%	78%
	The arts should reflect New Zealand's cultural diversity	72%	68%
	The arts should be part of the education of every New Zealander	67%	65%
	The arts are a waste of time	10%	17%
	The arts are an important way of connecting with my culture	54%	55%
The arts help to develop and foster creativity	80%	72%	
Taking part in the arts supports my identity	37%	43%	
How much do you agree or disagree...	My community would be poorer without the arts	54%	50%
	My local council should give money to support the arts	54%	54%
	The availability of good arts activities and events is an important reason why I like living where I do	34%	36%
	My community has a broad range of arts and artistic activities that I can experience or participate in	47%	45%
	It's important where I live is recognised as a place that supports excellence in the arts	67%	65%
	Arts and culture have a vital role to play in the future of where I live	66%	62%
	Major arts facilities are important to create a vibrant place to live	66%	60%
	The arts make an important contribution to community resilience and well-being	61%	59%
	Children and young people have many opportunities to access affordable arts experiences in my area	44%	43%
	I can afford to participate in creative activities in my community	47%	41%
How much do you agree or disagree with the following?	I am easily able to access the arts in my community	53%	45%
	The arts in my area reflect the diversity of its communities	52%	53%
	Arts and culture have supported my wellbeing during the COVID-19 crisis	31%	33%
	I have attended or participated in new arts and culture activities because of COVID-19	13%	17%
	I have watched more arts and culture activities online since the March lockdown	28%	32%
I'd like to have the choice of attending the arts in person or watching online	52%	51%	
Arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis	48%	47%	

Appendix C: Profile of those who have attended each art form

Performing arts

Summarised below is the profile of attendees at performing arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6,237	2,854	3,146
Male	49%	44%	53%
Female	51%	56%	47%
15-17	4%	5%	3%
18-29	14%	13%	14%
30-39	26%	26%	24%
40-49	14%	16%	13%
50-59	14%	14%	15%
60-69	13%	12%	15%
70+	14%	14%	15%
NZ European	75%	73%	78%
Māori	15%	17%	13%
Pacific peoples	7%	9%	6%
Asian New Zealanders	16%	15%	15%
Up to \$50k	29%	24%	32%
\$51-\$80k	23%	23%	23%
\$81k-\$120k	26%	27%	25%
More than \$120k	22%	26%	20%
Metropolitan (AKL, WGTN, CHCH)	35%	38%	32%
Provincial	23%	24%	23%
Town/rural	42%	39%	45%
Auckland region	33%	33%	33%
Wellington region	11%	12%	10%
Canterbury region	13%	13%	13%

Compared to the total population, the audience for performing arts events over-represents:

- Women
- People aged 15 to 17 and 40 to 49
- Māori and Pacific peoples
- Higher income households, earning more than \$80,000 per year
- People living in metropolitan cities, in particular the Wellington region.

Under-represented groups include:

- Men
- People aged 60 to 69
- New Zealand Europeans
- Lower income households, earning up to \$50,000 per annum
- People living in towns / rural areas.

Visual arts

Summarised below is the profile of attendees at visual arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6,237	3,016	2,738
Male	49%	44%	54%
Female	51%	56%	46%
15-17	4%	5%	3%
18-29	14%	12%	14%
30-39	26%	25%	25%
40-49	14%	15%	14%
50-59	14%	15%	15%
60-69	13%	14%	13%
70+	14%	14%	15%
NZ European	75%	76%	76%
Māori	15%	16%	13%
Pacific peoples	7%	7%	7%
Asian New Zealanders	16%	15%	15%
Up to \$50k	29%	25%	31%
\$51-\$80k	23%	24%	22%
\$81k-\$120k	26%	28%	24%
More than \$120k	22%	23%	23%
Metropolitan (AKL, WGTN, CHCH)	35%	37%	32%
Provincial	23%	23%	23%
Town/rural	42%	40%	45%
Auckland region	33%	31%	34%
Wellington region	11%	13%	9%
Canterbury region	13%	14%	12%

Compared to the total population, the audience for visual arts events over-represents:

- Women
- Māori
- Wellington region residents.

Under-represented groups include:

- Men
- People aged 18 to 29
- Low income households, earning up to \$50,000 per year
- People living in towns / rural areas.
- Auckland residents.

Craft and object art

Summarised below is the profile of attendees at craft and object art events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6,237	2,472	3,265
Male	49%	42%	53%
Female	51%	58%	47%
15-17	4%	5%	4%
18-29	14%	11%	15%
30-39	26%	25%	25%
40-49	14%	14%	15%
50-59	14%	15%	15%
60-69	13%	15%	13%
70+	14%	15%	14%
NZ European	75%	75%	77%
Māori	15%	17%	13%
Pacific peoples	7%	7%	7%
Asian New Zealanders	16%	15%	15%
Up to \$50k	29%	28%	29%
\$51-\$80k	23%	25%	22%
\$81k-\$120k	26%	26%	26%
More than \$120k	22%	21%	24%
Metropolitan (AKL, WGTN, CHCH)	35%	35%	34%
Provincial	23%	23%	23%
Town/rural	42%	42%	43%
Auckland region	33%	31%	34%
Wellington region	11%	12%	10%
Canterbury region	13%	13%	13%

Compared to the total population, the audience for craft and object arts events over-represents:

- Women
- People aged 60 plus
- Māori
- Wellington region residents

Under-represented groups include:

- Men
- People aged 18 to 29
- Auckland residents

Ngā Toi Māori (Māori arts)

Summarised below is the profile of attendees at Ngā Toi Māori events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6,237	1,723	4,184
Male	49%	43%	51%
Female	51%	57%	49%
15-17	4%	7%	3%
18-29	14%	11%	14%
30-39	26%	28%	24%
40-49	14%	16%	14%
50-59	14%	14%	15%
60-69	13%	14%	13%
70+	14%	10%	16%
NZ European	75%	70%	78%
Māori	15%	25%	10%
Pacific peoples	7%	8%	7%
Asian New Zealanders	16%	16%	15%
Up to \$50k	29%	25%	30%
\$51-\$80k	23%	24%	22%
\$81k-\$120k	26%	28%	25%
More than \$120k	22%	23%	23%
Metropolitan (AKL, WGTN, CHCH)	35%	33%	35%
Provincial	23%	26%	22%
Town/rural	42%	41%	43%
Auckland region	33%	29%	34%
Wellington region	11%	12%	10%
Canterbury region	13%	12%	14%

Compared to the total population, the audience for Ngā Toi Māori events over-represents:

- Women
- People aged 15 to 17 and 40 to 49
- Māori
- People living in the provinces

Under-represented groups include:

- Men
- People aged 18 to 29 and 70 plus
- New Zealand Europeans
- Low income households, earning less than \$50,000 a year
- Auckland residents

Pacific Arts

Summarised below is the profile of attendees at Pacific arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6,237	1,174	4,720
Male	49%	44%	50%
Female	51%	56%	50%
15-17	4%	7%	3%
18-29	14%	13%	14%
30-39	26%	27%	25%
40-49	14%	15%	14%
50-59	14%	13%	15%
60-69	13%	13%	14%
70+	14%	12%	15%
NZ European	75%	63%	78%
Māori	15%	19%	13%
Pacific peoples	7%	18%	4%
Asian New Zealanders	16%	16%	15%
Up to \$50k	29%	28%	28%
\$51-\$80k	23%	23%	23%
\$81k-\$120k	26%	28%	26%
More than \$120k	22%	21%	23%
Metropolitan (AKL, WGTN, CHCH)	35%	40%	34%
Provincial	23%	23%	23%
Town/rural	42%	38%	43%
Auckland region	33%	38%	32%
Wellington region	11%	14%	10%
Canterbury region	13%	10%	14%

Compared to the total population, the audience for Pacific arts events over-represents:

- Women
- People aged 15 to 17
- Māori and Pacific peoples
- Auckland and Wellington residents

Under-represented groups include:

- Men
- People aged 70 plus
- New Zealand Europeans
- People living in towns / rural areas
- Canterbury residents

Literary arts

Summarised below is the profile of attendees at literature events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6,237	646	5,351
Male	49%	49%	48%
Female	51%	51%	52%
15-17	4%	11%	3%
18-29	14%	13%	13%
30-39	26%	31%	25%
40-49	14%	12%	15%
50-59	14%	11%	15%
60-69	13%	11%	14%
70+	14%	11%	15%
NZ European	75%	59%	78%
Māori	15%	15%	14%
Pacific peoples	7%	11%	7%
Asian New Zealanders	16%	26%	14%
Up to \$50k	29%	29%	28%
\$51-\$80k	23%	23%	23%
\$81k-\$120k	26%	28%	26%
More than \$120k	22%	21%	23%
Metropolitan (AKL, WGTN, CHCH)	35%	39%	34%
Provincial	23%	24%	23%
Town/rural	42%	38%	43%
Auckland region	33%	35%	33%
Wellington region	11%	13%	11%
Canterbury region	13%	12%	13%

Compared to the total population, the audience for literature events over-represents:

- People aged 15 to 17 and 30 to 39
- Pacific peoples and Asian New Zealanders
- People living in metropolitan cities

Under-represented groups include:

- People aged 50 to 59 and 70 plus
- New Zealand Europeans
- People living in towns or rural areas

Appendix D: Profile of attendees to the arts by frequency of attendance

Summarised below are the profiles of attendees at any art form, broken out by the frequency with which they have attended in the last 12 months. The profiles are compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Definitions:

- None - did not attend anything
- Low – attended 1 to 3 events in the past 12 months
- Medium – attended more than 3 events and up to 10 events in the past 12 months
- High – attended more than ten events in the past 12 months

Demographic variable	Total NZ 15+ popn.	Attended nothing	Low Attendance	Medium Attendance	High Attendance
Unweighted Base	6,237	1,921	1,230	1,533	1,553
Male	49%	57%	50%	45%	41%
Female	51%	43%	50%	55%	59%
15-17	4%	3%	3%	5%	6%
18-29	14%	15%	16%	13%	11%
30-39	26%	25%	28%	26%	24%
40-49	14%	13%	14%	17%	14%
50-59	14%	15%	14%	14%	15%
60-69	13%	13%	11%	12%	15%
70+	14%	15%	13%	13%	15%
NZ European	75%	77%	71%	76%	75%
Māori	15%	11%	14%	15%	19%
Pacific peoples	7%	6%	8%	7%	9%
Asian New Zealanders	16%	16%	20%	15%	12%
Up to \$50k	29%	34%	26%	25%	28%
\$51-\$80k	23%	22%	23%	24%	24%
\$81k-\$120k	26%	24%	27%	28%	26%
More than \$120k	22%	20%	24%	23%	23%
Metropolitan (AKL, WGTN, CHCH)	35%	31%	35%	37%	37%
Provincial	23%	23%	23%	23%	24%
Town/rural	42%	46%	42%	40%	40%
Auckland region	33%	34%	36%	31%	31%
Wellington region	11%	9%	10%	13%	12%
Canterbury region	13%	13%	13%	14%	13%

Appendix E: Profile of participants in the arts by frequency of participation

Summarised below are the profiles of participants in any art form, broken out by the frequency with which they have participated in the last 12 months. The profiles are compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Definitions:

- Did not participate at all in the last 12 months
- Participated between 1 and 12 times
- Participated more than 12 times

Demographic variable	Total NZ 15+ popn.	Did not participate	Participated 1-12 times	Participated 13+ times
Unweighted Base	6,237	2,922	2,113	1,202
Male	49%	58%	43%	35%
Female	51%	42%	57%	65%
15-17	4%	2%	6%	7%
18-29	14%	13%	15%	15%
30-39	26%	25%	28%	26%
40-49	14%	15%	14%	14%
50-59	14%	15%	14%	12%
60-69	13%	13%	12%	14%
70+	14%	17%	11%	12%
NZ European	75%	77%	70%	78%
Māori	15%	11%	17%	20%
Pacific peoples	7%	5%	9%	10%
Asian New Zealanders	16%	16%	18%	9%
Up to \$50k	29%	30%	27%	30%
\$51-\$80k	23%	22%	24%	23%
\$81k-\$120k	26%	25%	27%	26%
More than \$120k	22%	23%	22%	22%
Metropolitan (AKL, WGTN, CHCH)	35%	34%	35%	35%
Provincial	23%	22%	24%	25%
Town/rural	42%	44%	42%	39%
Auckland region	33%	35%	33%	29%
Wellington region	11%	10%	12%	10%
Canterbury region	13%	13%	12%	15%

Appendix F: Questionnaire

STATIC GRID

C1 Firstly, do you have any children in the following age groups in your household?

	Yes	No
10 to 14	1	2
15 to 17	1	2

ASK IF C1 15 TO 17 = YES

C1a We would like to invite your child aged **15 to 17** whose birthday is next to complete the survey. The survey doesn't include any sensitive questions and all answers will remain confidential.

To thank your child for completing the survey they will be entered into a prize draw for a top prize of \$500, or one of ten \$50 cash prizes. You will still receive 10 Flybuys.

Would your 15 to 17-year-old be able to do the survey?

Yes	1
No, I would like to complete the survey myself	2

IF C1A = 1

TXT Please pass the device to your 15 to 17-year-old before continuing.

Q1a Are you...

Male	1
Female	2
Gender diverse	3

Q1b Which age group do you fall into?

15 to 17	1
18 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 54	8
55 to 59	9
60 to 64	10
65 to 69	11
70 to 74	12
75 to 79	13
80+	14

Q1c Which ethnic group(s) do you belong to? *You can choose more than one.*

New Zealand European (or Pākehā)	1
Māori	2
Samoaan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Fijian	7
Tokelauan	8
Chinese	9
Indian	10
Filipino	11
Korean	12
Japanese	13
Sri Lankan	14
Cambodian	15
Vietnamese	16
Another ethnic group (please tell us)	17

Q1d Which of the following best describes your total annual household income from all sources, including returns from investments, before tax?

\$20,000 or less	1
\$20,001 to \$30,000	2
\$30,001 to \$40,000	3
\$40,001 to \$50,000	4
\$50,001 to \$60,000	5
\$60,001 to \$80,000	6
\$80,001 to \$100,000	7
\$100,001 to \$120,000	8
\$120,001 to \$150,000	9
More than \$150,000	10
Prefer not to say	11
Don't know	12

Q1e Including yourself, how many people living in your household are aged 15 years or over?
ENTER NUMBER:

Q1fi Do you live...

In the North Island	1
In the South Island	2

Q1f Where [in the North Island / in the South Island] do you live?

DP: IF Q1fi =1 SHOW CODES 1 TO 20, IF Q1fi = 2 SHOW CODES 21 TO 30

Whangārei	1
Northland (outside of Whangārei)	2
Auckland city	3
Auckland region (outside of Auckland city)	4
Hamilton	5
Waikato (outside of Hamilton)	6
Rotorua	7
Tauranga	8
Bay of Plenty (outside of Rotorua or Tauranga)	9
Gisborne city	10
Gisborne region (outside of Gisborne city)	11
Napier/Hastings	12
Hawke's Bay (outside of Napier / Hastings)	13
New Plymouth	14
Taranaki (outside of New Plymouth)	15
Palmerston North	16
Whanganui	17
Manawatū-Whanganui (outside of Palmerston North or Whanganui)	18
Wellington City	19
Wellington region (outside of Wellington City)	20
Tasman region	21
Nelson city	22
Nelson region (outside of Nelson city)	23
Marlborough region	24
West Coast region	25
Christchurch	26
Canterbury (outside of Christchurch)	27
Dunedin	28
Otago (outside of Dunedin)	29
Invercargill	30
Southland (outside of Invercargill)	31

ASK AUCKLANDERS (CODE 3 OR 4 @ Q1F)

Q1g. In which suburb do you live?

Please select the option that best applies.

SHOW SUBURB LIST AS DROP DOWN BOX IN ALPHABETICAL ORDER. INCLUDE 'I DON'T LIVE IN THE AUCKLAND REGION' AS SINGLE RESPONSE CODE OUTSIDE DROP DOWN BOX

<INSERT SUBURB LIST>	1	
None - I don't live in the Auckland Region	2	THANK AND CLOSE

INTRO TEXT

In this survey we'd like to find out about your attitudes to the arts in New Zealand, as it's important we get views from New Zealanders like yourself. The definition of 'the arts' in this survey is broad and includes craft and object art, dance, literature, music, Ngā Toi Māori (Māori arts), Pacific arts, theatre and visual arts.

Please click the next arrow to continue.

Attitudes toward the arts

ASK ALL

Q2txt The first set of questions ask you about your views on the arts.

Q2 How much do you agree or disagree...

DYNAMIC GRID – RANDOMISE STATEMENTS. EXCEPT CODE 15 WHICH SHOULD ALWAYS BE LAST.

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
1	The arts are for people like me	1	2	3	4	5	6
2	The arts help define who we are as New Zealanders	1	2	3	4	5	6
3	The arts are only for certain types of people	1	2	3	4	5	6
4	The arts are part of my everyday life	1	2	3	4	5	6
5	I don't find the arts that interesting	1	2	3	4	5	6
6	Some arts events interest me but I still don't go much	1	2	3	4	5	6
7	The arts contribute positively to our economy	1	2	3	4	5	6
8	The arts in New Zealand are world class	1	2	3	4	5	6
9	The arts should receive public funding	1	2	3	4	5	6
10	Taking part in the arts supports my identity	1	2	3	4	5	6
11	The arts improve New Zealand society	1	2	3	4	5	6
12	I learn about different cultures through the arts	1	2	3	4	5	6
13	New Zealand arts are of high quality	1	2	3	4	5	6
14	I feel proud when New Zealand artists succeed overseas	1	2	3	4	5	6
15	The arts should reflect New Zealand's cultural diversity	1	2	3	4	5	6
16	The arts should be part of the education of every New Zealander	1	2	3	4	5	6
17	The arts are a waste of time	1	2	3	4	5	6
18	The arts are an important way of connecting with my culture	1	2	3	4	5	6
19	The arts help to develop and foster creativity	1	2	3	4	5	6

ASK IF AGREE (CODES 1-2) @ Q2_15

Q20f For what reasons do you feel the arts help improve society?

Please type in your answer below.

+Don't know

ASK ALL

Q2a The next set of questions ask you about the arts in [INSERT ANSWER FROM Q1F].

How much do you agree or disagree ...

DYNAMIC GRID – RANDOMISE STATEMENTS

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
1	My community would be poorer without the arts	1	2	3	4	5	6
2	My local council should give money to support the arts	1	2	3	4	5	6
3	The availability of good arts activities and events is an important reason why I like living where I do	1	2	3	4	5	6
4	My community has a broad range of arts and artistic activities that I can experience or participate in	1	2	3	4	5	6
5	It's important that [INSERT ANSWER FROM Q1F] is recognised as a place that supports excellence in the arts	1	2	3	4	5	6
6	Arts and culture have a vital role to play in the future of [INSERT ANSWER FROM Q1F]	1	2	3	4	5	6
7	Major arts facilities are important to create a vibrant place to live	1	2	3	4	5	6
8	The arts make an important contribution to community resilience and well-being	1	2	3	4	5	6
9	Children and young people have many opportunities to access affordable arts experiences in my area	1	2	3	4	5	6
11	I can afford to participate in creative activities in my community	1	2	3	4	5	6
12	I am easily able to access the arts in my community	1	2	3	4	5	6
10	The arts in my area reflect the diversity of its communities	1	2	3	4	5	6

Q2b. Has your view of the arts changed in the last 12 months?

Yes, I am more positive about the arts than 12 months ago	1
Yes, I am more negative about the arts than 12 months ago	2
No, my opinion has not changed	3
Don't know	4

ASK IF Q2B = 1 OR 2

Q2c. Why do you feel [IF CODE 1 @ Q2B: more **positive** / IF CODE 2 @ Q2B: more **negative**] about the arts?

Please type in your answer below.

+Don't know

Q2d. How important is the arts to your personal wellbeing?

Wellbeing could include your physical, mental or spiritual health.

0 - Not at all important to my wellbeing	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 – Critical to my wellbeing	11
Don't know / can't remember	12

**SKIP TO
Q2e**

Q2di. For what reasons do you say that?

Please type in your answer below.

+Don't know

Q2e. Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?

Much more important	1
Slightly more important	2
About the same	3
Slightly less important	4
Much less important	5
Don't know	6

Q2f. How has COVID-19 impacted your willingness to attend arts and cultural activities in person?

Much more willing	1
Slightly more willing	2
About the same	3
Slightly less willing	4
Much less willing	5
Don't know	6

DYNAMIC GRID

Q2g. We now have some statements about how COVID-19 may have changed how you feel about arts and culture. How much do you agree or disagree with the following?

ROWS - RANDOMISE

Arts and culture have supported my wellbeing during the COVID-19 crisis	1
I have attended or participated in new arts and culture activities because of COVID-19	2
I have watched more arts and culture activities online since the March lockdown	3
I'd like to have the choice of attending the arts in person or watching online	4
Arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis	5

COLUMNS SR

Strongly agree	1
Slightly agree	2
Neither agree nor disagree	3
Slightly disagree	4
Strongly disagree	5
Don't know	7

RANDOMISE THE ORDER ARTFORMS ARE SHOWN IN, KEEP DIGITAL ART AT END

Q3txt The next section of the survey includes questions on different art forms. The questions ask which art forms you watch, and which ones you take part in.

Participation and attendance: Visual arts

Q3a First of all we would like you to think about the visual arts. The visual arts include things such as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

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

Yes	1
No	2
Don't know/Can't remember	3

Q3b On average, how often have you done this in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q3bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

Q3c Were film festivals included among the visual arts you have visited in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q5a
GO TO Q5a

Q3d And have you visited visual arts other than film festivals in the last 12 months?
This might include art galleries or exhibitions or online galleries

Yes	1
No	2
Don't know	3

Q5a Have you created any visual artworks in the last 12 months?
This could include drawing, painting, rārangā, tīvaevae, photography, whakairo, sculpture, printmaking, typography, web-based/digital art, or film-making.
CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO NEXT SECTION

Q5b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Craft and object art

Q4a Thinking now about craft and object art. Craft and object art includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles

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

Yes	1
No	2
Don't know/Can't remember	3

GO TO Q6a
GO TO Q6a

Q4b On average, how often have you done this in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q4bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

Q6a Thinking again about craft and object art, have you created anything in the last 12 months? *This could include uku, furniture, glass, adornment such as tatau and jewellery, embroidery, tīvaevae, woodcraft, spinning and weaving, or textiles.*

Yes	1
No	2
Don't know	3

GO TO NEXT SECTION

Q6b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Performing arts

Q7 Now thinking about the performing arts, which includes theatre, dance and music. Below are some examples of activities that fall under each:

Theatre: comedy, drama, musical theatre, fale aitu, circus, theatre for children, and karetao.

Music: contemporary music gigs or performances of choirs, orchestras, and taonga puoro.

Dance: haka, Pasifika dance, hip hop and ballet

Have you seen any performing arts performances in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q9

GO TO Q9

Q8a Which of these have you been to in the last 12 months? (either in person or online)
Please select all that apply

Theatre	1
Concert or other musical performance	2
Dance performance	3
Another type of performing arts event (specify)	4

ASK Q8b IF CODE 1 AT Q8a

Q8b On average, how often have you attended the theatre in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q8bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

ASK Q8c IF CODE 2 AT Q8a

Q8c On average, how often have you attended concerts or other music performances in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q8ci Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

ASK Q8d IF CODE 3 AT Q8a

Q8d On average, how often have you attended dance events in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q8di Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

Q9 Still thinking about the performing arts, have you taken part in this in the last 12 months?
This could include theatre, dance, singing or other music-making activities.

Yes	1
No	2
Don't know	3

GO TO NEXT SECTION

Q10a Which of these did you do?
Please select all that apply

Theatre	1
Singing or other music-making	2
Dance	3
Another type of performing arts (please tell us)	4

Q10b On average, how often have you done (this/those) in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Literature

Q11a Now thinking about literature, have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q12a

GO TO Q12a

Q11b On average, how often have you done this in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q11bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

Q12a 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?

Yes	1
No	2
Don't know	3

GO TO NEXT SECTION

Q12b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Pacific arts

Q17a Now thinking about Pacific Arts, which includes works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).

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

Yes	1
No	2
Don't know	3

GO TO Q18a
GO TO Q18a

Q17b On average, how often have you done this in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q17bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

RANDOMISE

Q18a In the last 12 months have you taken part in any of the following Pacific arts?
Choose all the activities you have done.

Pacific visual arts and craft (e.g. painting, weaving, carving, tīvaevae, design)	1
Pacific dance (e.g. Tongan tau'olunga, Tokelauan hiva)	2
Pacific theatre (e.g. taken part in Pacific plays, poetry or spoken word)	3
Pacific music (e.g. singing Pacific songs or playing Pacific instruments)	4
Pacific literature (e.g. written Pacific stories, poetry, graphic novels, creative blogs or essays)	5
Pasifika arts and cultural events (taken part in Polyfests, Pasifika Festivals or Pasifika Speech Competitions)	6
Digital Pacific arts (e.g. created Pacific video content or podcasts)	7
I have not done any these things	8

Q18b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK ALL

Q18c How much do you agree or disagree with the following about the Pacific arts?

DYNAMIC GRID

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
Pacific arts help define who we are as New Zealanders	1	2	3	4	5	6
I learn about Pacific culture through Pacific arts	1	2	3	4	5	6
[ASK IF CODES 3, 4, 5, 6, 26, OR 27 SELECTED @Q1C] The Pacific arts is an important way of connecting with Pacific culture / identity	1	2	3	4	5	6
Pacific arts motivates me to speak a Pacific language (e.g. Samoan or Tongan)	1	2	3	4	5	6
Pacific arts improve how I feel about life in general	1	2	3	4	5	6

Participation and attendance: Ngā Toi Māori (Māori arts)

Q19a Now thinking about Ngā Toi Māori (Māori Arts), which includes 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).

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?

Yes	1
No	2
Don't know	3

GO TO Q20a

GO TO Q20a

Q19b On average, how often have you done this in the last 12 months? (either in person or online)

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q19bi Did you do this...

In person	1
Online	2
Both	3
Don't know/Can't remember	4

RANDOMISE

Q20a In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

Choose all the activities you have done.

Kai mā te Whatu - Māori visual arts and crafts (e.g. rāranga, whakairo, whatu kākahu, tāniko, tukutuku, design, photography, sculpture)	1
Kanikani - Māori dance (e.g. haka, poi, mau rākau)	2
Whakaari - Māori theatre (e.g. taken part in Māori plays, mōteatea, poetry, kapa haka or spoken word)	3
Puoro - Māori music (e.g. singing waiata or playing Māori instruments)	4
Tuhinga - Māori literature (e.g. written stories, poetry, graphic novels, creative blogs or essays)	5
Māori arts and cultural events (taken part in Hui Ahurei, Regional Kapa Haka Festivals, Polyfests, Manu Kōrero)	6
Digital Māori arts (e.g. created Māori video content or podcasts)	7
I have not done any these things	8

GO TO Q6c

Q20b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK ALL

Q20c How much do you agree or disagree with the following about Ngā Toi Māori (Māori Arts)?

DYNAMIC GRID

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
Ngā Toi Māori (Māori arts) help define who we are as New Zealanders	1	2	3	4	5	6
I learn about Māori culture through Ngā Toi Māori (Māori arts)	1	2	3	4	5	6
[ASK IF CODE 2 SELECTED @Q1C] Ngā Toi Māori (Māori arts) is an important way of connecting with my Māori culture / identity	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) motivates me to kōrero Māori (speak in Māori)	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) motivates me learn te reo	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) improve how I feel about life in general	1	2	3	4	5	6

Digital engagement

RANDOMISE

Q13ai In the last 12 months have you used the internet or technology (e.g. laptops, tablets or phones or digital platforms e.g. Instagram, YouTube or TikTok) to do any of the following?
Please select all that apply

Create art using digital technology	1
Collaborate with others to create digital art such as visual art, craft, video art, music, graphics, games, dance, theatre or creative writing	2
Create art via augmented reality	3
Sell an artwork online	4
Share art I had created	5
Share art others had created	6
Discuss the arts with other people	7
Actively engage with an online arts community	8
Follow or interact with an artist or arts organisation (e.g. via social media, newsletters etc)	9
Research or review the arts or artists	10
None of these	11

Q13b Thinking back to 2019, how often did you look at or listen to the arts online?

Daily	1
Several times a week	2
Once a week	3
Once every two weeks	4
Once every two to three weeks	5
Once a month	6
Less than once a month	7
Not at all	8
Don't know / can't remember	9

Q13c During 2020, how often have you looked at or listened to the arts online?

Daily	1
Several times a week	2
Once a week	3
Once every two weeks	4
Once every two to three weeks	5
Once a month	6
Less than once a month	7
Not at all	8
Don't know / can't remember	9

Encouraging arts attendance

ASK IF AGREE (CODES 1-2) @ Q2_7

Q20d You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

DYNAMIC GRID - RANDOMISE

If I could go with someone / had someone to go with	1
If the price of tickets were cheaper	2
If I knew there would be more people like me going	3
If there were more arts events that appealed to me	4
If arts events were of high quality	5
If I were confident of feeling welcome	6

SCALE – STATIC

1 - No difference at all	1
2	2
3	3
4	4
5 – A big difference	5

Demographics

DYNAMIC GRID

RANDOMISE STATEMENTS

H4. Finally, we have a few questions about you.

Do you have difficulty with any of the following?

STATEMENTS

Seeing, even if wearing glasses	1
Hearing, even if using a hearing aid	2
Walking or climbing steps	3
Remembering or concentrating	4

RESPONSES

No, no difficulty	1
Yes, some difficulty	2
Yes, a lot of difficulty	3
Cannot do at all	4
Prefer not to say	5