

# Survey findings for Manawatū-Whanganui residents

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



# INTRODUCTION

# Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys are repeated every three years.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

**This report presents findings on public attitudes, attendance and participation in the arts in Manawatū-Whanganui. The findings are compared to all New Zealanders (aged 15+).**



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

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

**'Attendance'** is defined as going to:

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

**'Participation'** is defined as :

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



## 383

### ONLINE INTERVIEWS

With adults aged 15+ living in Manawatū-Whanganui



### FIELDWORK DATES

2 October to 2 November 2020



### NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,263 interviews)

## METHOD

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

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions.

## SAMPLING

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

Weighting was also applied to ensure the final sample profile was representative of the Manawatū-Whanganui population.

## TREND DATA



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

## SIGNIFICANCE TESTING



There is a margin of error associated with any survey sample. Based on a sample size of 383 respondents the margin of error is up to +/- 5.0 percentage points.

We have used statistical tests to determine:

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

  = significantly higher / lower than 2017

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

  = significantly higher / lower than all New Zealanders



# SUMMARY

# Executive Summary: Manawatū-Whanganui

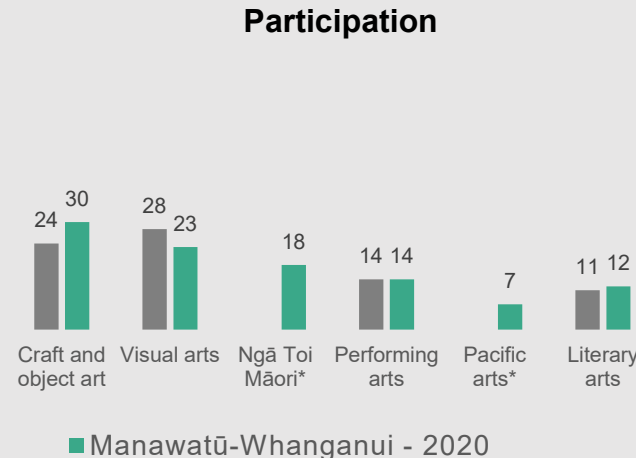
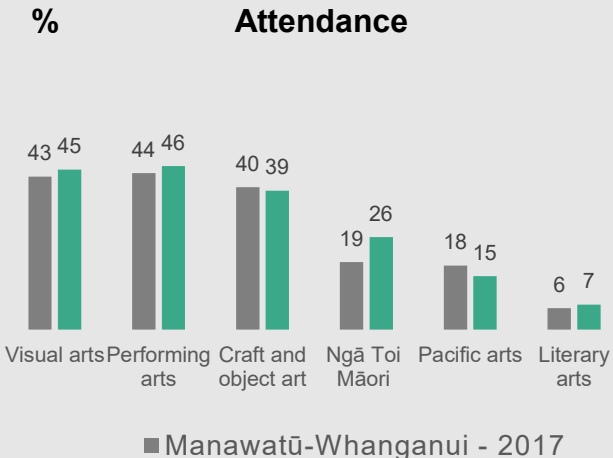
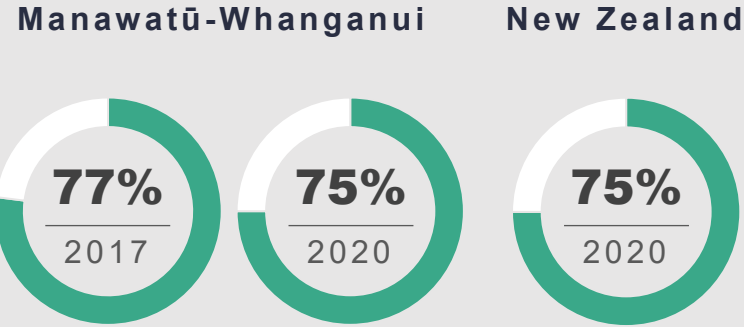
**Method:** Online survey of 6,263 New Zealanders aged 15+ including 383 Manawatū-Whanganui residents **Fieldwork:** 2 October to 2 November 2020 **Margin of error for Manawatū-Whanganui:** +/- 5.0%

## ENGAGEMENT WITH THE ARTS IN MANAWATŪ-WHANGANUI

Seventy five percent of Manawatū-Whanganui residents have attended or participated in the arts in the last 12 months.

This is in line with 2017 and with the national average (75%). Engagement with the arts has remained more resilient in the Manawatū-Whanganui than nationally. Across the nation engagement declined from 80% to 75%.

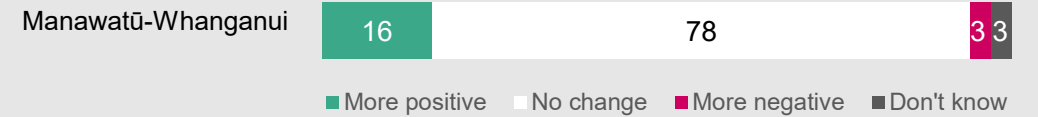
This resilience stretches across the difference art forms. The only metrics to have declined are Pacific arts attendance and visual arts participation, albeit neither decline is statistically significant. There are no significant increases in attendance or participation either, although the shift in Nga Toi Māori attendance comes closes.



## MANAWATŪ-WHANGANUI'S RELATIONSHIP WITH THE ARTS

**1** The overall impact of COVID-19 is an increase in positive feelings towards the arts

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

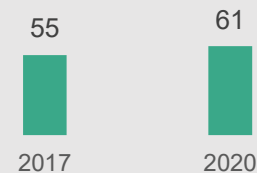


**2** For some the arts are critical at a personal level, while the majority recognise the wider societal benefits

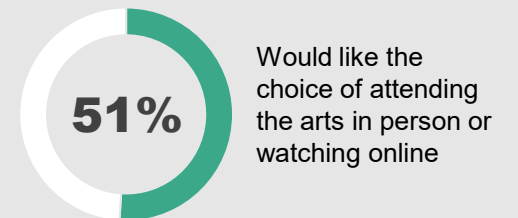
Arts and culture have supported my wellbeing since the COVID-19 crisis  32

The arts help improve New Zealand society  62

**3** This recognition has led to increased support for public funding of the arts



**4** As well as demand for greater accessibility





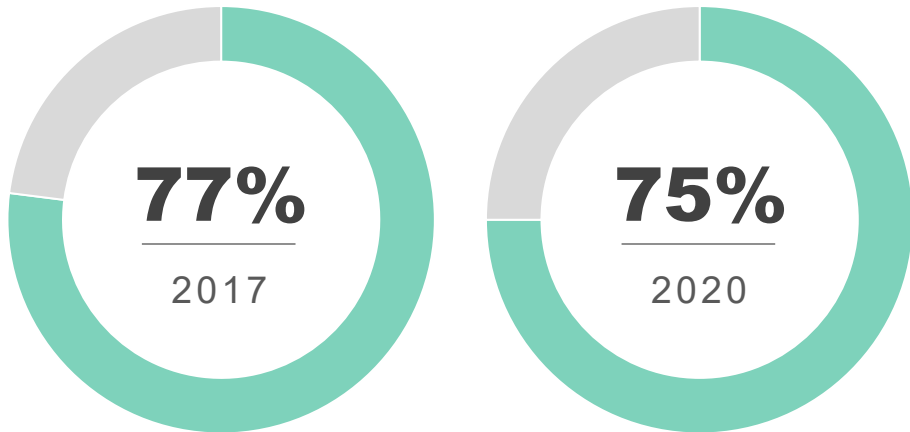
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

# Overall engagement

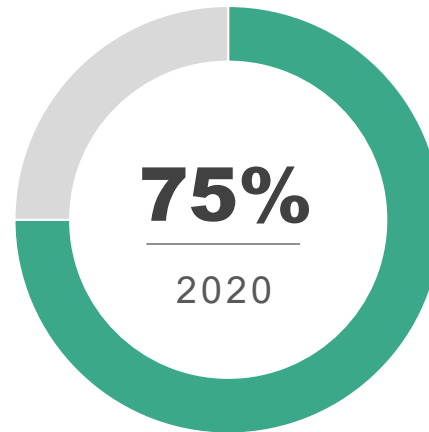
Q

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

## Manawatū-Whanganui



## New Zealand



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

## COMMENTARY

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

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

Seventy five percent of Manawatū-Whanganui residents have engaged with the arts in the last 12 months. This is in line with 2017 figures for the region (77%) and with the national average (75%).

The slight dip in engagement in Manawatū-Whanganui is not statistically significant and not of the same magnitude seen across New Zealand.

### Sub-group differences in Manawatū-Whanganui:

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

- Those aged 40-49 (90%)
- Women (84%).

Men are less likely than average to have engaged in the arts (65%, vs. 75%).

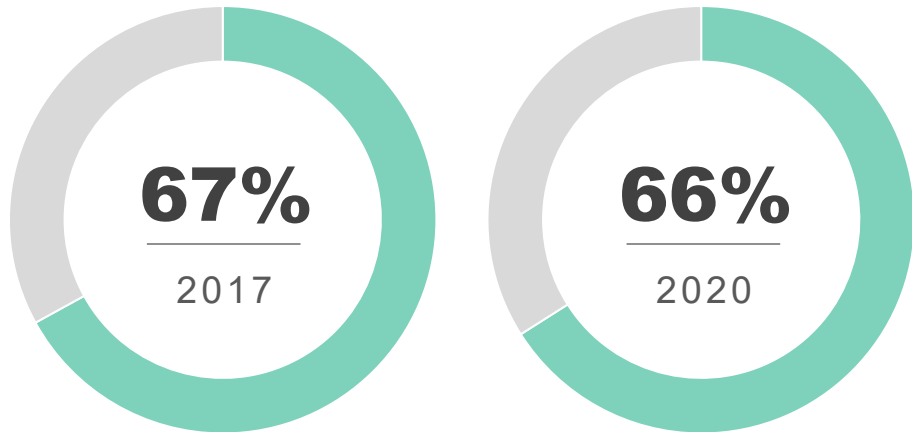


# Overall attendance

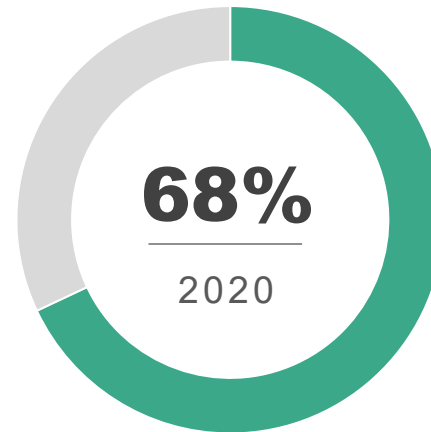
Q

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

## Manawatū-Whanganui



## New Zealand



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

## COMMENTARY

Sixty six percent of Manawatū-Whanganui residents have attended at least one arts event or location in the last 12 months. This is in line with attendance levels in 2017 (67%).

The level of attendance is consistent with the national average (68%).

### Sub-group differences in Manawatū-Whanganui:

The following groups are more likely than average (66%) to attend art events:

- Those aged 40-49 (81%)
- Women (73%).

The following groups are less likely than average (66%) to attend art events:

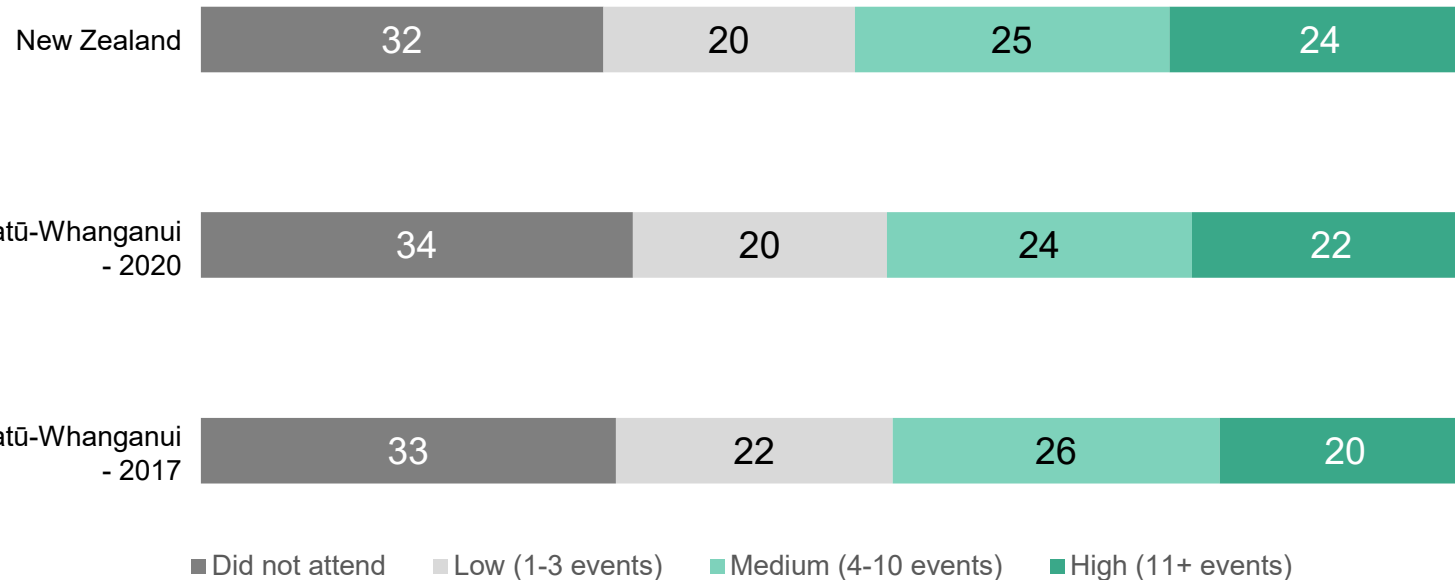
- Those with household incomes of up to \$50,000 (54%)
- Men (58%).

# Frequency of attendance

Q

Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



## COMMENTARY

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

Forty six percent attend more than three times a year, and 22% attend more than ten times a year. These figures are consistent with results from 2017 and with the national average.

**Sub-group differences in Manawatū-Whanganui:**

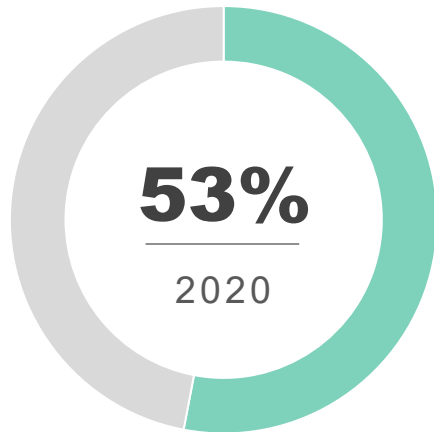
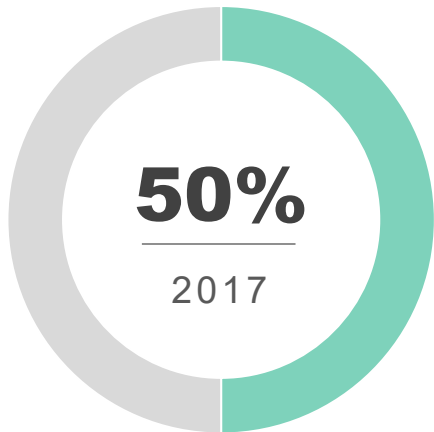
There are no sub-group differences of note.

# Overall participation

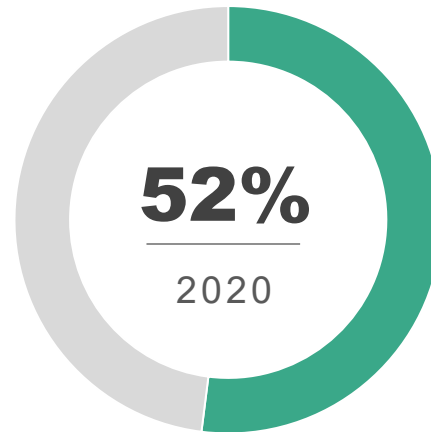
Q

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

## Manawatū-Whanganui



## New Zealand



## COMMENTARY

Participation has remained resilient, despite COVID-19. It is 53% in 2020, compared to 50% in 2017, albeit the difference is not statistically significant. Participation is also in line with the national average (52%).

### Sub-group differences in Manawatū-Whanganui:

Those aged 15-29 (65%) and women (65%) are more likely than average (53%) to have participated in the arts.

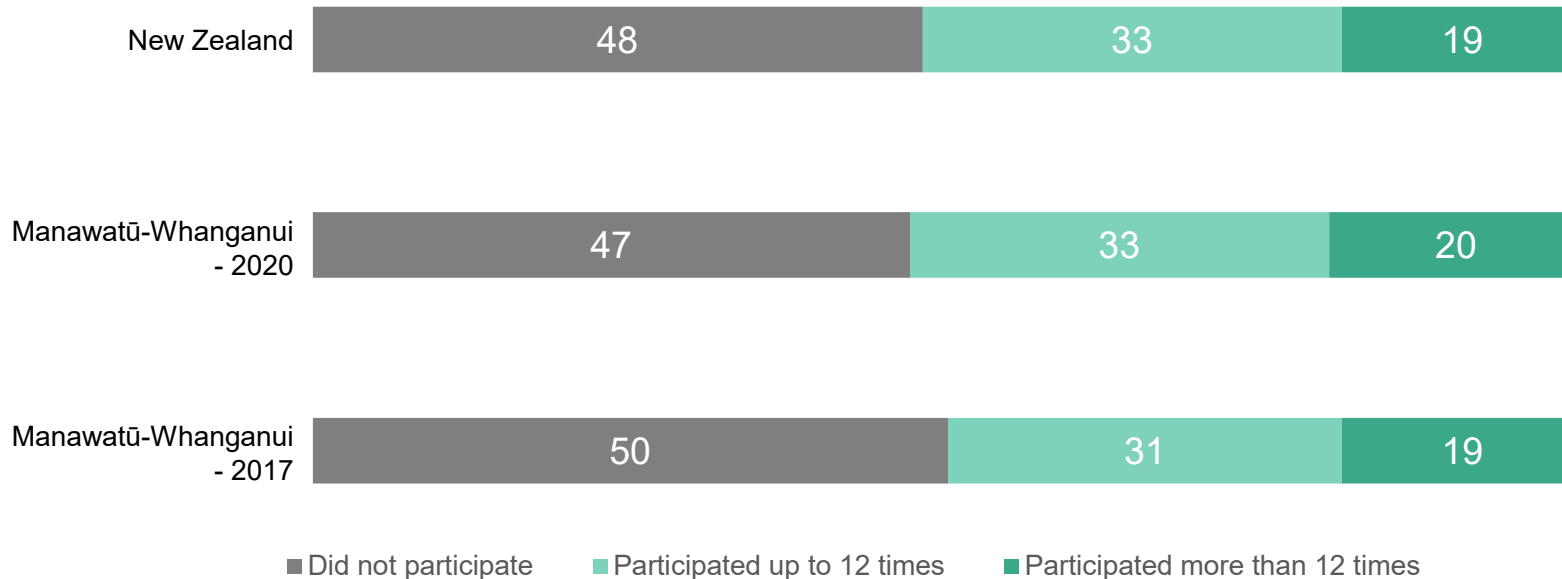
Men are less likely than average to have participated in the arts (40%, vs. 53%)

# Frequency of participation

Q

Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



## COMMENTARY

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

Twenty percent of Manawatū-Whanganui residents participate in the arts on a regular basis (more than 12 times a year). This is in line with 2017 (19%) and the national average (19%).

### Sub-group differences in Manawatū-Whanganui:

The following groups are more likely than average (20%) to be regular participants:

- Those aged 15 to 29 years old (30%)
- Women (26%).

The following groups are less likely than average (20%) to be regular participants:

- Asian New Zealanders (13%)
- Men (15%).



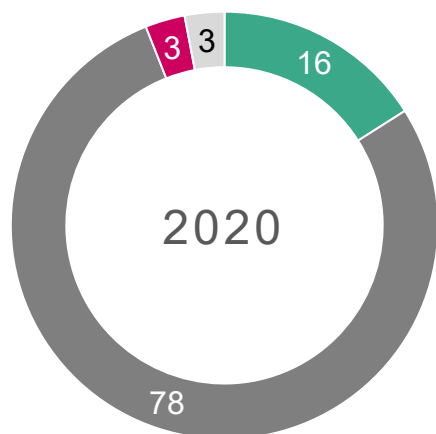
# ARTS ATTITUDES

# Change in overall perception of the arts

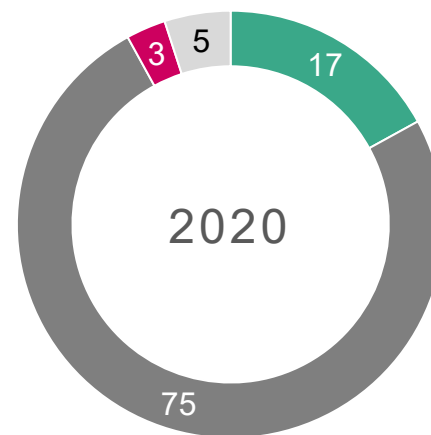
Q

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

## Manawatū-Whanganui



## New Zealand



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

## COMMENTARY

Most of the Manawatū –Wanganui region has not changed their view of the arts (78%) in the past 12 months. Sixteen percent, however, are more positive and only 3% are more negative. This is broadly in line with the national picture.

### Sub-group differences in Manawatū-Whanganui:

The following groups are more likely than average (16%) to say they feel more positive about the arts than they did 12 months ago:

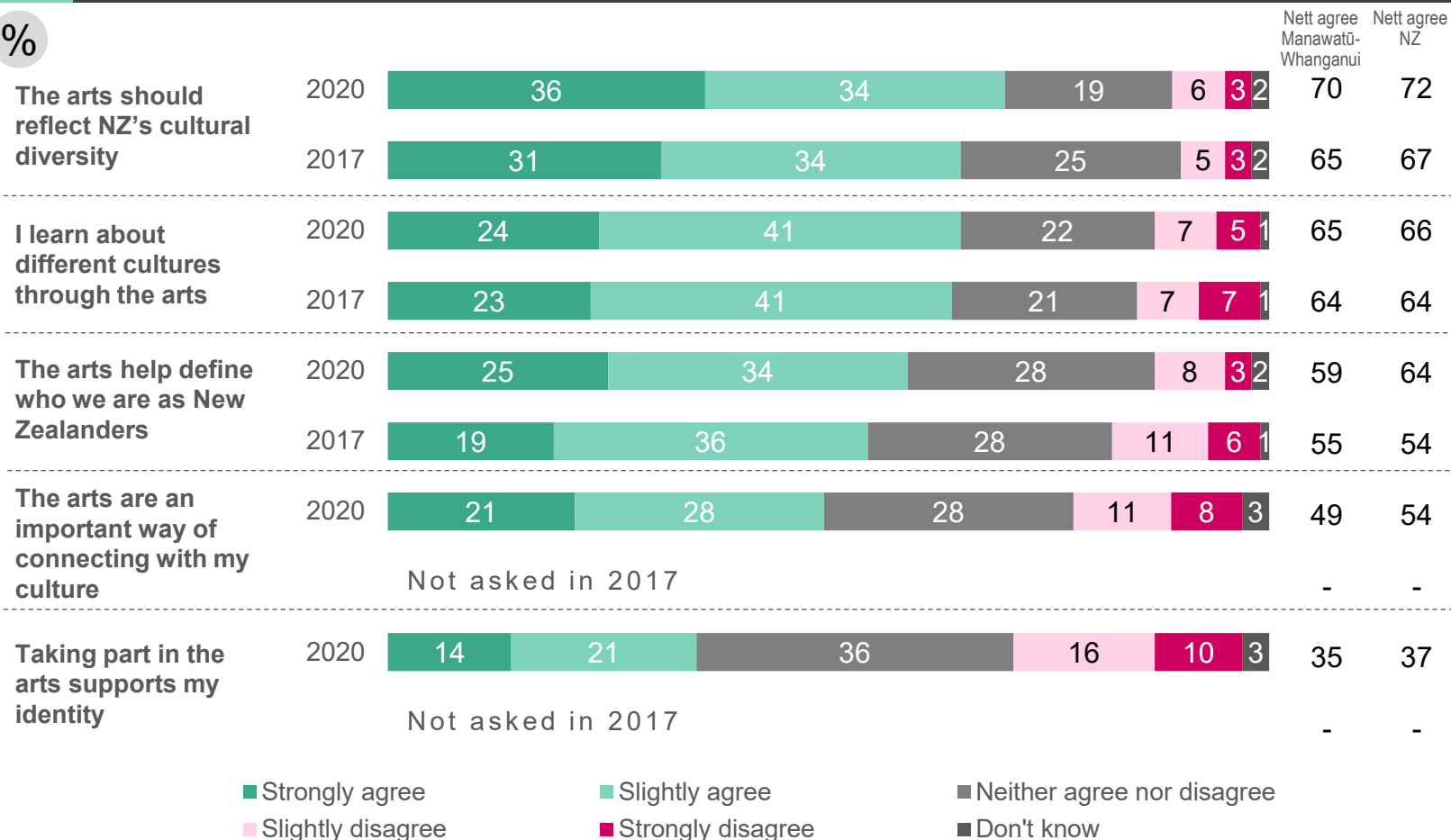
- People with the lived experience of disability (30%)
- Those aged 15-29 (27%)
- Māori (24%).

# Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



## COMMENTARY

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

Seventy percent agree the arts should reflect New Zealand's cultural diversity, 65% say they learn about other cultures and 59% say they help define who we are as New Zealanders.

The differences between 2020 and 2017 are not statistically significant and the region's attitudes are reflective of wider New Zealand.

For some residents the arts are also an important way of connecting with their culture (49% agree) and taking part in arts can help support their identity (35% agree)

### Sub-group differences in Manawatū-Whanganui:

Māori are more likely than average to feel the arts are an important way of connecting with their culture (76% vs. 49%).

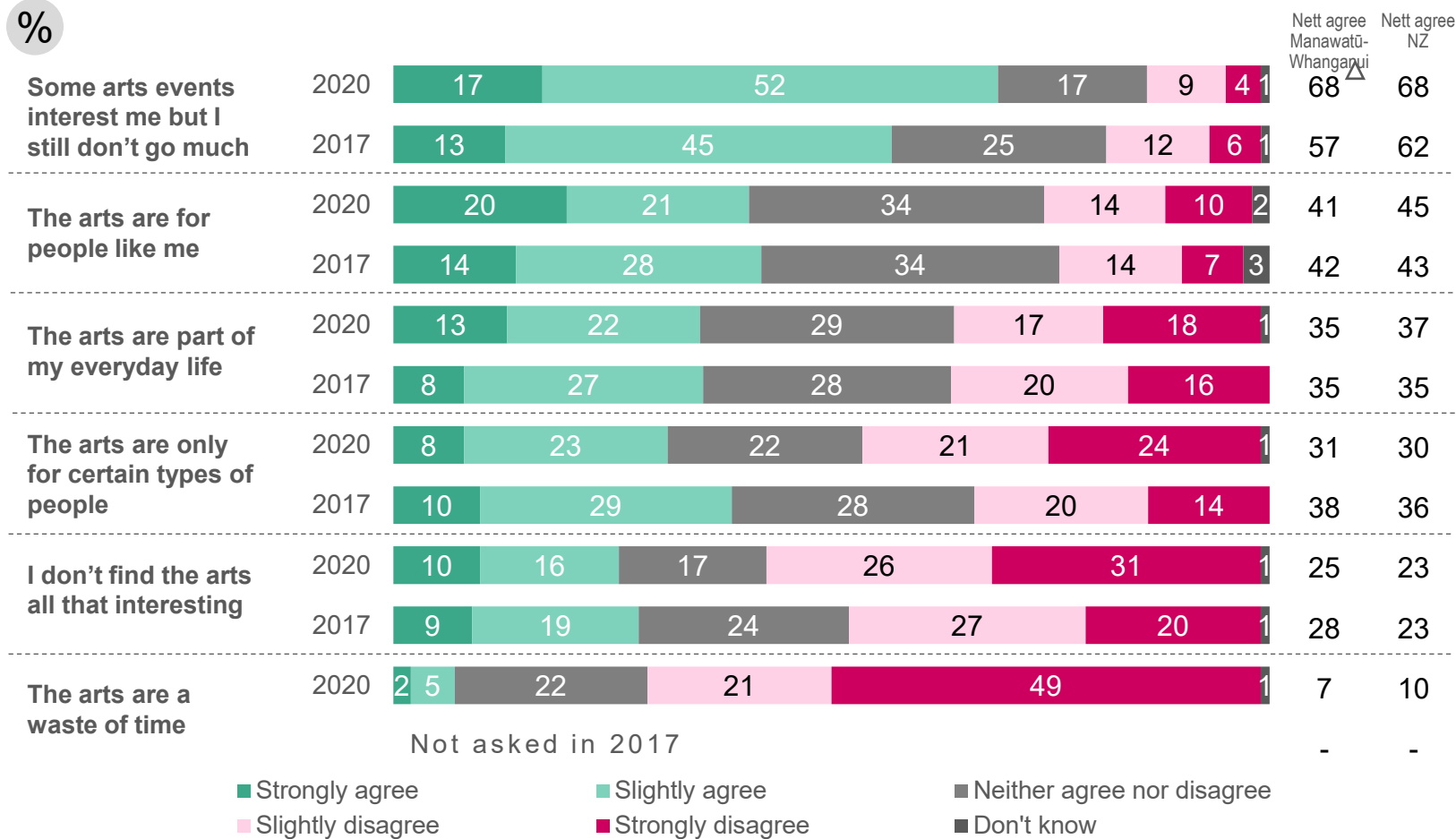
Additionally, those aged 15-29 years are more likely than average to agree that art participation supports their identity (46% vs. 35%).

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

Q

How much do you agree or disagree?

%



Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383) | New Zealand 2017 (n=6101); 2020 (n=6263)

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

## COMMENTARY

Some residents have a deep personal connection to the arts. Forty one percent of residents feel the arts are for people like me, while 35% say they are part of their everyday life. Both are broadly consistent with the national averages.

In addition only a minority say the arts aren't that interesting (25%) or a waste of time (7%), while most residents disagree with this proposition.

Thirty one percent think the arts are only for certain types of people, compared to 38% in 2017. This suggests the arts are becoming more inclusive, albeit the difference is not statistically significant.

Sixty eight percent indicate that they are interested in some arts events but still don't attend often. This is significantly higher than in 2017 (57%), potentially reflecting a lack of opportunity or motivation due to COVID-19.

### Sub-group differences in Manawatū-Whanganui:

Men tend to be less connected to the arts, and are more likely than average to agree that:

- Arts are only for certain types of people (41% vs. 31%)
- I don't find art all that interesting (36% vs. 25%)
- Arts are a waste of time (11% vs. 7%).

Those aged 15-29 are more likely than average to feel the arts are a part of their everyday life (50% vs. 35%).

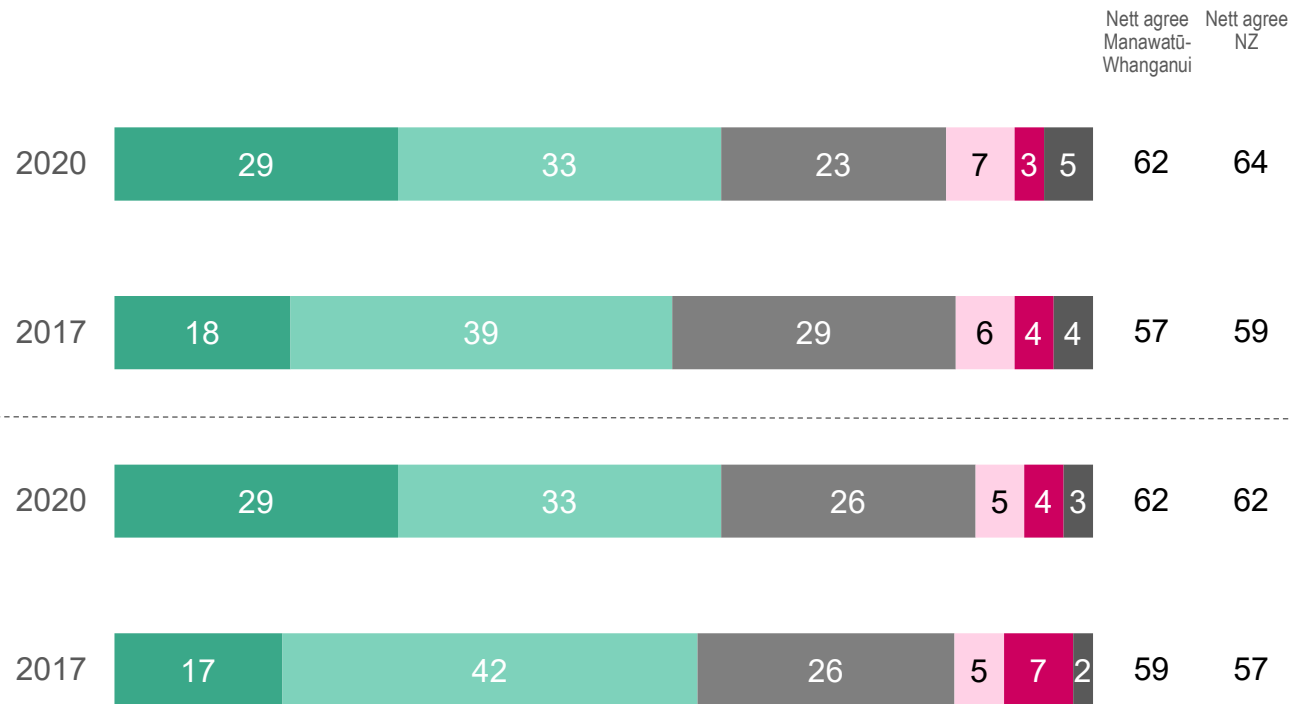


# Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



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

## COMMENTARY

The Manawatū-Whanganui region recognises the economic contribution of the arts to the same degree as wider New Zealand.

Sixty two percent agree the arts contribute positively to our economy and that they help improve society (62%). These figures are broadly consistent with 2017, although both sentiments are deeper than before, with an increase in the proportion who strongly agree.

### Sub-group differences in Manawatū-Whanganui:

People with the lived experience of disability are less likely to agree that arts contribute positively to the economy (45% vs. 62%).

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383) |  
 New Zealand 2017 (n=6101); 2020 (n=6263)

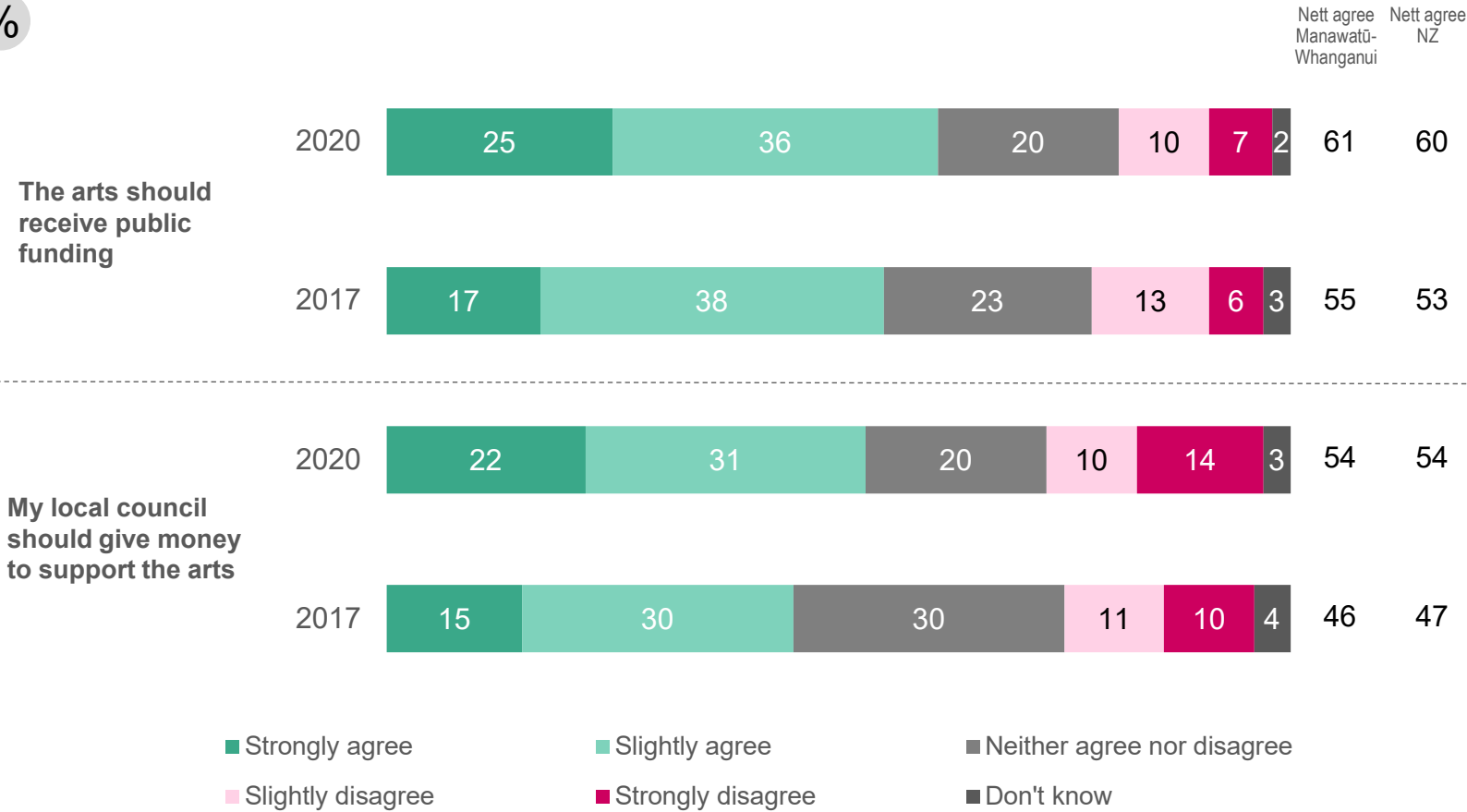
△ ▽ = significantly higher / lower than 2017  
▲ ▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

There is evidence of increased support for public funding of the arts.

Sixty one percent of residents support public funding of the arts. This compares to 55% in 2017, albeit the increase is not statistically significant.

At a local level, 54% support their council giving money to the arts, compared to 46% in 2017, although again the increase is not statistically significant.

While nett agreement for each statement has not increased significantly the proportion who strongly agree has.

Agreement levels are consistent with the national averages.

**Sub-group differences in Manawatū-Whanganui:**  
Those aged 30-39 and those over 70+ are less likely to agree that arts should receive public funding than average (47% and 43%, respectively, vs. 61%).

In regards to local funding, women (70%) are more likely to agree that council should provide funds to support the arts (54%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383) | New Zealand 2017 (n=6101); 2020 (n=6263)

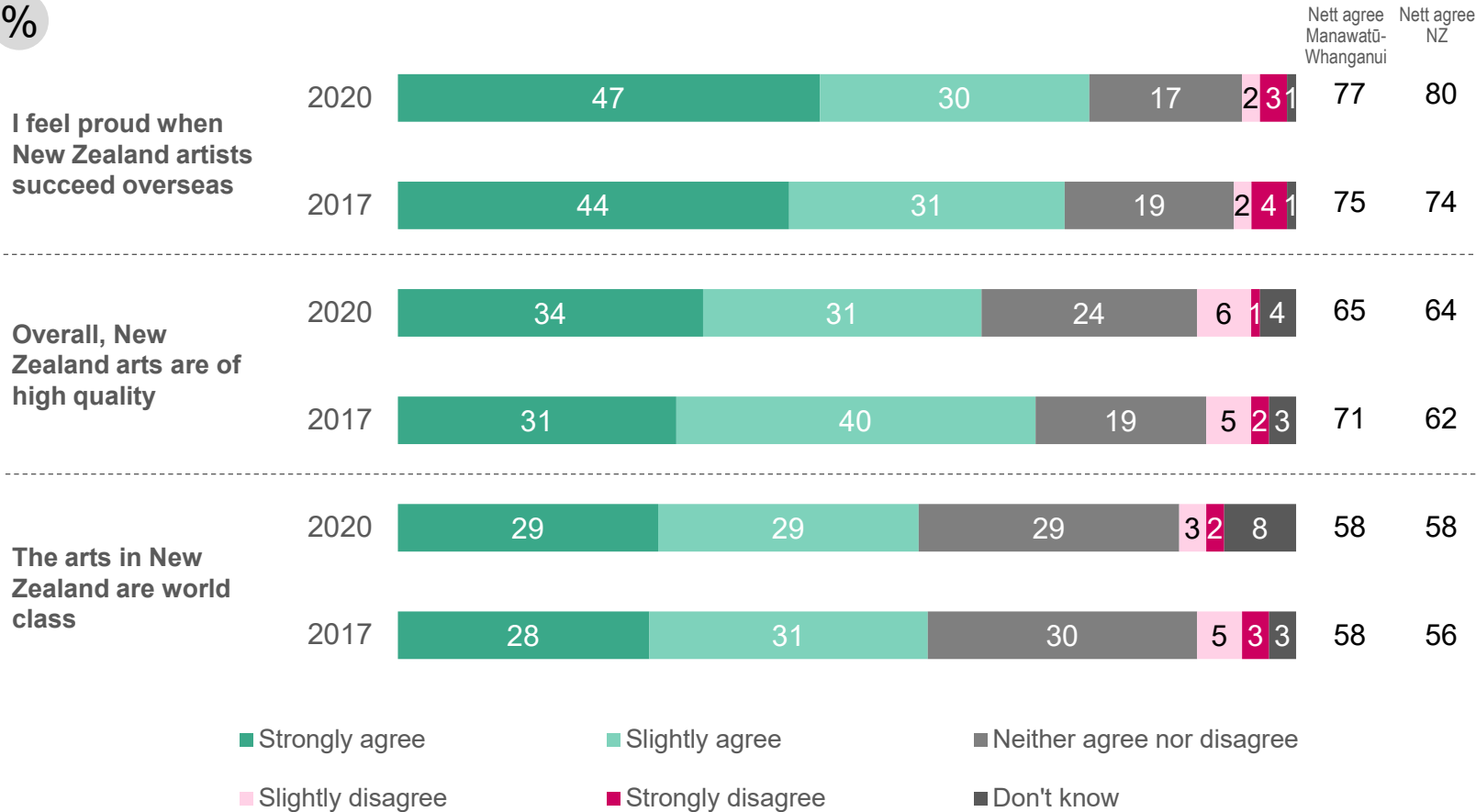
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Residents' attitudes on the success and quality of New Zealand arts are in line with findings for 2017 and with the national average. More than three in four feel proud when they see New Zealand artists succeed internationally, and two in three feel New Zealand arts are of high quality.

### Sub-group differences in Manawatū-Whanganui:

Māori (77%) and women (73%) are more likely than average (65%) to agree that New Zealand arts are of high quality.

Those aged 30-39 are less likely than average to agree the arts in New Zealand are world-class (44% vs. 58%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

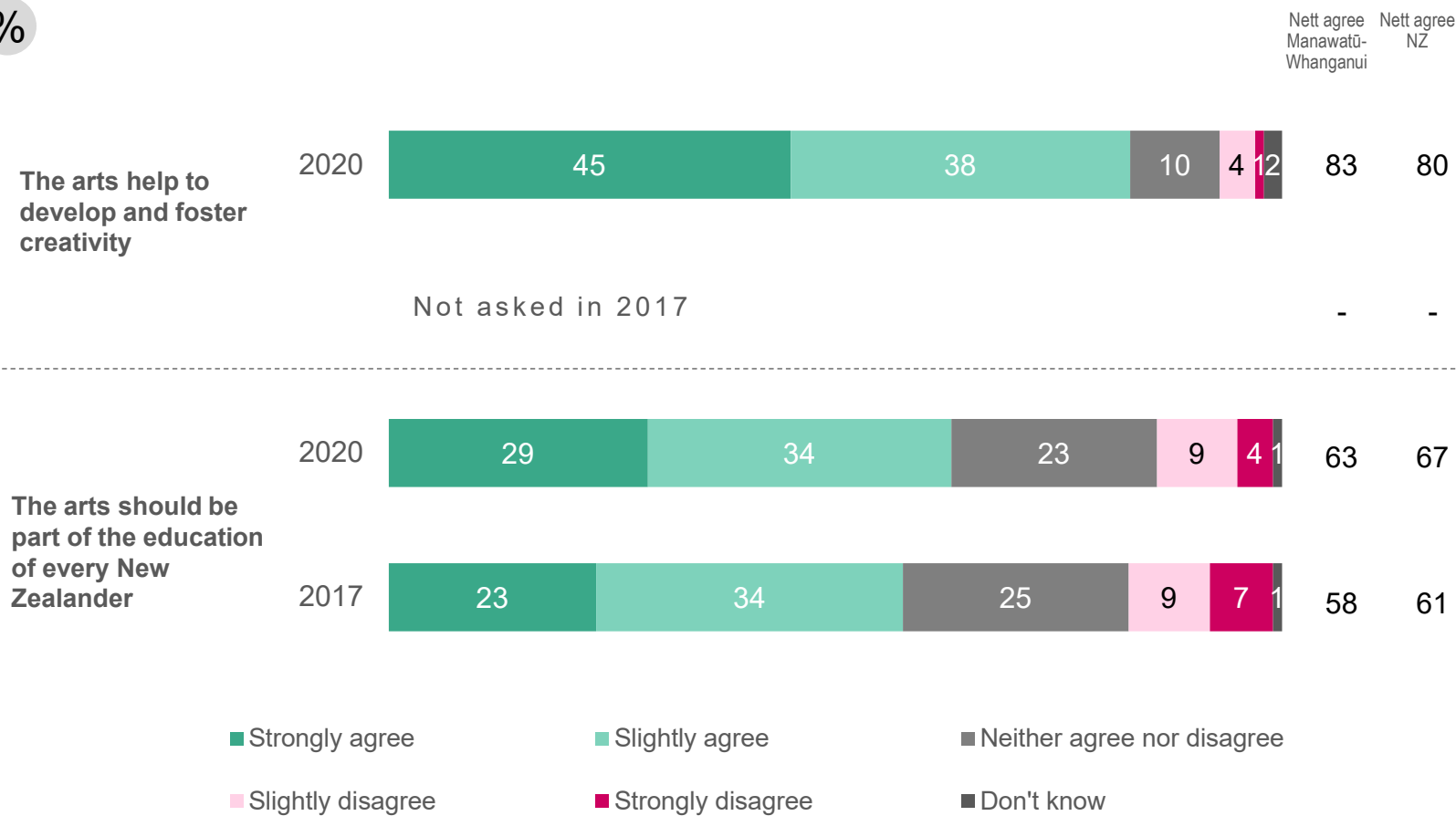
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

Most residents recognise the value of the arts in fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders. These attitudes are in line with the national average.

The support for including arts in everyone's education has increased from 58% in 2017 to 63% in 2020, albeit this difference is not significant.

### Sub-group differences in Manawatū-Whanganui:

People with the lived experience of disability are less likely than average to agree that the arts help to develop and foster creativity (69% vs 83%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383) | New Zealand 2017 (n=6101); 2020 (n=6263)

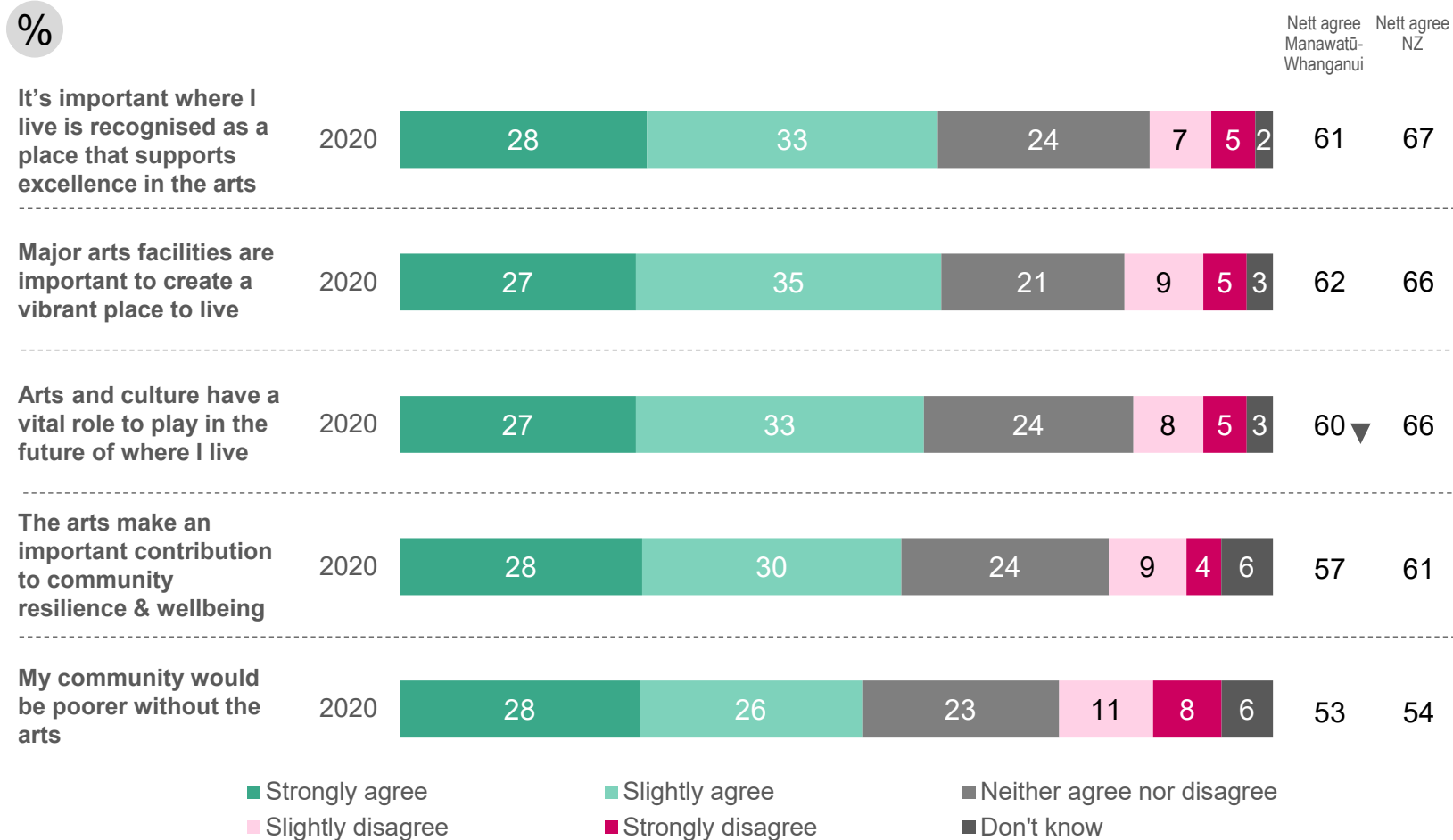
△▽ = significantly higher / lower than 2017  
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# Attitudes towards the arts: Role of the arts in creating communities

Q

How much do you agree or disagree?

%



## COMMENTARY

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

Most residents feel the arts has a role to play in their region's identity and its vitality and wellbeing. In addition, 53% feel their community would be poorer without the arts.

Residents of Manawatū-Wanganui are less likely to agree that arts and culture have a vital role in the future of the community than all New Zealanders (60% vs. 66%).

### Sub-group differences in Manawatū-Wanganui:

Older residents (60+) are more likely than average to agree that the community would be poorer without the arts (70% vs. 53%). Conversely younger residents are less likely to agree (39% for those aged 15-29; and 33% for those aged 30-39).

Māori are more likely than average to feel it is important the region is recognised as a place of artistic excellence (74% vs. 61%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Manawatū-Wanganui residents 2020 (n=383); New Zealand 2020 (n=6263)

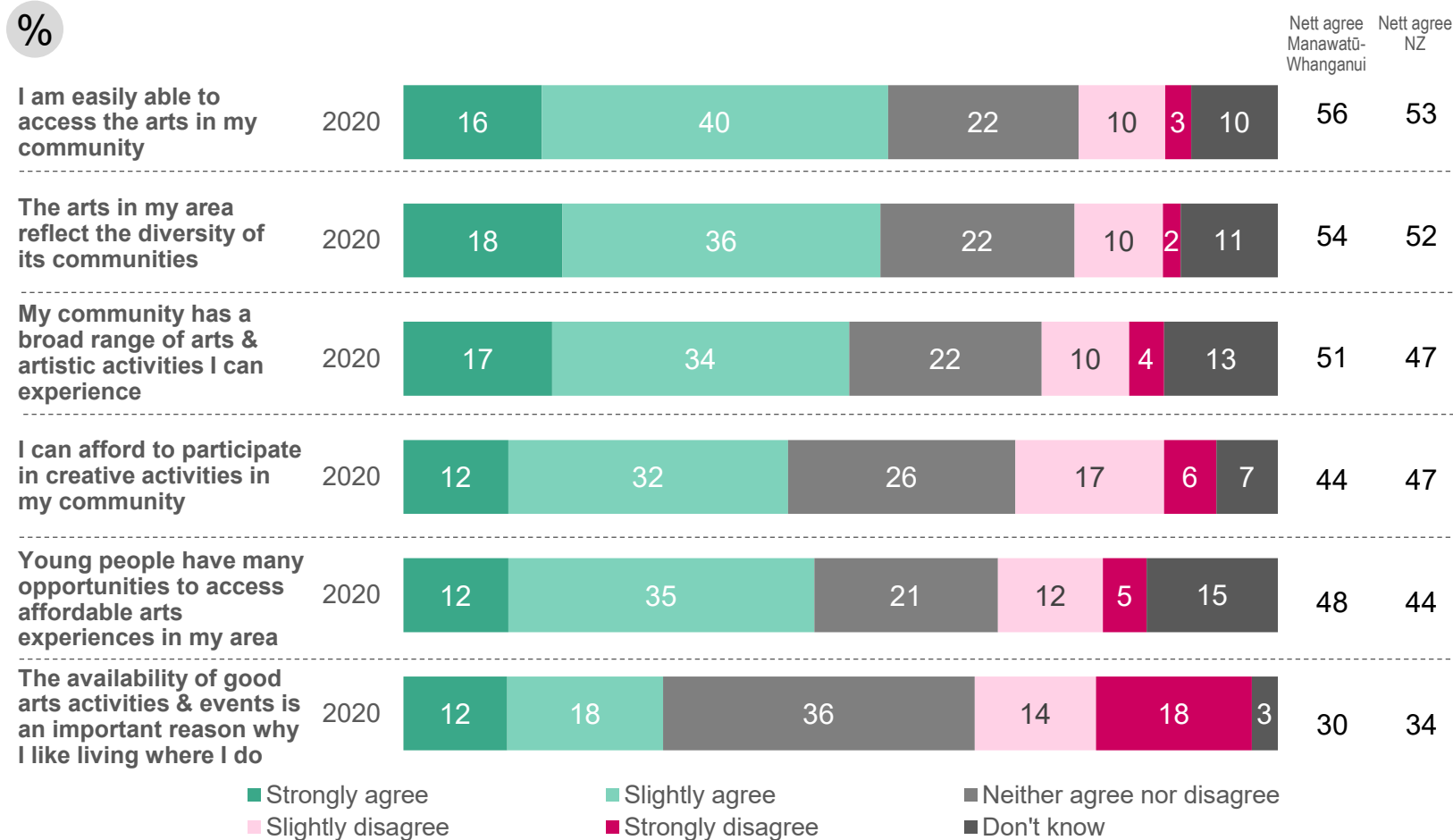
▲▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



## COMMENTARY

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

Overall, accessibility and inclusion in the arts in the Manawatū-Whanganui region is in line with the rest of the country.

The majority of residents are able to access a range of the arts near their communities, and 54% agree the arts reflects the diversity of their community. However, cost is a potential barrier for some, with only 44% agreeing they can afford to participate in creative activities in their community.

Finally, 30% agree that the availability of good arts events and activities is an important reason for living where they do.

### Sub-group differences in Manawatū-Whanganui:

Broadly speaking, those aged 30-39 tend to find the arts less accessible and inclusive than average. Conversely, those aged over 60 tend to find them more accessible.

Those with incomes up to \$50,000 are less likely than average to agree they can afford to participate in the arts (32% vs. 44%).

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Manawatū-Whanganui residents 2020 (n=383); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



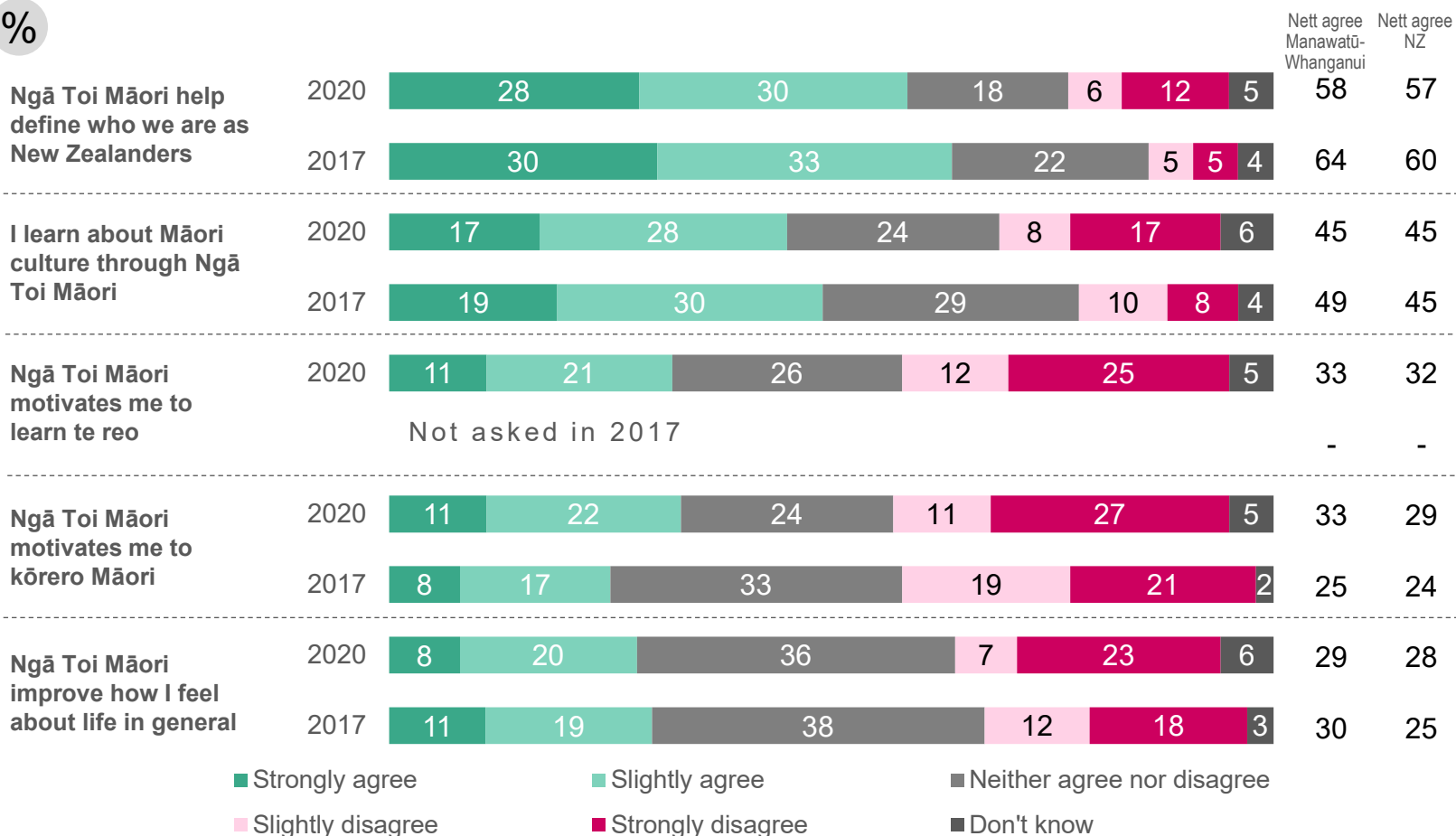
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

# Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



## COMMENTARY

Residents note a number of benefits of Ngā Toi Māori to the community. Most notably 58% agree that it helps define who we are as New Zealanders, and is a way of learning about Māori culture.

For some it also acts as a catalyst to learn or speak te reo. The proportion who says it motivates them to kōrero te reo is 33% in 2020, compared to 25% in 2017, albeit the difference is not statistically significant.

Overall residents attitudes are in line with all New Zealanders.

Māori residents are more likely than average to agree with each attitude. Furthermore, 70% of Māori say it is an important way of connecting with their culture (this attitude is not shown on the chart).

### Sub-group differences in Manawatū-Whanganui:

Women and those with incomes between \$80,001 and \$120,000 tend to hold more positive attitudes than average towards Ngā Toi Māori.

Additionally, those aged 40-49 are more likely than average to agree Ngā Toi Māori helps define New Zealand identity (73%, vs. 58%) and those aged 15-29 years are more likely than average to learn about Māori culture through the artform (58%, vs. 45%).

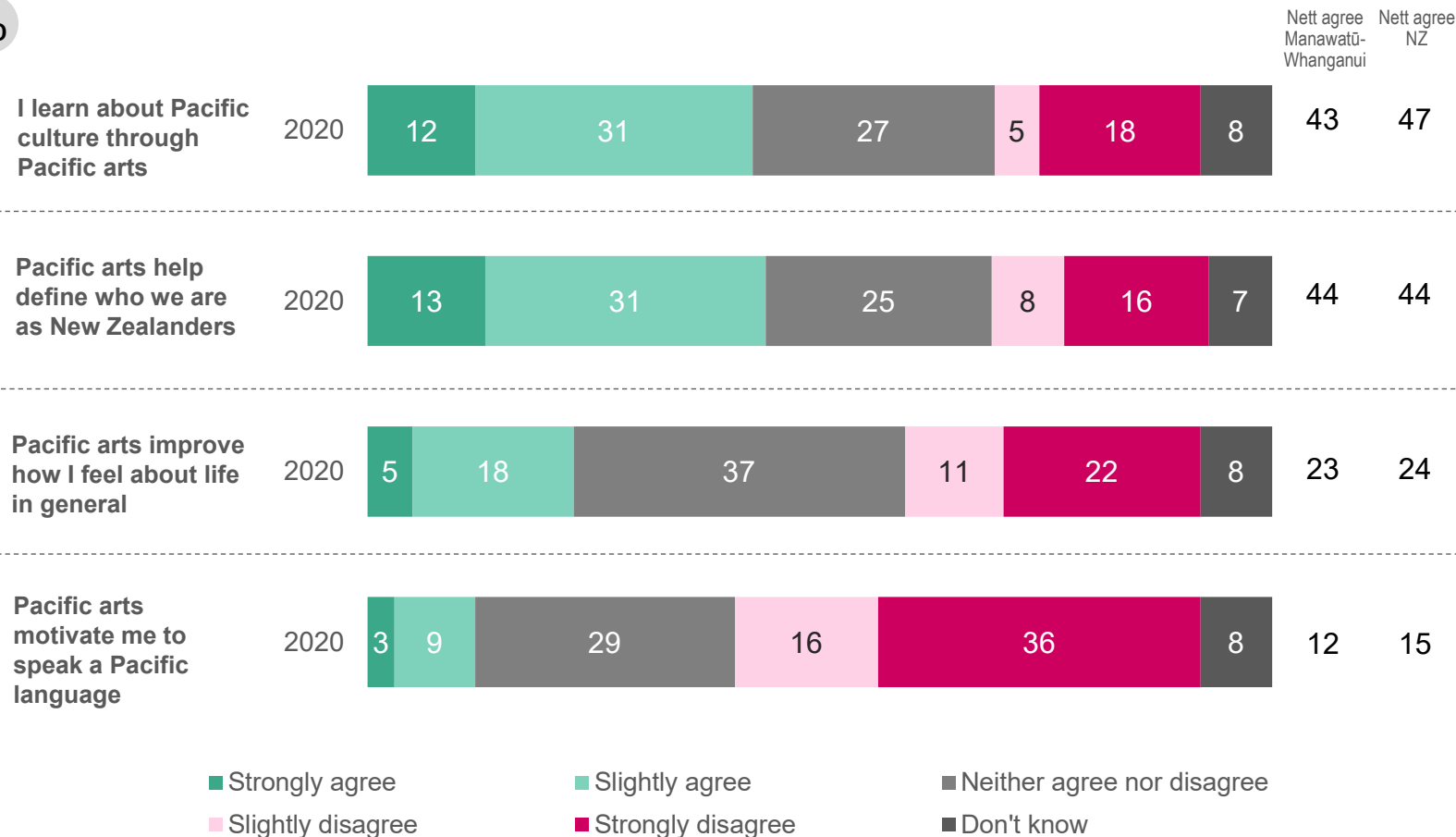


# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

A notable minority of residents also recognise benefits from the Pacific arts. Again this includes as a way to access Pacific culture (43%) and cementing our national identity (44%). Pacific arts have less impact than Ngā Toi Māori in motivating residents to speak a Pacific language.

The results for the Manawatū-Whanganui are consistent with the national average.

### Sub-group differences in Manawatū-Whanganui

Women are more likely than average to agree that Pacific arts help in defining the national identity (51%, vs. 44%) and that they learn about the Pacific culture through its art (52%, vs. 43%).

Residents aged 15-29 are more likely than average to agree that the arts motivate them to speak a Pacific language (22%, vs. 12%).

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Manawatū-Whanganui residents 2020 (n=383); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



# ATTENDANCE BY ARTFORM

# Attendance by art form

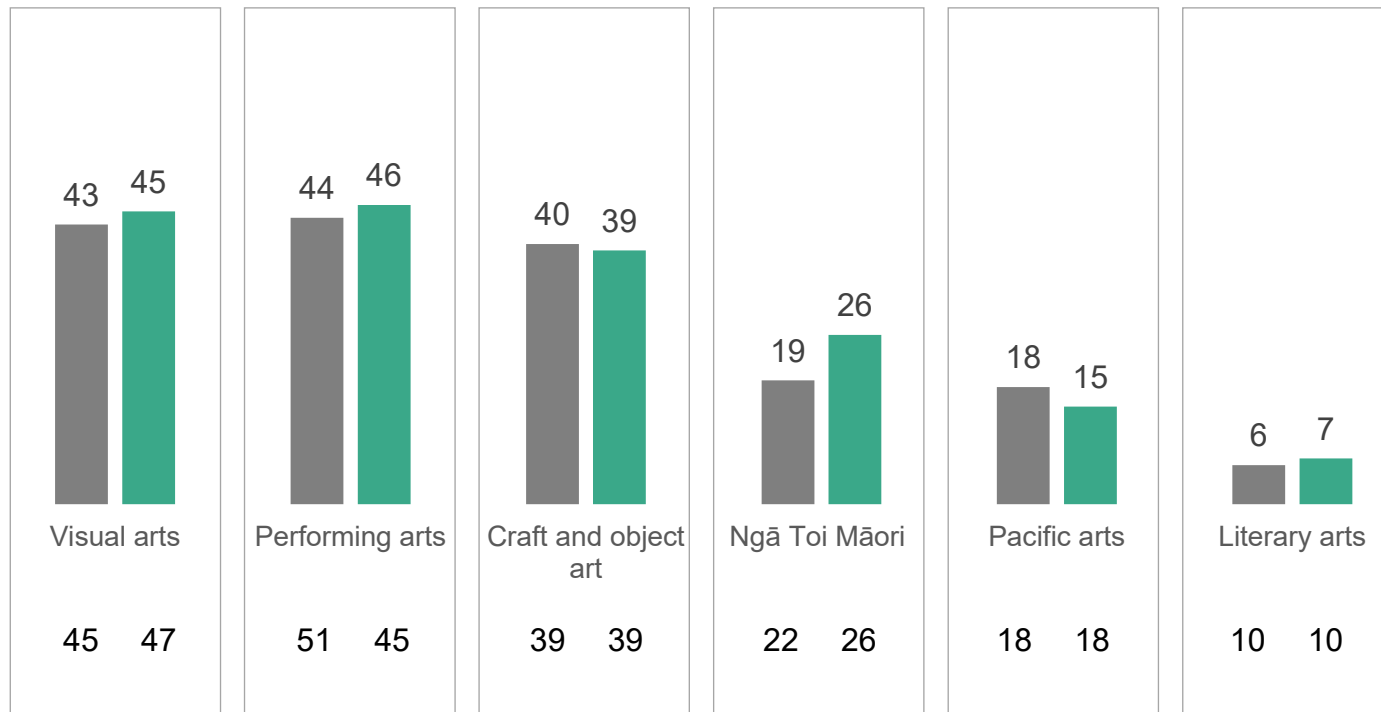
Q

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

%

■ Manawatū-Whanganui - 2017

■ Manawatū-Whanganui - 2020



## COMMENTARY

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

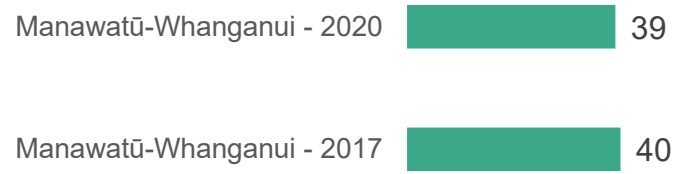
The most popular art forms for attendance is the performing arts (46%) and visual arts (45%).

Ngā Toi Māori is attended by 26% of residents in 2020, compared to 19% in 2017, albeit this difference is not statistically significant. Attendance of all art forms is largely consistent with national levels.

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

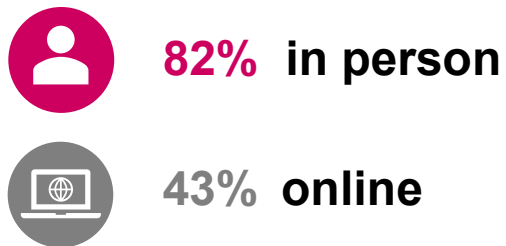
%

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



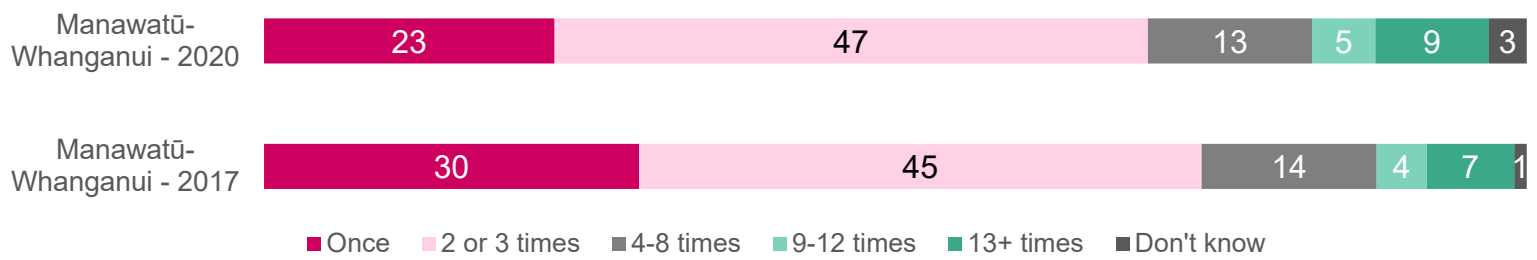
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

**Q** Did you do this...



Base: All Manawatū-Whanganui residents who have attended craft and object arts 2020 (n=150)

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



Base: All Manawatū-Whanganui residents who have attended the craft and object arts 2017 (n=135); 2020 (n=150)

## COMMENTARY

Thirty nine percent of Manawatū-Whanganui residents have attended craft and object art in the last 12 months, in line with 2017.

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

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

Those people who are attending craft and object art are typically doing so in person, with 43% attending online.

### Sub-group differences in Manawatū-Whanganui:

Men who have attended are more likely than average to have only done so in person (91% vs. 82%).

Q

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

## COMMENTARY

Seven percent of residents have attended literary arts in the last 12 months. This is in line with 2017.

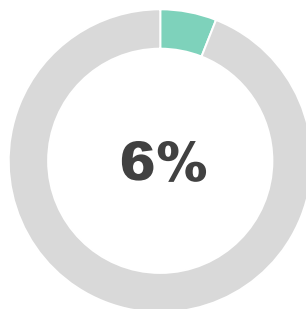
Due to a relatively low base size we cannot comment on the frequency with which residents attend literary arts or how they attend.

### Sub-group differences in Manawatū-Whanganui:

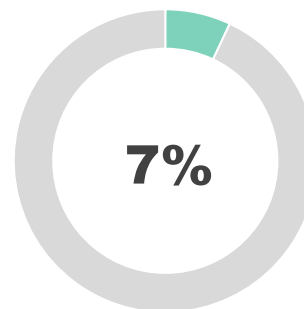
There are no sub-group differences of note.

%

Manawatū-Whanganui 2017



Manawatū-Whanganui 2020

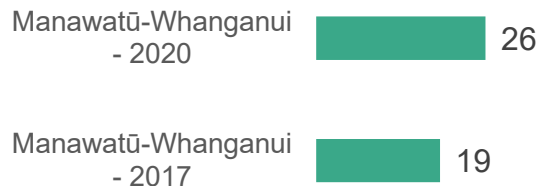


Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

%

Q

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



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

Q

Did you do this...



81% in person

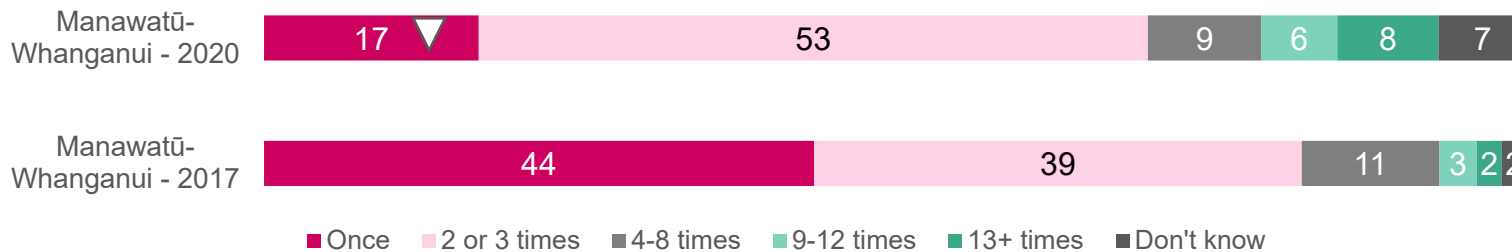


49% online

Base: All Manawatū-Whanganui residents who have attended Ngā Toi Māori 2020 (n=104)

Q

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



Base: All Manawatū-Whanganui residents who have attended Ngā Toi Māori 2017 (n=68); 2020 (n=104)

## COMMENTARY

The proportion of Manawatū-Whanganui residents who have attended Ngā Toi Māori in the last 12 months is 26% and is consistent with 2017.

Those who are attending are doing so more frequently than before. The proportion who had attended only once in the last 12 months has declined from 44% in 2017 to 17% in 2020.

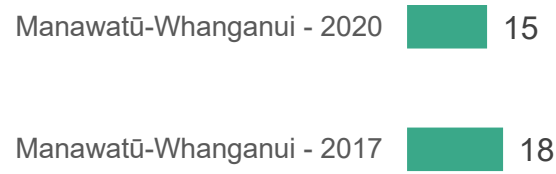
Those people who are attending Ngā Toi Māori are typically doing so in person, but around half attend online.

### Sub-group differences in Manawatū-Whanganui :

Māori (37%) are more likely to have attended Ngā Toi Māori in the past 12 months than average (26%).

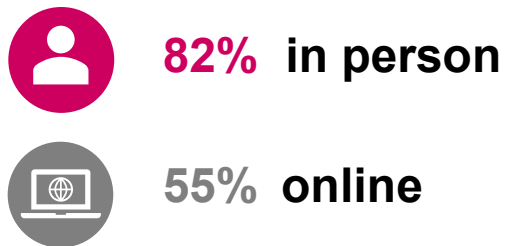
%

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



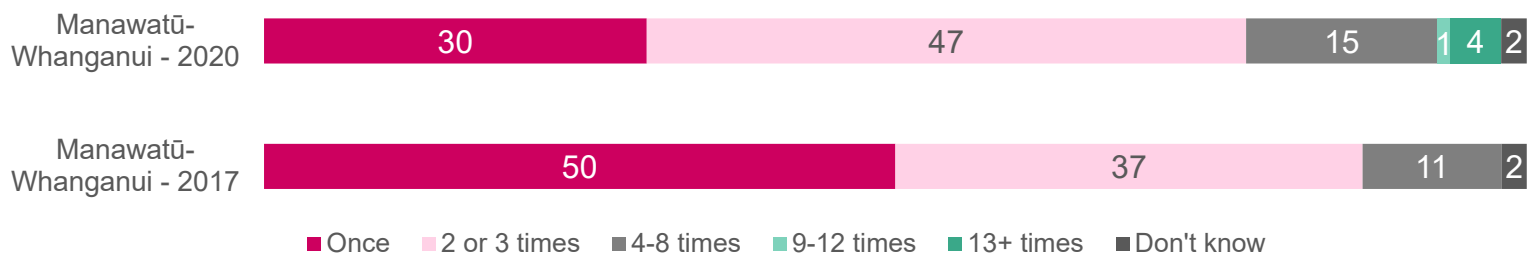
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

**Q** Did you do this...



Base: All Manawatū-Whanganui residents who have attended the Pacific arts 2020 (n=62)

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



Base: All Manawatū-Whanganui residents who have attended the Pacific arts 2017 (n=52); 2020 (n=62)

## COMMENTARY

Fifteen percent of residents have attended Pacific arts in the last 12 months. This compares to 18% in 2017, albeit the difference is not statistically significant.

Almost 70% of those attending are doing so more than once. This compares to half in 2017. Once again this is not statistically significant.

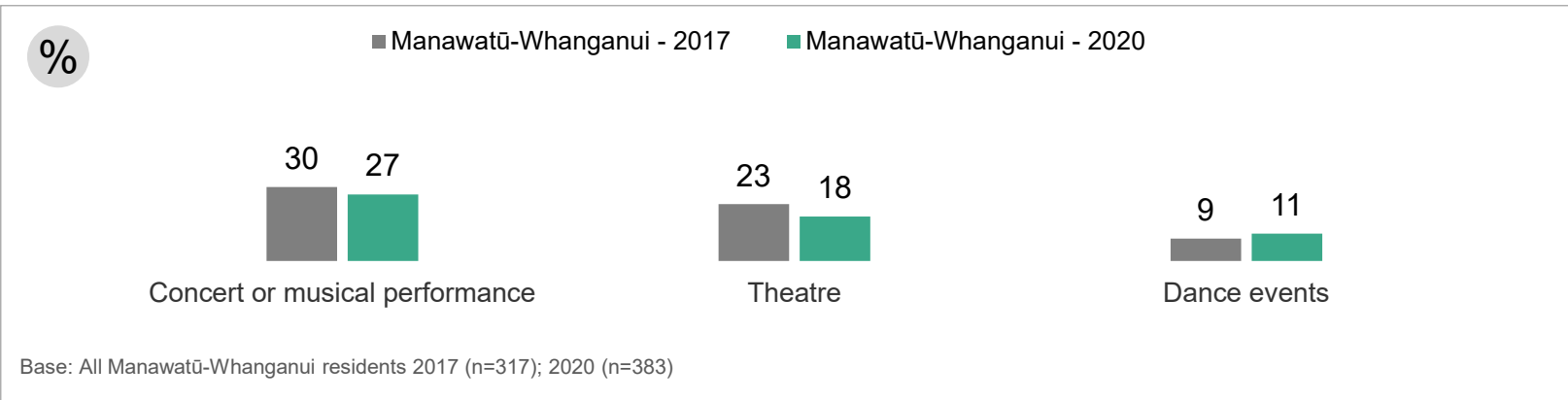
Those people who are attending Pacific arts are typically doing so in person, but over half are also attending online.

### Sub-group differences in Manawatū-Whanganui:

New Zealand Europeans are less likely to have attended Pacific arts than average (12% vs. 15%).

# Performing arts attendance

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



## COMMENTARY

Overall 46% of Manawatū-Whanganui residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

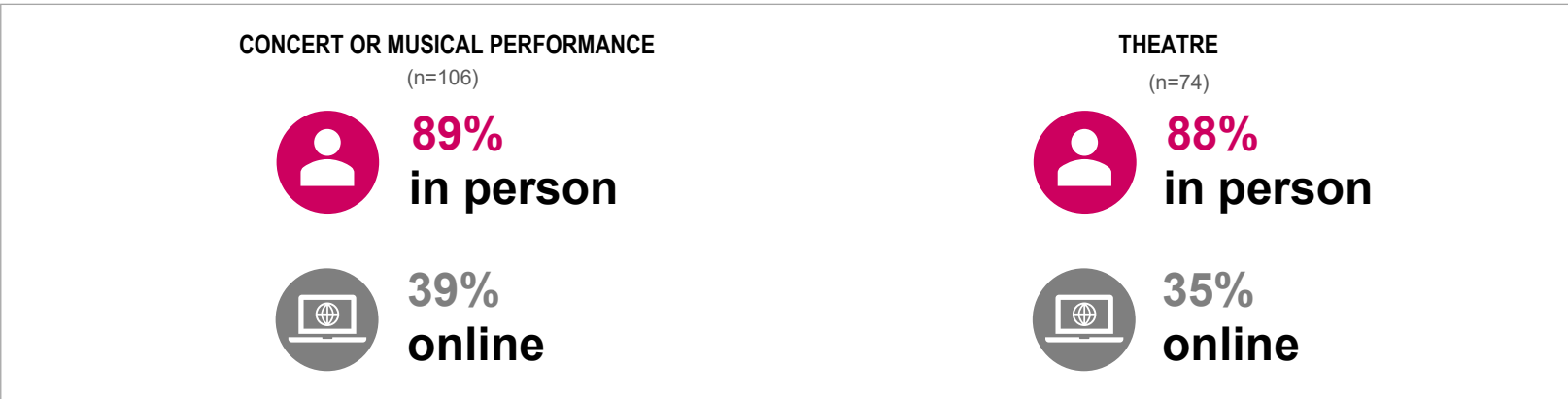
Concerts or musical performances remain the most popular type of performing arts with 27% of residents attending a concert or musical performance in the last 12 months. This is followed by theatre (18%) and dance (11%). All of these figures are consistent with 2017.

Those people who are attending concerts or theatre are typically doing so in person, but over one in three are attending online.

**Sub-group differences in Manawatū-Whanganui:**  
Men (62%), those aged 30-39 (71%) and those with household incomes up to \$50,000 (68%) are more likely than average not to have attended performing arts events (54%).

Those aged 18-29 are more likely than average to have attended a dance event in past year (18%, vs. 11%).

## Q Did you do this...



Base sizes shown on chart

△▽ = significantly higher / lower than 2017



# Performing arts attendance

Q

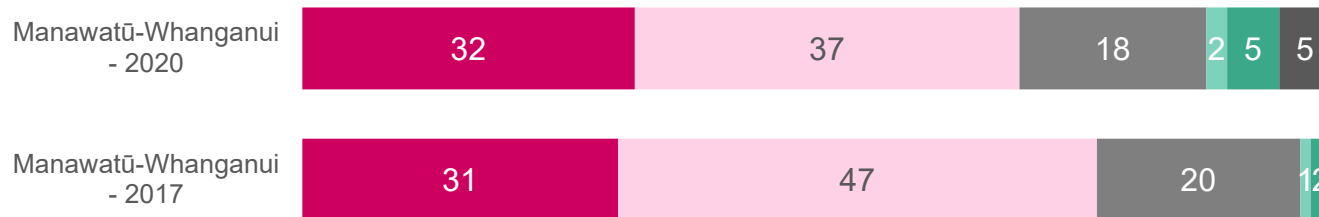
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?

%

## Concert or musical performance



## Theatre



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

## COMMENTARY

Most people who have attended the performing arts in Manawatū-Whanganui do so infrequently i.e. up to three times in the last twelve months.

Attendance is consistent with 2017.

Attendance is not shown for dance events due to a low base size.

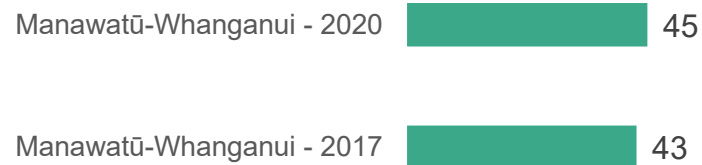
### Sub-group differences in Manawatū-Whanganui:

There are no sub-group differences of note.

%

Q

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



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

Q

Did you do this...



**83% in person**

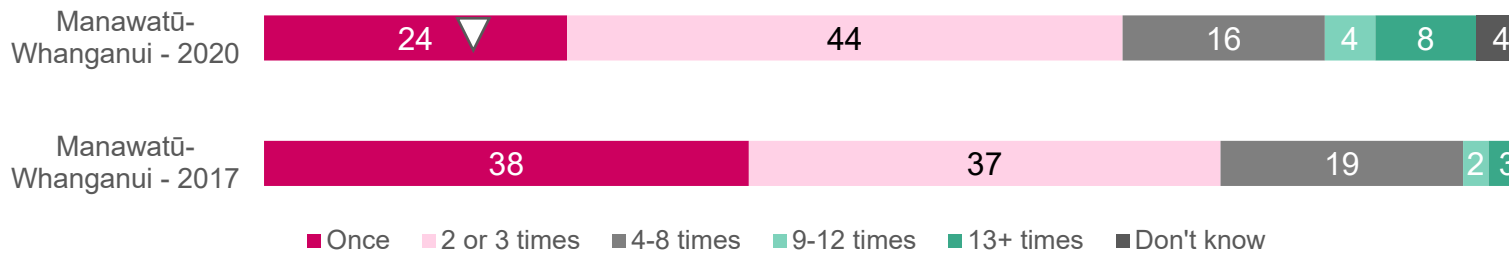


**46% online**

Base: All Manawatū-Whanganui residents who have attended the visual arts 2020 (n=182)

Q

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



Base: All Manawatū-Whanganui residents who have attended the visual arts 2017 (n=151); 2020 (n=182)

## COMMENTARY

Forty five percent of residents have attended the visual arts in the last 12 months, in line with 2017.

Those who are attending are doing so more regularly. The proportion who have attended only once has declined from 38% in 2017 to 24% in 2020.

Of those who have attended the visual arts 83% had done so in person, and 46% online.

### Sub-group differences in Manawatū-Whanganui:

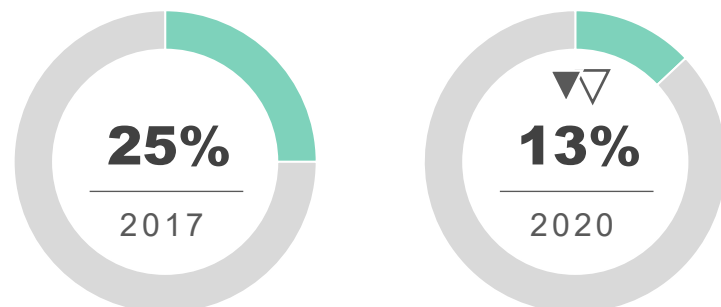
Residents aged 15-29 are more likely to have engaged with the visual arts online (68% vs. 46%).

# Visual arts attendance: impact of film festivals

Q

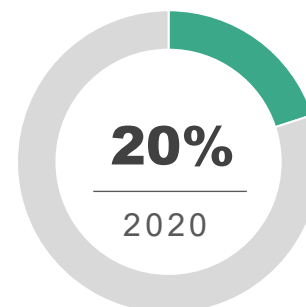
Were film festivals included among the visual arts you have visited in the last 12 months?

## Manawatū-Whanganui



Base: All Manawatū-Whanganui residents who have attended the visual arts 2017 (n=151); 2020 (n=182)

## New Zealand



Base: New Zealand (n=3032)

## COMMENTARY

Thirteen percent of Manawatū-Whanganui residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format. The regional attendance is also below the national average.

### Sub-group differences in Manawatū-Whanganui:

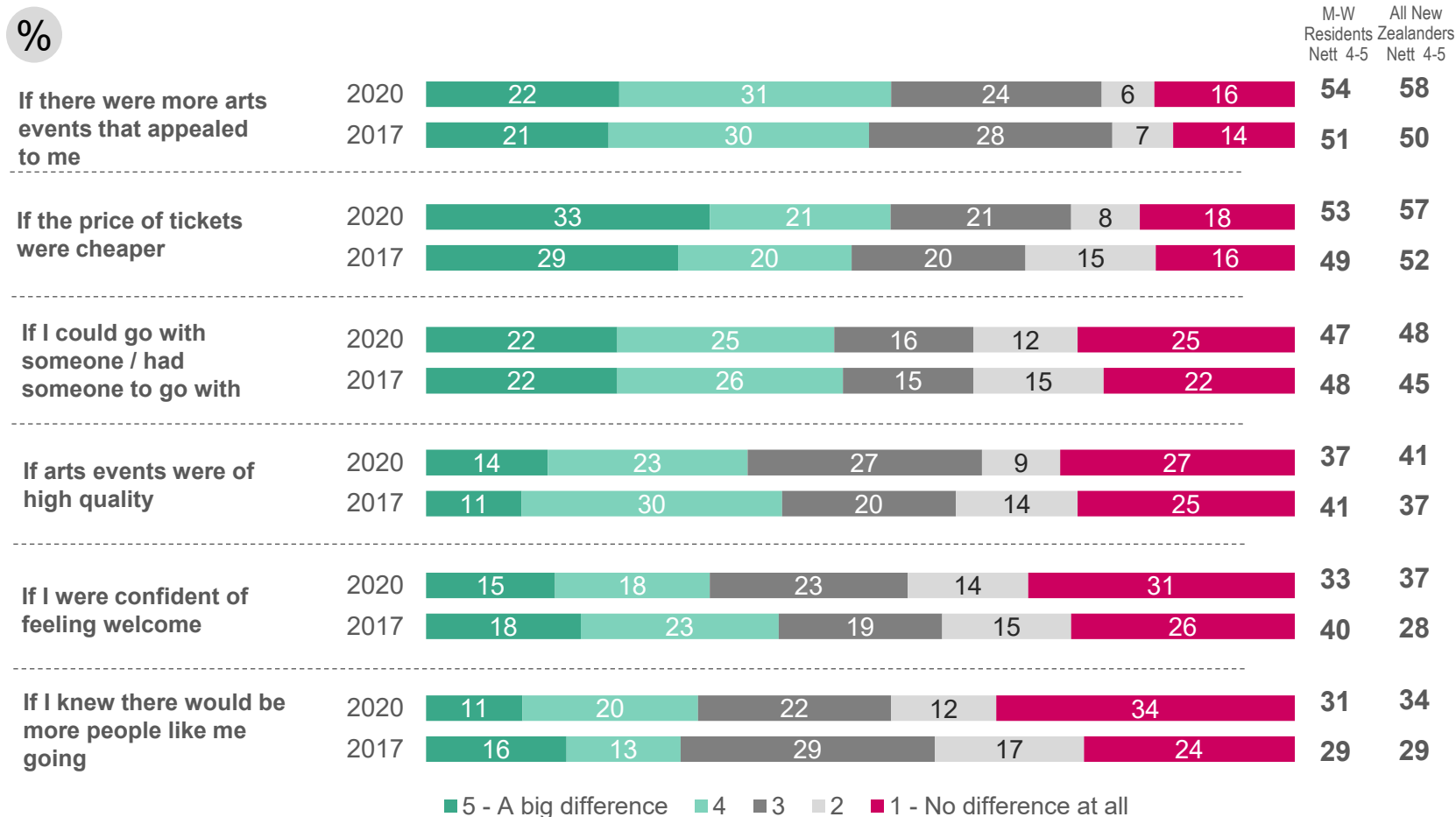
There are no sub-group differences of note.

# Encouraging greater attendance in the arts

Q

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

%



## COMMENTARY

Sixty eight percent of residents say that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice (54%) and ticket prices (53%) remain the top two factors that influence attendance. Both of these figures are in line with 2017.

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

Finally, greater inclusivity needs to be promoted to encourage attendance. One-in-three residents would be more open to attending if they were confident of being welcomed or if they expected to encounter similar people.

### Sub-group differences in Manawatū-Whanganui:

Women are more likely than average to be encouraged to attend if tickets are cheaper, if they have someone to go with and if they are confident of feeling welcomed.

Those aged 15-29 are more likely than average to attend if they have someone to go with, or know there are people like them going.

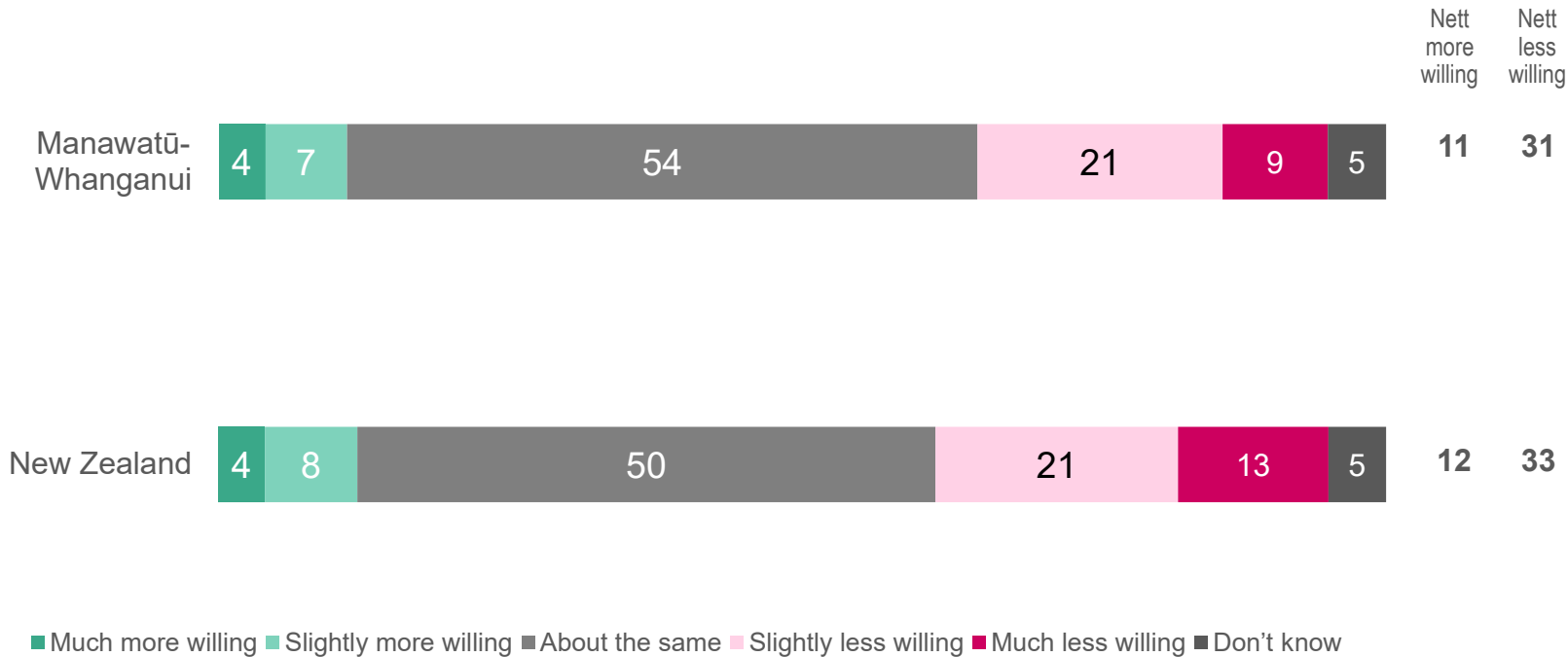
Finally, making the arts more inclusive will support Māori attendance. They are more likely than average to attend if they have someone to go with, if they feel welcome, and if they know people they identify with are going.

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

Q

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

%



## COMMENTARY

Almost a third of Manawatū-Whanganui residents (31%) are less willing to attend arts events in person because of COVID-19, suggesting there is still anxiety around catching the virus. On the other hand, 11% are more willing to attend arts in person, suggesting a willingness to engage more actively in spite (or because of) COVID-19.

These findings are broadly in line with the national average.

### Sub-group differences in Manawatū-Whanganui:

Those aged 30-39 who are less likely than average to be less willing to attend the arts in person (18% vs. 31%).



# PARTICIPATION BY ARTFORM

# Participation by art form

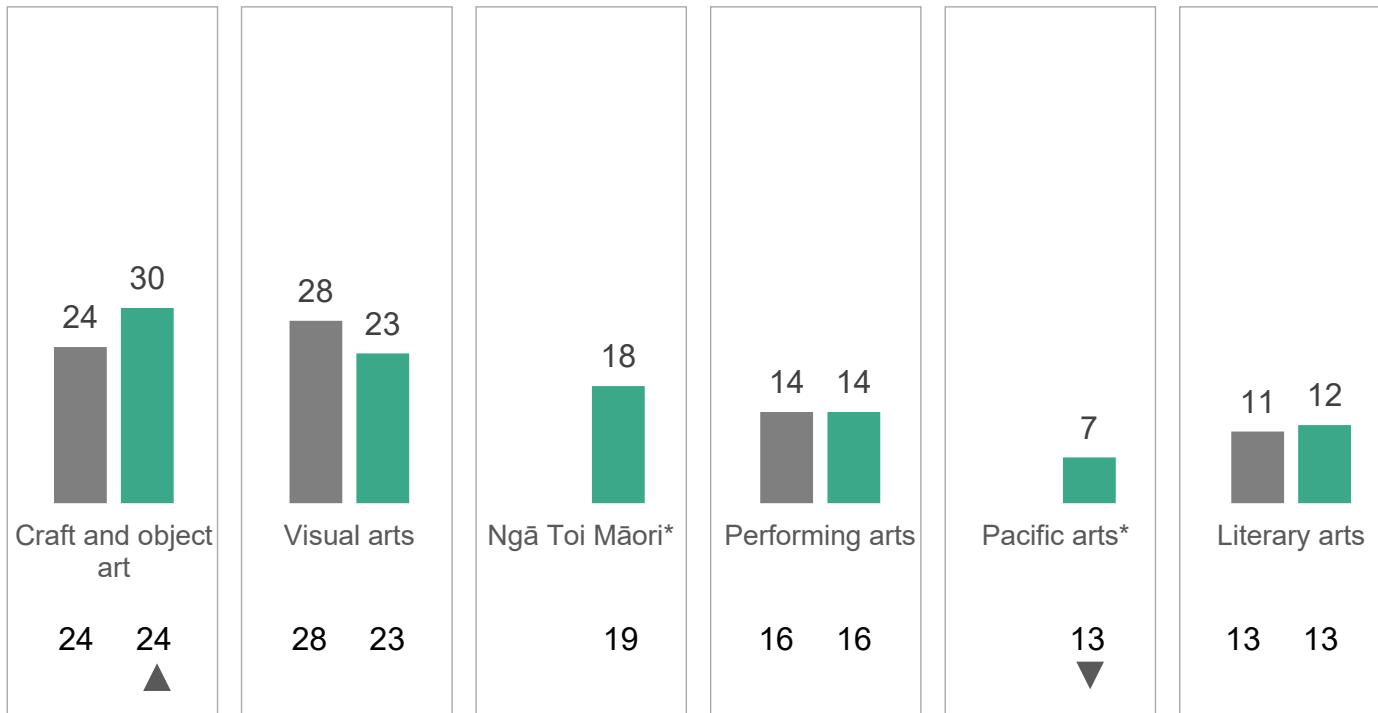
Q

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

%

■ Manawatū-Whanganui - 2017

■ Manawatū-Whanganui - 2020



## COMMENTARY

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

Craft and object art is the most popular art form in 2020 with 30% having participated. This compares to 24% in 2017, albeit the difference is not statistically significant. The participation rate for craft and object arts is however significantly higher than the national average.

Note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms. Participation in the Pacific arts (7%) is below the national level.

Participation levels for the remaining art forms are consistent with 2017.

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

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

# Craft and object art participation

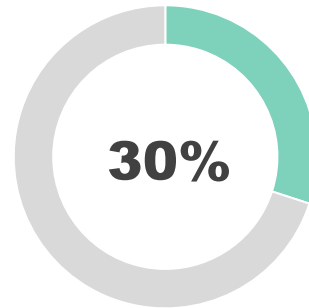
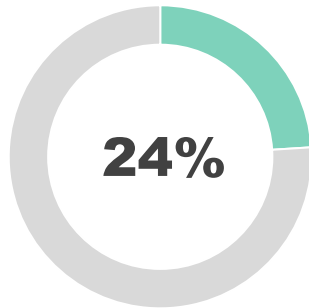
Q

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

%

Manawatū-Whanganui 2017

Manawatū-Whanganui 2020



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

## COMMENTARY

Thirty percent of the residents have participated in craft and object art in the last 12 months. This compares to 24% in 2017, albeit the difference is not statistically significant.

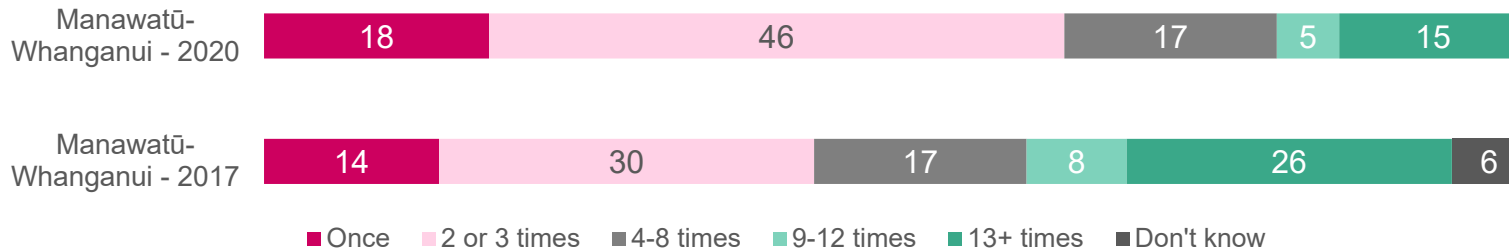
The frequency with which people are participating is lower than 2017.

### Sub-group differences in Manawatū-Whanganui:

Women (40%) are more likely than men (19%) to have participated in craft and object art.

Q

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



Base: All Manawatū-Whanganui residents who have participated in craft and object arts 2017 (n=83); 2020 (n=109)



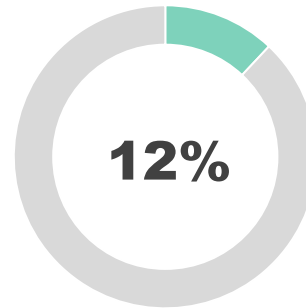
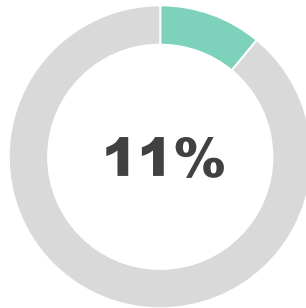
Q

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?

%

Manawatū-Whanganui 2017

Manawatū-Whanganui 2020



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

Q

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

Manawatū-Whanganui - 2020



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

Base: All Manawatū-Whanganui residents who have participated in literary arts 2020 (n=54)

## COMMENTARY

Twelve percent of the respondents have participated in literary arts in the last 12 months. This is in line with 2017.

Around one in three participants have done so on a regular basis (at least nine times a year).

### Sub-group differences in Manawatū-Whanganui:

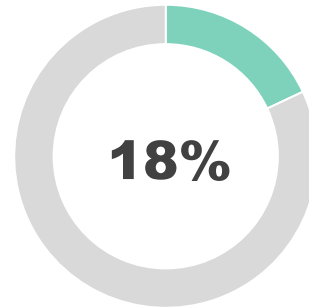
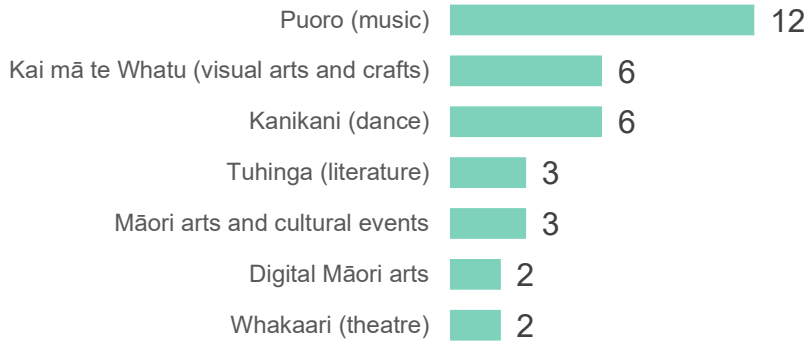
Those aged 15-29 are more likely than average to have participated in the literary arts in the past year (23% vs. 12%).

# Ngā Toi Māori participation

Q

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

%



Nett participated

Base: All Manawatū-Whanganui residents 2020 (n=383)

Q

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

Manawatū-Whanganui - 2020



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

Base: All Manawatū-Whanganui residents who have participated in Ngā Toi Māori 2020 (n=77)

## COMMENTARY

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

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

Thirty four percent of Māori respondents have participated in Ngā Toi Māori. Seventeen percent of New Zealand Europeans have also participated.

### Sub-group differences in Manawatū-Whanganui:

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

- Those aged 15-29
- Women (23%).

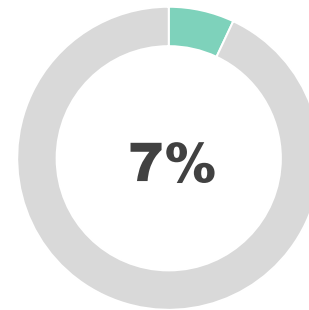
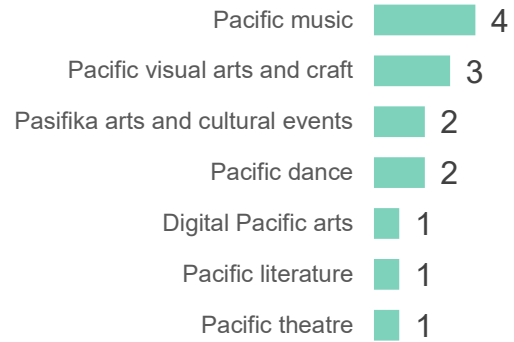
Men (13%) are less likely to have participated in Ngā Toi Māori in the last 12 months than average.

# Pacific arts participation

Q

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

%



Nett participated

Base: All Manawatū-Whanganui residents 2020 (n=383)

## COMMENTARY

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

The most popular activity is music, followed by visual arts and craft.

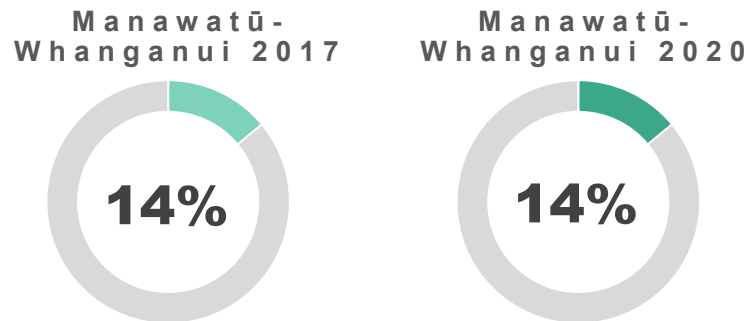
Due to a low base size we do not show the frequency of participation.

### Sub-group differences in Manawatū-Whanganui:

Those aged 15-29 are more likely than average to have taken part in the Pacific arts in the last 12 months (16%, vs. 7%).

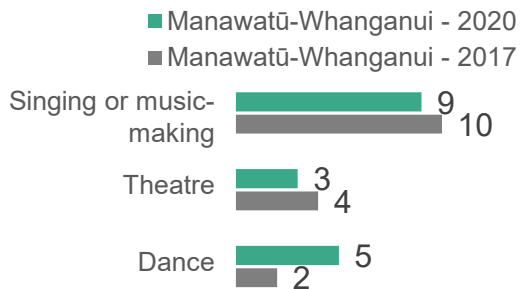
%

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



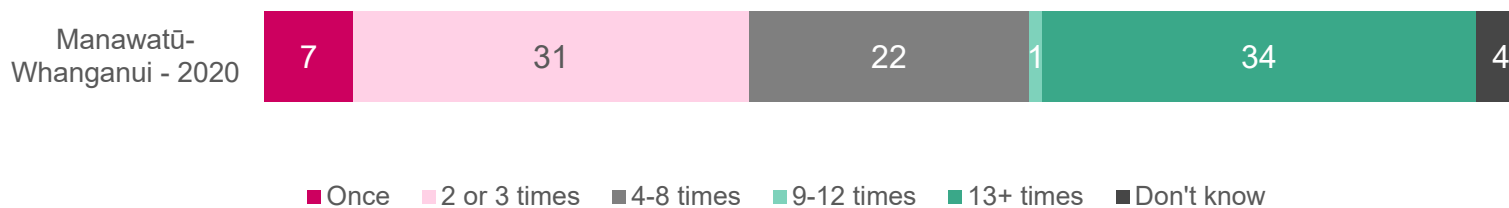
Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

**Q** Which of these were you actively involved in?



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

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



Base: All Manawatū-Whanganui residents who have participated in the performing arts 2020 (n=60)

## COMMENTARY

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

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

One in three participants have done so on a regular basis (at least nine times in the last 12 months).

### Sub-group differences in Manawatū-Whanganui:

Those aged 15-29 are more likely than average to have taken part in the performing arts (28% vs. 14%).

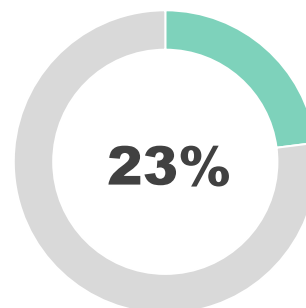
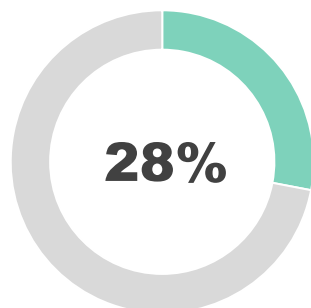
Q

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

%

Manawatū-Whanganui 2017

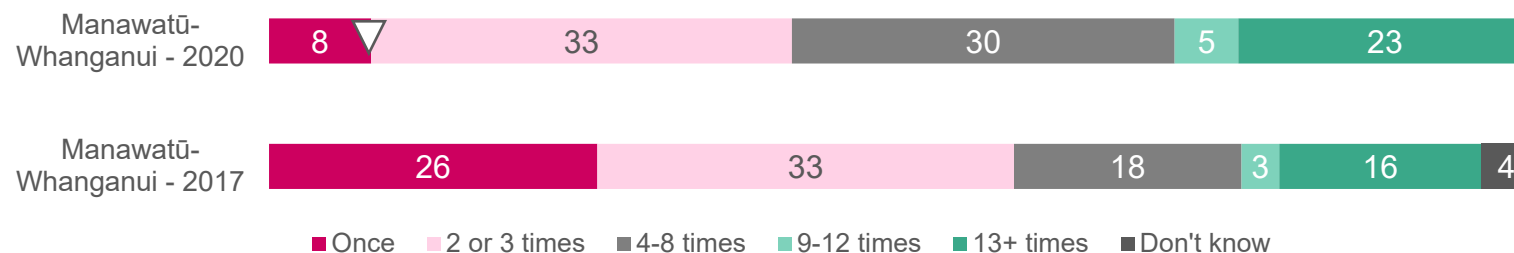
Manawatū-Whanganui 2020



Base: All Manawatū-Whanganui residents 2017 (n=317); 2020 (n=383)

Q

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



Base: All Manawatū-Whanganui residents who have participated in the visual arts 2017 (n=87); 2020 (n=92)

## COMMENTARY

Twenty three percent of respondents have participated in visual arts in the last 12 months. This is in line with 2017.

The frequency with which people are participating is broadly consistent with 2017. A notable exception is the number of those having participated only once in the past year has significantly dropped in 2020 to 8% (26% in 2017).

### Sub-group differences in Manawatū-Whanganui:

There are no sub group differences of note.

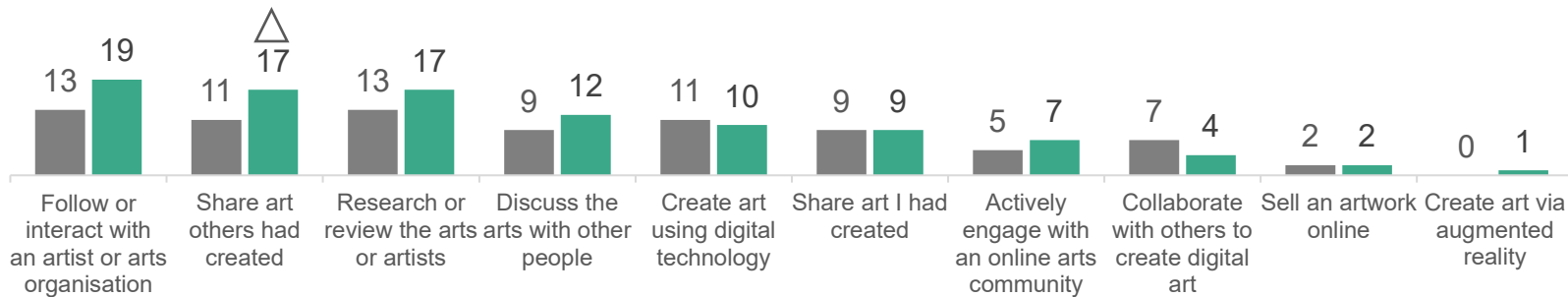
# Use of digital technology for arts activities

Q

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

%

■ Manawatū-Whanganui - 2017 ■ Manawatū-Whanganui - 2020



## COMMENTARY

Digital technology continues to enable residents of Manawatū-Whanganui to engage with the arts in different ways, primarily around the art of others.

Thirty seven percent of residents have used digital technology for arts activities. The most popular activity remains following or interacting with an artist or arts organisation (19%). This is followed by sharing art others created and researching or reviewing the arts or artists (both 17%). The proportion sharing art created by other people has increased significantly since 2017. All other activity levels are consistent with 2017.

### Sub-group differences in Manawatū-Whanganui:

Those aged 15-29 (32%) and women (26%) are both more likely than average (19%) to follow or interact with an artist or arts organisation. Additionally, women are more likely than average to share art others created (24%, vs. 17%).

Residents over 70 (15%) and men (29%) are less likely than average (37%) to have engaged with digital technology for arts activities.

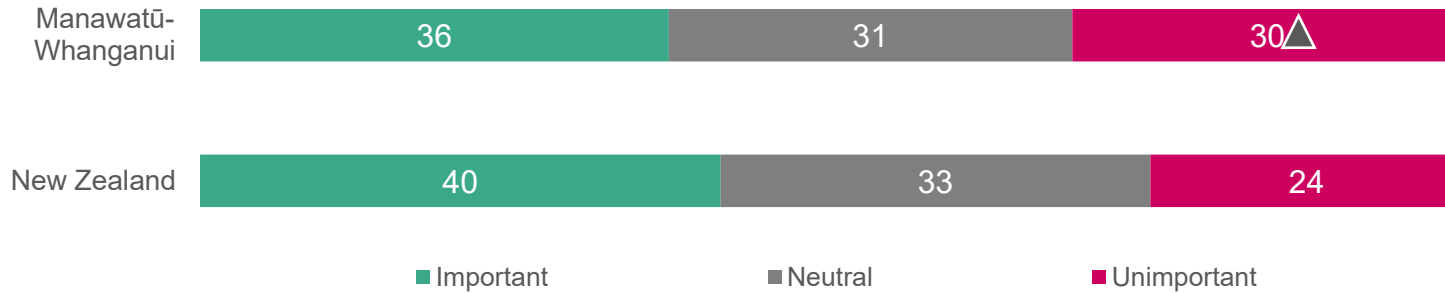


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY

# Importance of the arts to wellbeing

## Q How important is the arts to your personal wellbeing?

%



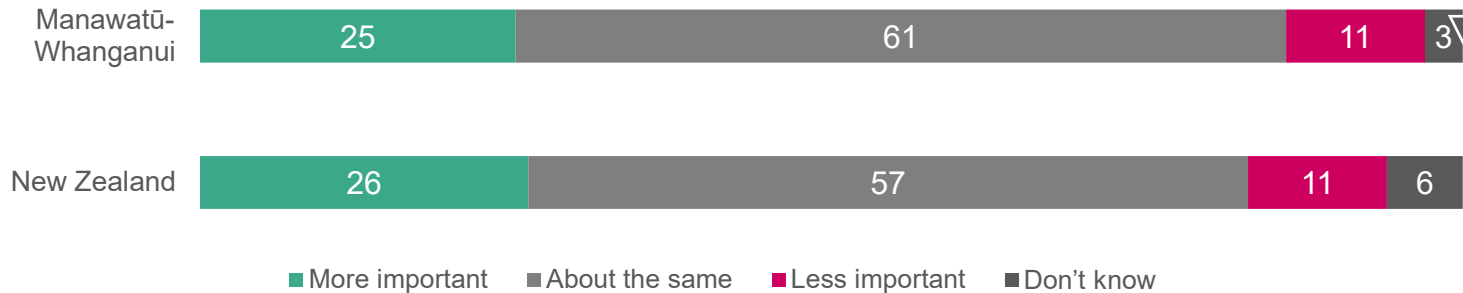
## COMMENTARY

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

Thirty percent of Manawatū-Whanganui residents feel that arts is unimportant to their personal wellbeing; higher than the average for all New Zealanders (24%).

The nett impact of COVID has been to increase the salience of the arts in terms of residents' wellbeing. Twenty five percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 11% say it is less important. This is in line with the national average.

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



### Sub-group differences in Manawatū-Whanganui:

Residents with household incomes of more than \$120,000 (47%) and men (36%) are more likely than average (30%) to think that the arts are unimportant to their wellbeing.

Since COVID-19 arrived in New Zealand, Māori are more likely than average to say that arts have become more important to them (36% vs. 25%). Those over 70 years are less likely than average to feel this (5% vs. 25%).



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

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

Thirty six percent of Manawatū-Whanganui region feels that the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to positive emotional states such as joy and relaxation, 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.

## Quotes

*“Appreciation and gratitude for other people creating beautiful works helps my mental health. Attending events and exhibitions gives a sense of community and is often inspiring. Feeling connected to creative expression is grounding.”*

Woman, 40-49, Asian New Zealander, Manawatū-Wanganui region

*“It helps me deal with stress. It’s an outlet.”*

Man, 50-59, NZ European, Manawatū-Wanganui region

*“I suffer from depression and doing arts helps me to overcome the down days.”*

Man, 15-17, Māori, Manawatū-Wanganui region

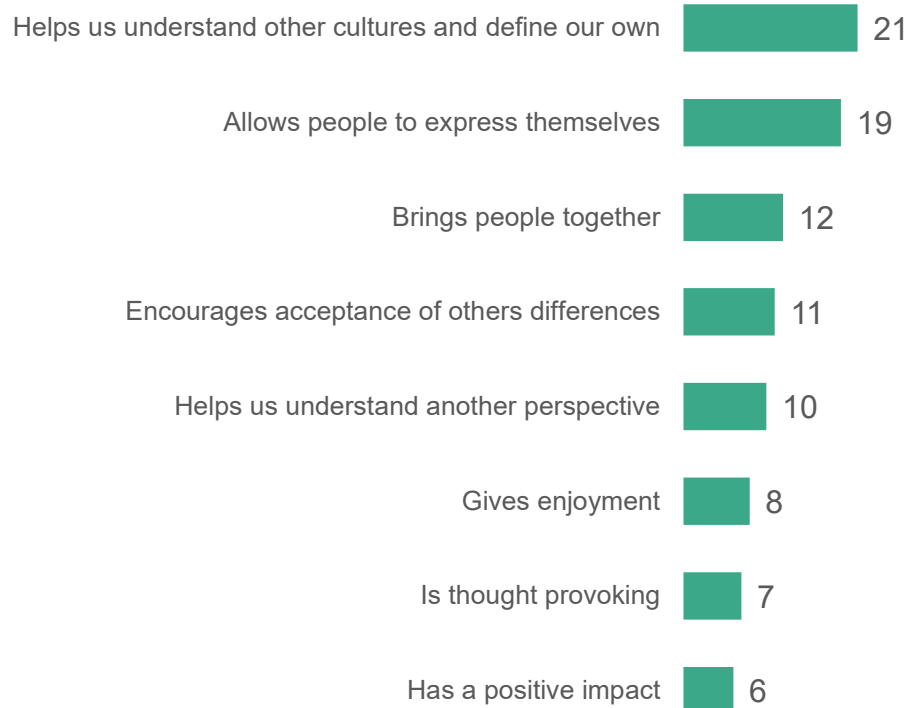
# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

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

Key themes include cultural understanding and expression, promoting acceptance and cohesion and creating closer communities.

## Quotes

*“A chance to broaden horizons re different aspects and different cultures and diverse people.”*

Woman, 60-69, NZ European, Manawatū-Wanganui region

*“Arts create a link to culture, for all parts of our society. They define us personally, culturally and often create an outlet where there may be no other.”*

Man, 30-39, NZ European, Manawatū-Wanganui region

*“It helps bring out the creative side in someone; helps with anxiety, depression.”*

Woman, 30-39, Māori, Manawatū-Wanganui region

*“Gives a sense of connection and point of reference.”*

Woman, 40-49, Pacific peoples, Manawatū-Wanganui region

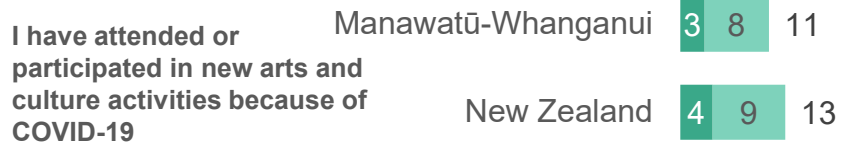
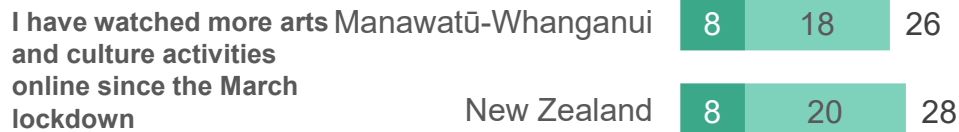
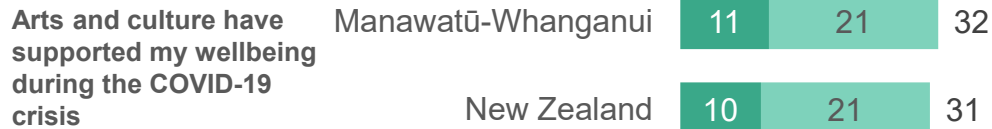


# IMPACT OF COVID-19

# Getting through COVID-19

## Q How much do you agree or disagree with the following?

%



■ Strongly agree ■ Slightly agree

## COMMENTARY

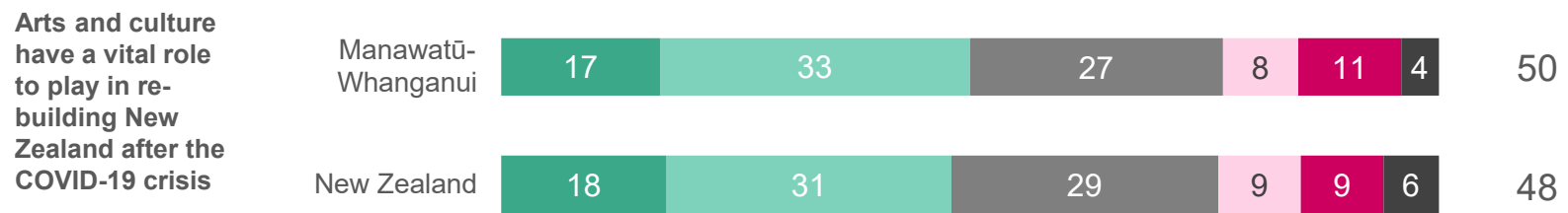
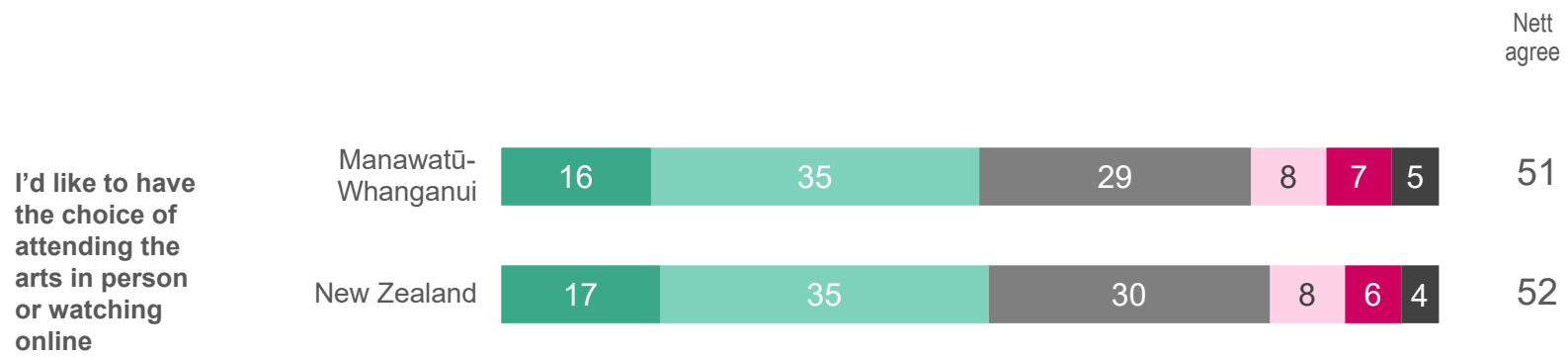
Thirty two percent of residents say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (26%). Finally, the pandemic has even provided a spur for some to engage in new cultural activities (11%).

All these figures are in line with the national average.

### Sub-group differences in Manawatū-Whanganui:

There are no sub-group differences of note.

**Q** How much do you agree or disagree with the following?



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

## COMMENTARY

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

There is also an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 51% would like to have the choice of attending the arts in person or watching them online.

These figures are in consistent with the national averages.

### Sub-group differences in Manawatū-Whanganui:

Those aged 15-29 (62%) and women (59%) are more likely than average (51%) to want the choice to view arts online or in person. Conversely, men (43%), those aged 30-39 (36%) and residents over 70 (35%) are less likely than average to want this flexibility.

Women are also more likely than average to believe that the arts will have a vital role in the rebuild of New Zealand after the COVID-19 crisis (55%, vs. 50%).





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