

Survey findings for Nelson, Tasman and Marlborough 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 Tasman, Nelson and Marlborough Region. 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.



196

ONLINE INTERVIEWS

With adults aged 15+ living in Tasman, Nelson and Marlborough



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 Tasman, Nelson and Marlborough, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the combined population for Tasman, Nelson and Marlborough.

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 196 respondents the margin of error is up to +/- 7.0 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Tasman, Nelson and Marlborough 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 Tasman, Nelson and Marlborough 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: Nelson, Tasman and Marlborough

Method: Online survey of 6,263 New Zealanders aged 15+ including 196 Nelson, Tasman & Marlborough residents

Fieldwork: 2 October to 2 November 2020

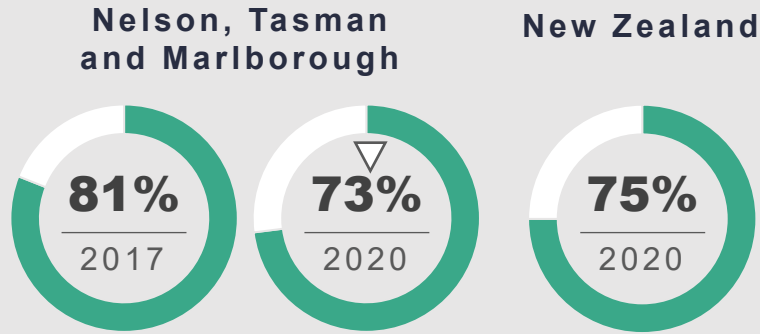
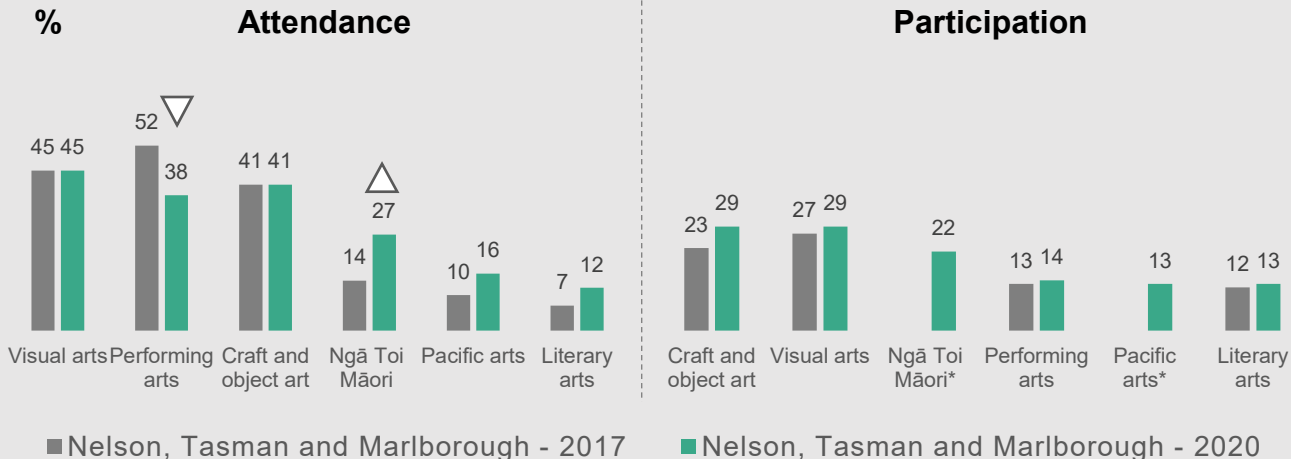
Margin of error for the region: +/- 7.0%

ENGAGEMENT WITH THE ARTS IN NELSON, TASMAN AND MARLBOROUGH

Seventy three percent of Nelson, Tasman and Marlborough residents have attended or participated in the arts in the last 12 months.

This is lower than 2017 but remains consistent with the national average (75%). The decline in engagement reflects the national trend (engagement fell from 80% to 75% across New Zealand).

Further analysis by artform indicates this decline in engagement is largely driven by a decline in attendance in the performing arts. In contrast, attendance at Ngā Toi Māori actually increased.

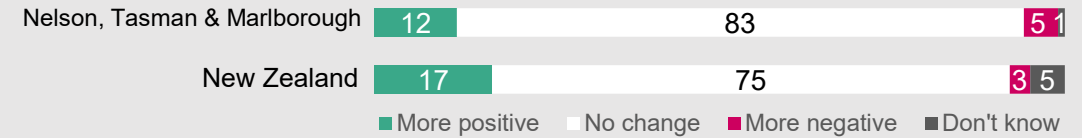


△▽ = significantly higher / lower than 2017

THE REGIONS' RELATIONSHIP WITH THE ARTS

- The overall impact of COVID-19 is an increase in positive feelings towards the arts. However, this general upwards shift is not as pronounced as it is a national level.

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



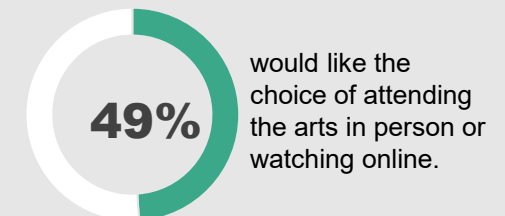
- For some the arts are critical at a personal level, while the majority recognise the wider societal benefits.

Arts and culture have supported my wellbeing since the COVID-19 crisis 😊 30

The arts help improve New Zealand society 🇳🇿 53

- While there is some evidence of higher public support for public funding of the arts in the Upper South Island, it is less emphatic than at the national level. This reflects the more muted impact COVID has had in prompting residents to positively reassess their relationship with the arts.

- However, one impact of the pandemic is calls for greater accessibility to the arts.





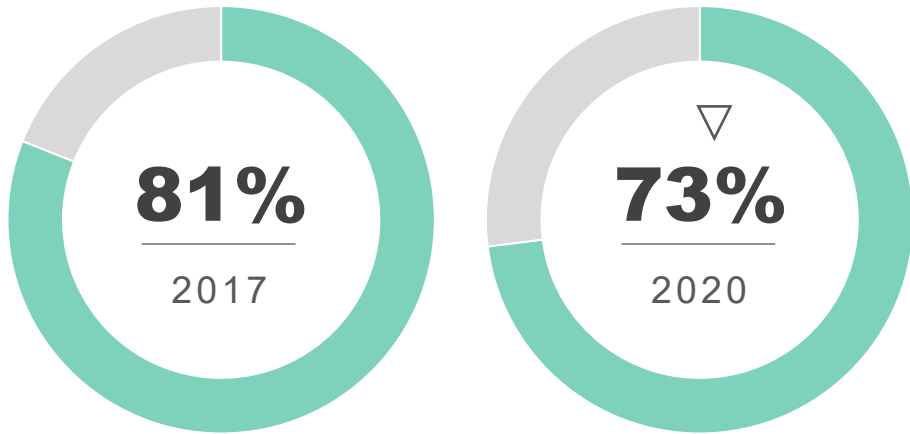
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

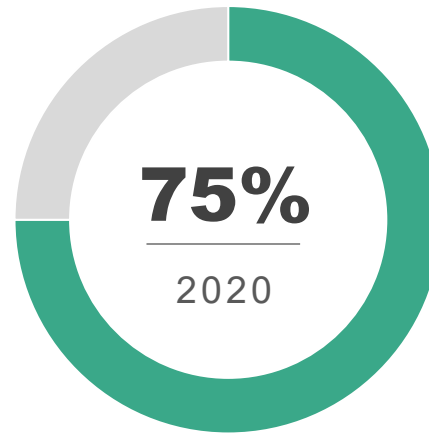
Q

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*

Nelson, Tasman and Marlborough



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 three percent of the residents have engaged with the arts in the last 12 months. This is lower than 2017 (81%) but remains consistent with the national average (75%).

The decline in engagement reflects the national trend (engagement fell from 80% to 75%). The decline is also largely attributable to a decline in attendance in the performing arts due to COVID-19.

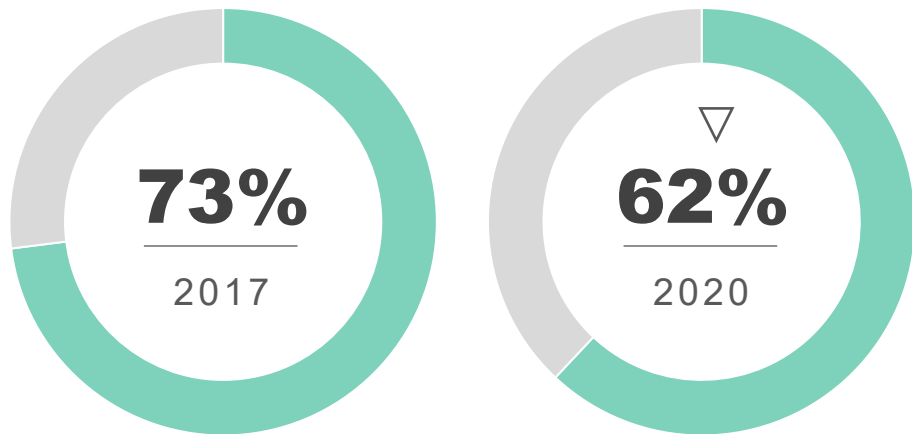
Sub-group differences in Nelson, Tasman and Marlborough:

Women (85%) are more likely than average to have engaged with the arts in the past 12 months (73%), while men are less likely to (59%).

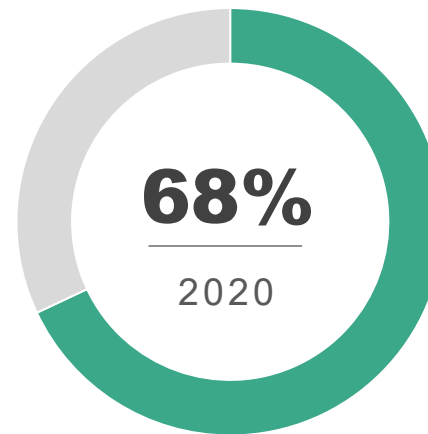
Q

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*

Nelson, Tasman and Marlborough



New Zealand



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

COMMENTARY

Sixty two percent of residents have attended at least one arts event or location in the last 12 months. This has declined from 73% in 2017. The difference between attendance across the Upper South Island (62%) and New Zealand (68%) is not statistically significant.

Sub-group differences in Nelson, Tasman and Marlborough:

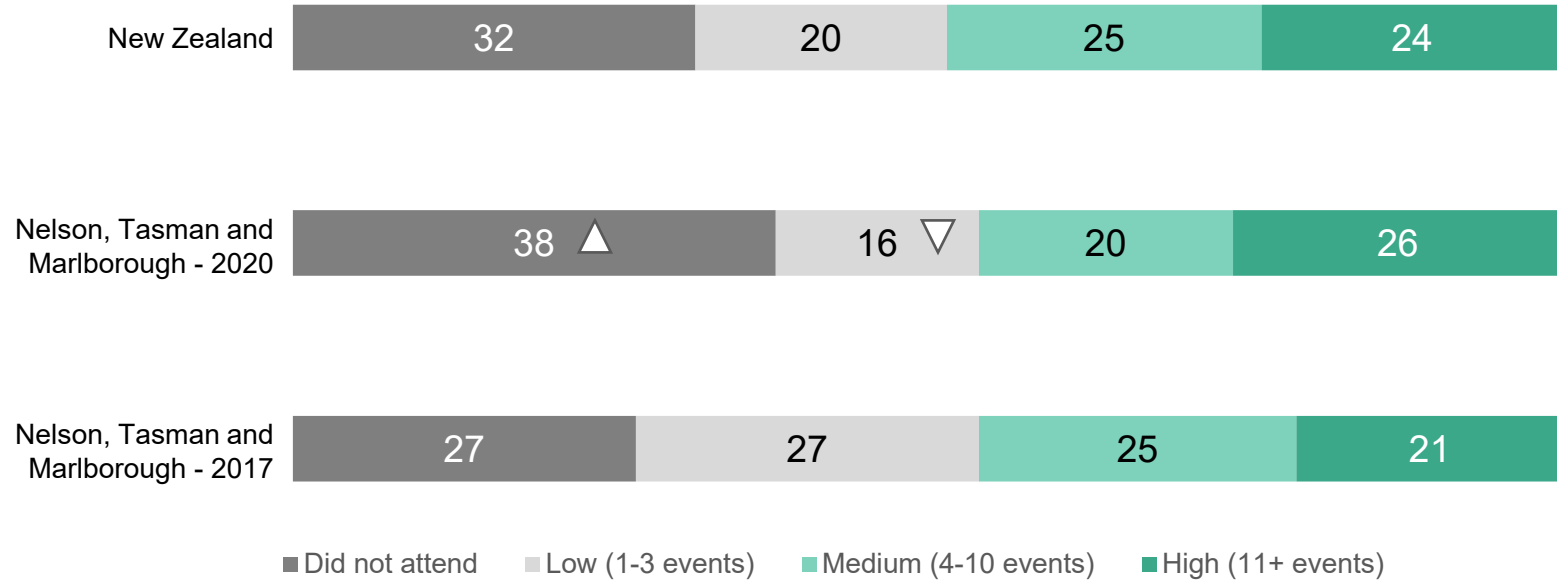
Women are more likely than average to have attended the arts (73% vs. 62%), while men are less likely to (51%).

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.

Those who attend on a more regular basis has remained relatively consistent with 2017. The decrease in overall attendance, is a result of a drop in those attending on an occasional basis i.e. up to 3 times in the last 12 months, from 27% in 2017 to 16% in 2020.

The frequency of attendance figures are broadly consistent with the national picture.

Sub-group differences Nelson, Tasman and Marlborough:

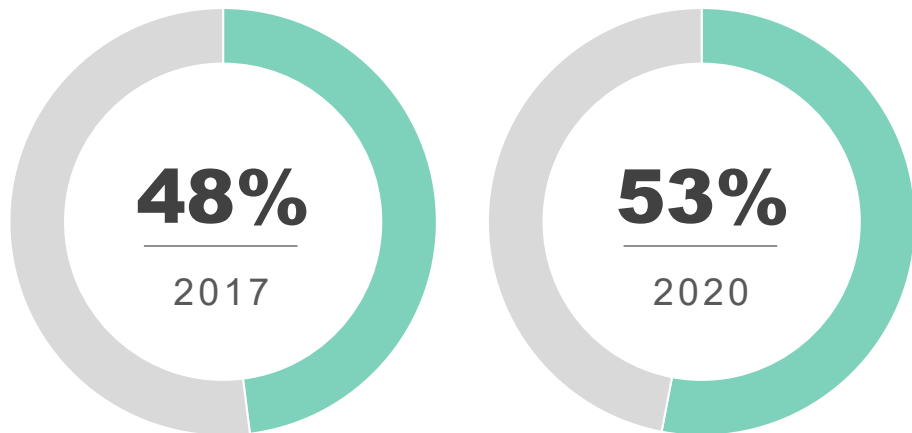
There are no sub-group differences of note.

Overall participation

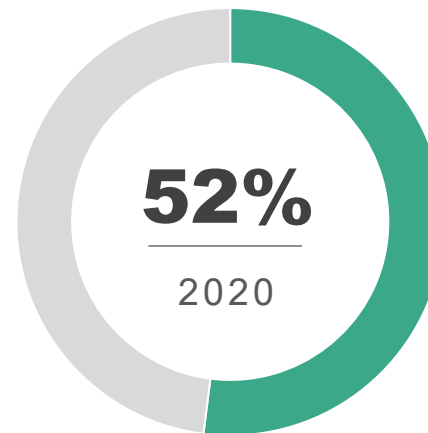
Q

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*

Nelson, Tasman and Marlborough



New Zealand



COMMENTARY

Participation has remained resilient, despite COVID-19. It is 53% in 2020, compared to 48% in 2017, albeit the difference is not statistically significant. Participation is also in line with the national average (52%).

Sub-group differences in Nelson, Tasman and Marlborough:

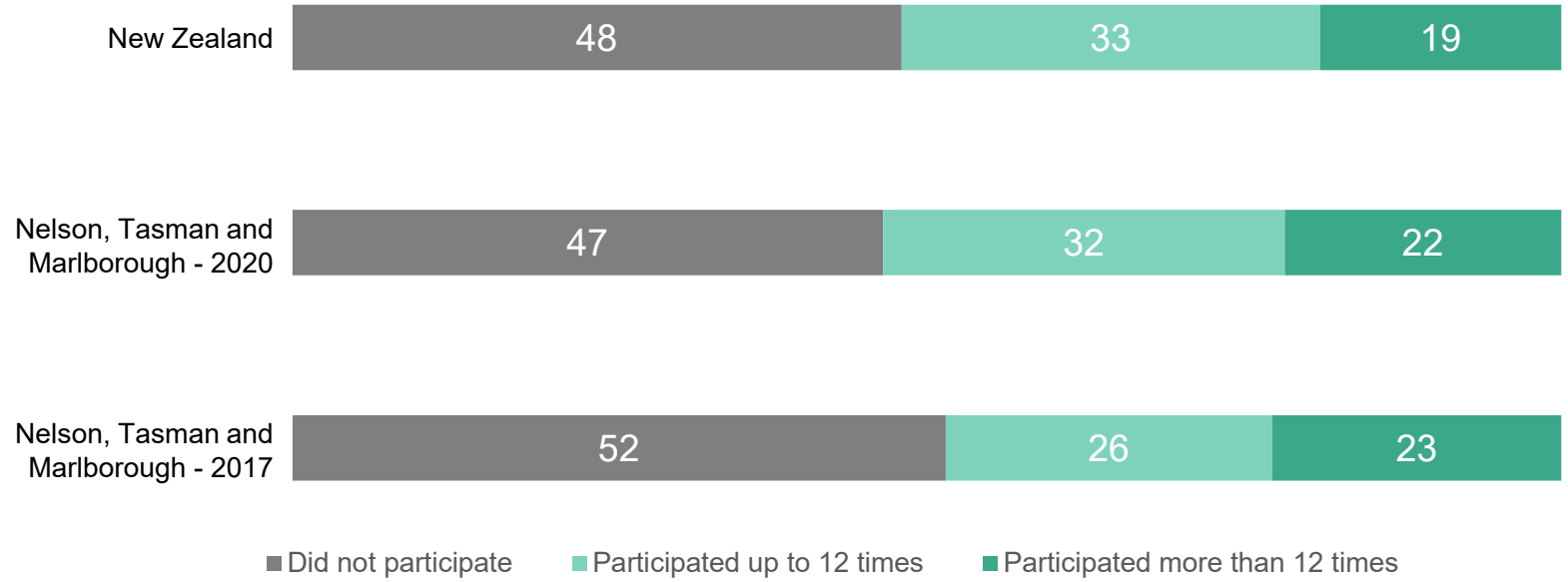
Women are more likely to participate in the arts than average (69% vs. 53%), while men are less likely to (37%).

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 two percent of the residents participate in the arts on a regular basis (more than 12 times a year). This is in line with 2017 (23%) and the national average (19%).

Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.



ARTS ATTITUDES

Change in overall perception of the arts

Q

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

COMMENTARY

At a national level, New Zealanders, have become more appreciative of the arts since COVID-19, with positive shifts across most of the attitudes tracked in the survey.

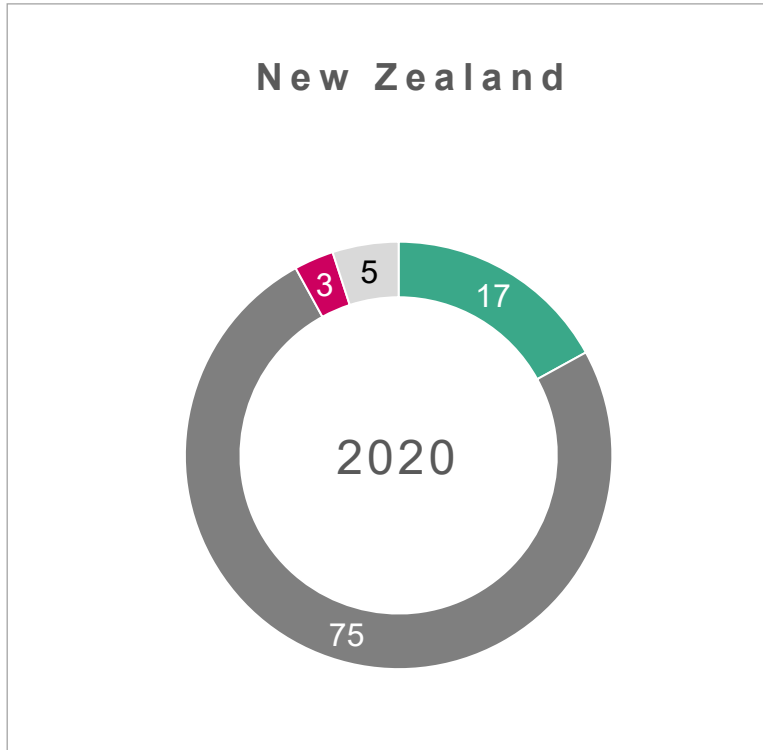
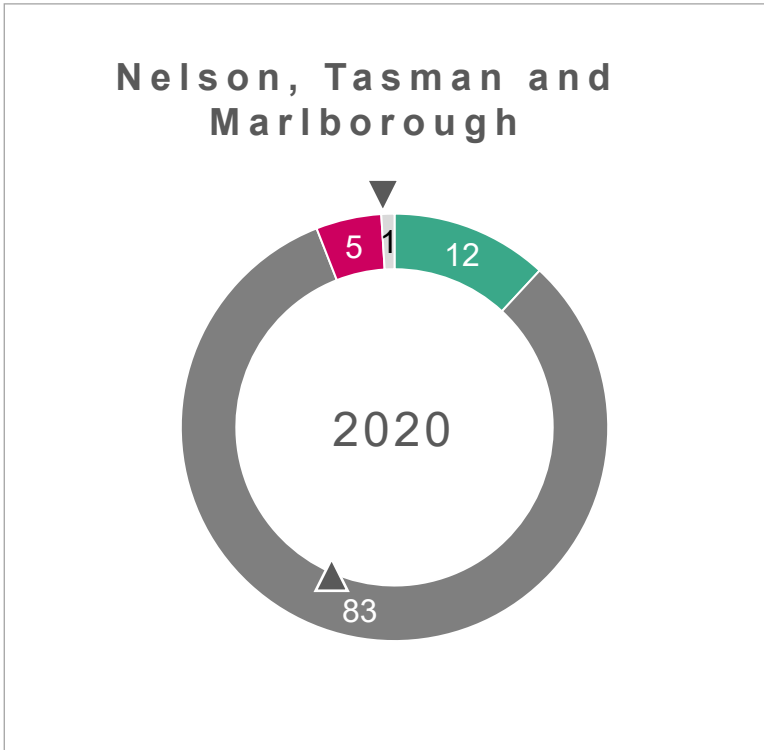
This is not the case in the Upper South Island. There are some positive shifts, but they are less pronounced and less widespread than is the case nationally.

These findings are reflected in the chart opposite. A higher proportion of residents in the Upper South Island than nationally say their views of the arts has not changed since COVID-19 (83% vs. 75%).

Twelve percent do say they have become more positive towards the arts, but this is offset against 5% who are more negative.

Sub-group differences in Nelson, Tasman and Marlborough:

Those aged 15-39 (24%) are more likely than average (12%) to say they feel more positive about the arts than they did 12 months ago.



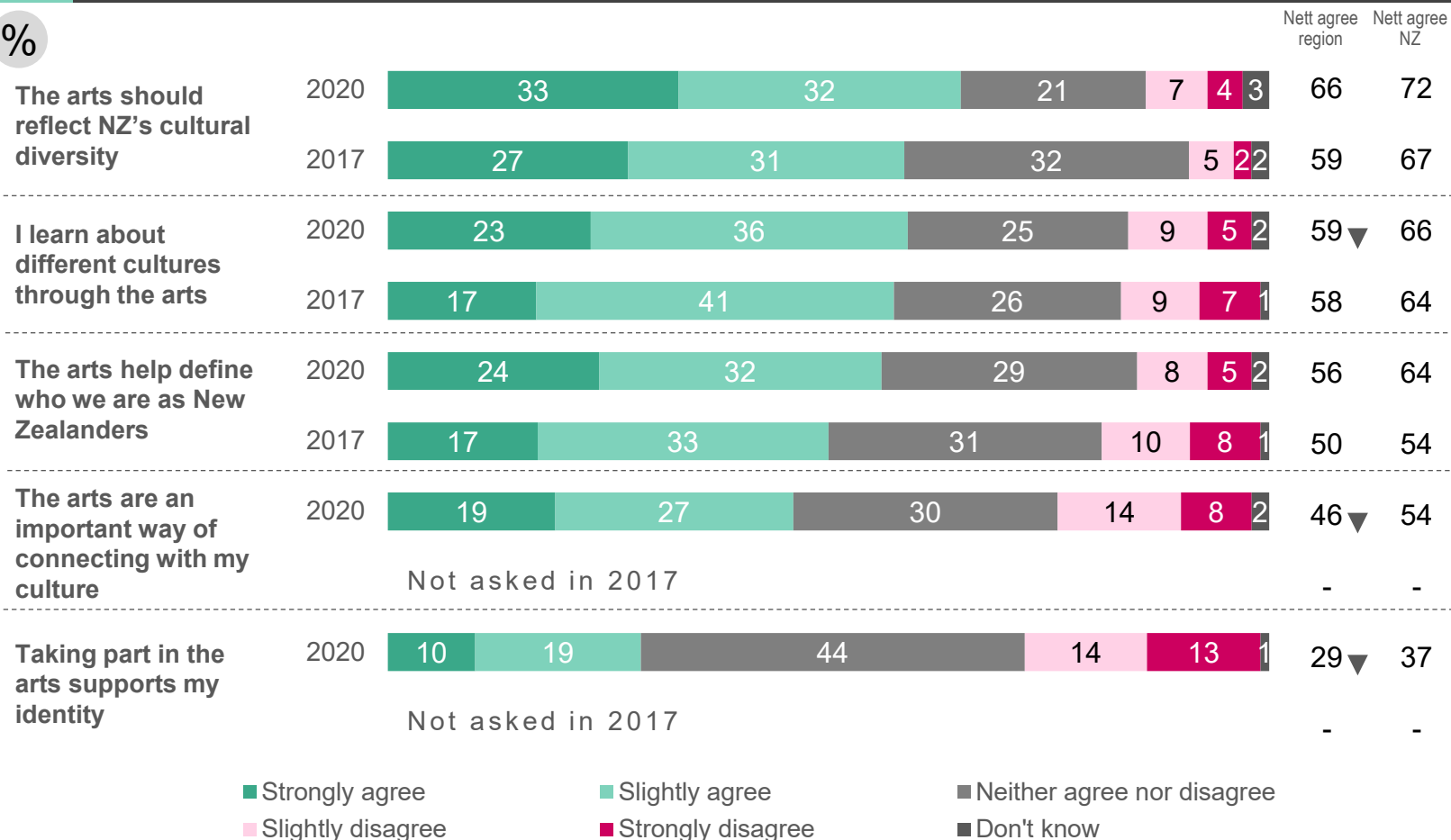
■ More positive about the arts ■ Opinion has not changed ■ More negative about the arts ■ Don't know

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.

Sixty six percent agree the arts should reflect New Zealand's cultural diversity, 59% say they learn about other cultures and 56% say they help define who we are as New Zealanders.

Residents appear to be more positive than in 2017, on the whether the arts should reflect our cultural diversity, and that they help define who we are. However, these shifts are not statistically significant.

In addition, residents are less likely than all New Zealanders, to learn about different cultures through the arts, connect with their own culture through the arts and support their own identity by taking part in the arts.

Sub-group differences in Nelson, Tasman and Marlborough:

Women are generally more likely than average to be positive about the connections between the arts, culture and identity.

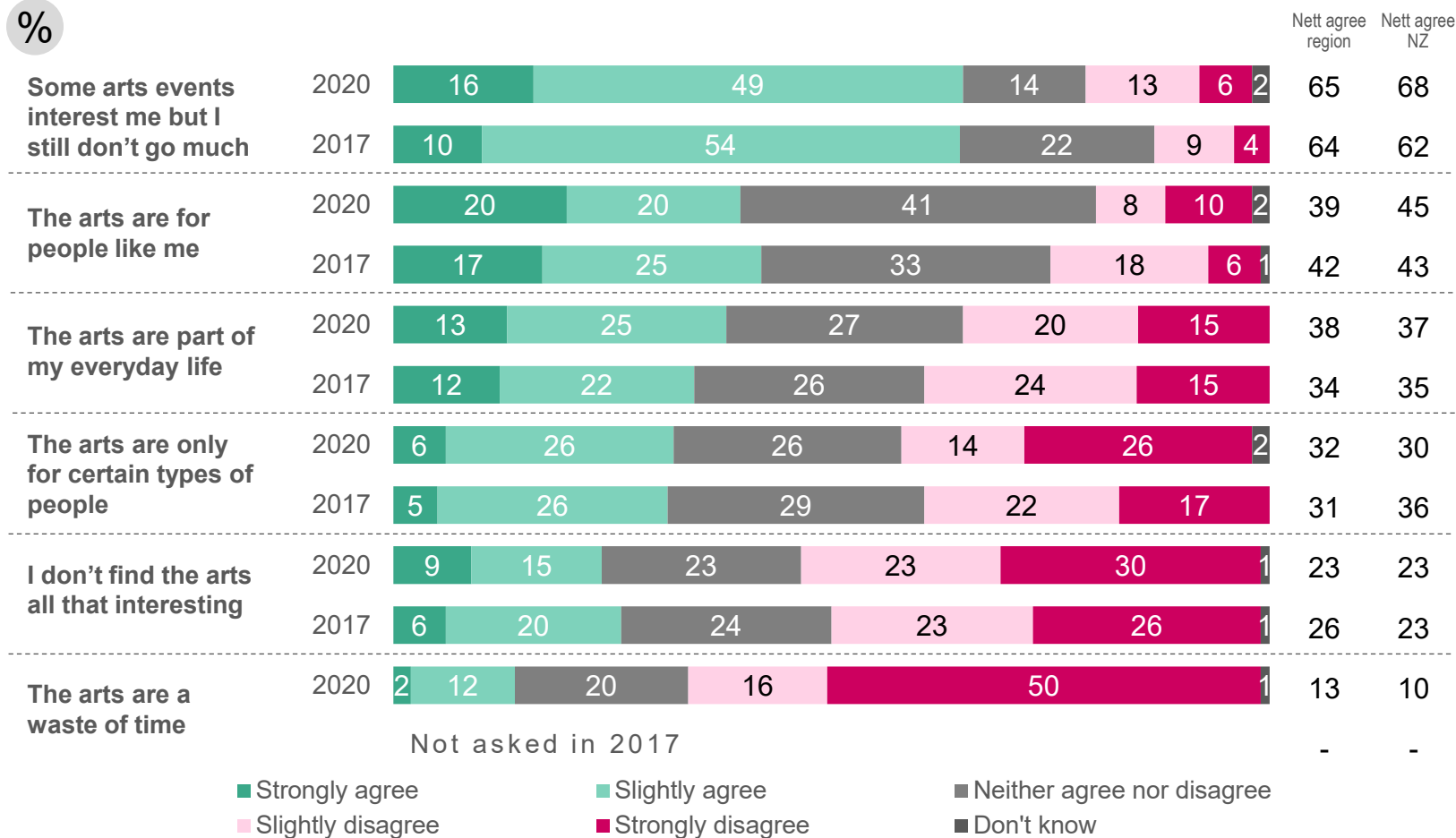
Additionally, those over 60 years old are more likely than average to agree that the arts should reflect New Zealand's cultural diversity (78% vs. 66%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

A notable minority of residents have a deep personal connection to the arts.

Thirty nine percent of the region feels the arts are for people like me, while 38% say they are part of their everyday life. Thirty two percent think the arts are only for certain types of people. All are broadly consistent with 2017 and the national averages.

In addition only a minority say the arts aren't that interesting (23%) or a waste of time (13%), while most residents disagree with this proposition.

Sixty five percent indicate that they are interested in some arts events but still don't attend often. This is in line with 2017 and with the national average.

Sub-group differences in Nelson, Tasman and Marlborough:

Women tend to be more connected to the arts, and are more likely than average to agree that the arts are for people like me (48% vs. 39%). Women are also more likely than average to disagree with the following statements:

- I don't find art all that interesting (63% vs. 53%)
- Arts are a waste of time (78% vs. 66%).

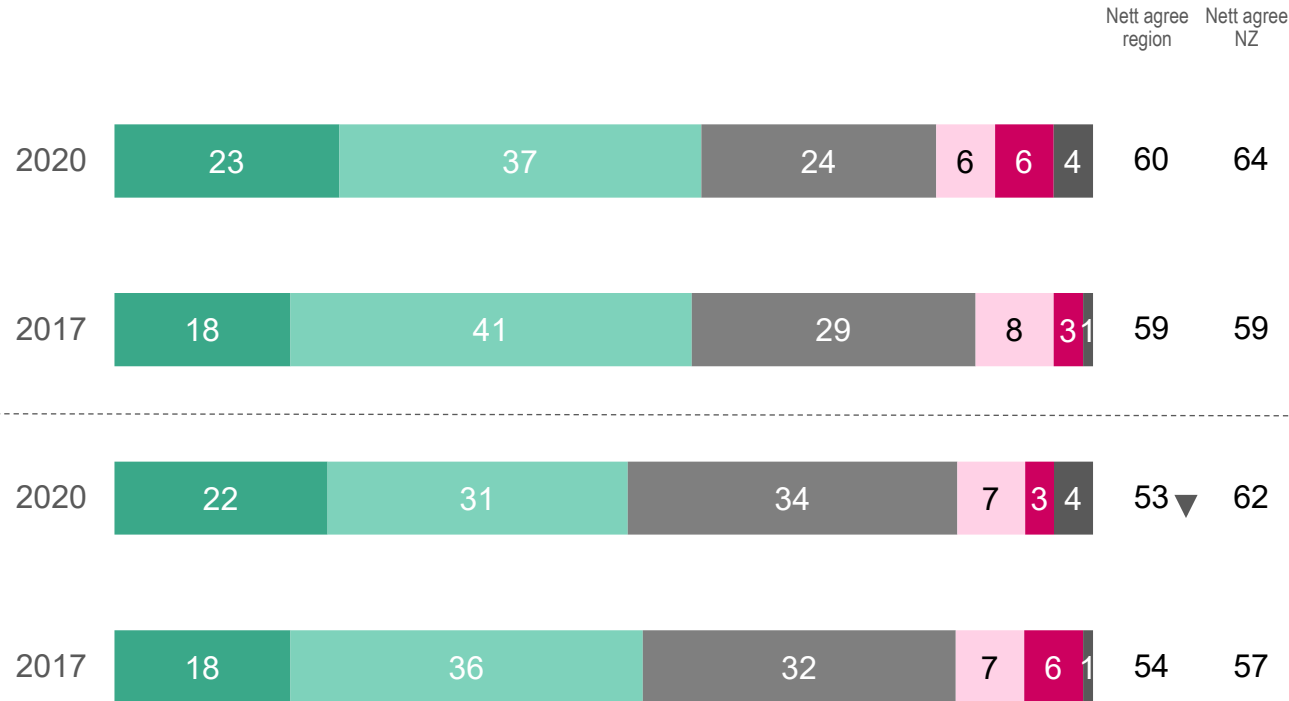
Those aged 40-59 are less likely than average to feel the arts are a part of their everyday life (26% vs. 38%).

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

Residents in the Upper South Island recognise the wider benefits of the arts.

Sixth percent agree the arts contribute positively to our economy and 53% feel they help improve society.

While there has been a positive improvement in these attitudes at a national level since 2017, this has not been replicated across at a regional level. Indeed the proportion who feel the arts help improve New Zealand society is now lower in the Upper South Island than New Zealand (53% vs. 62%).

Sub-group differences in Nelson, Tasman and Marlborough:

Women are more likely than average to agree that the arts contribute positively to the economy (69% vs. 60%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)
 | New Zealand 2017 (n=6101); 2020 (n=6263)

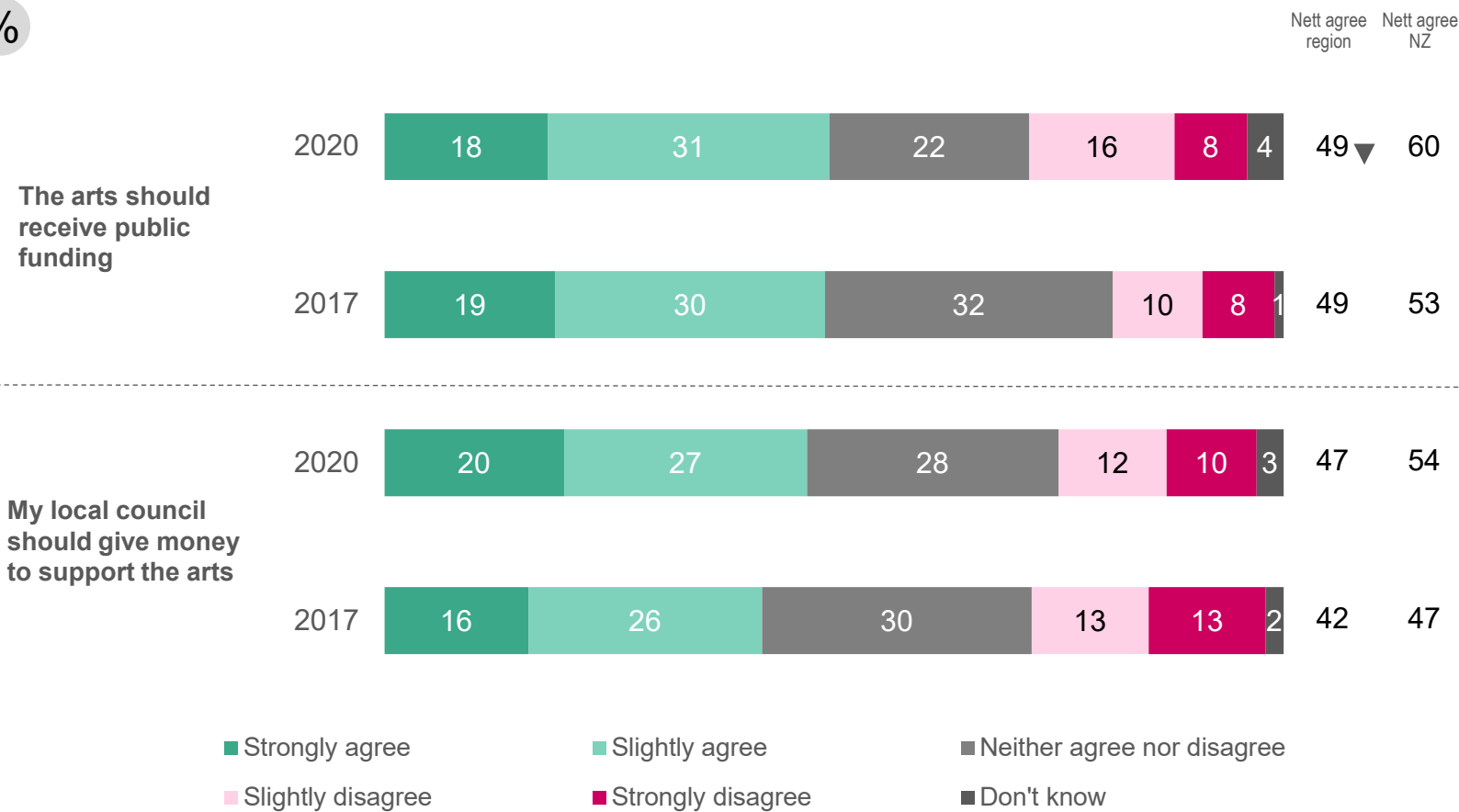
△ ▽ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

While support for public funding of the arts has increased for all New Zealanders, it has remained stagnant in the Upper South Island at 49%. This means support for funding is now lower than the national average.

Forty seven percent now support their local council funding the arts, compared to 42% in 2017, albeit the difference is not statistically significant.

Sub-group differences in Nelson, Tasman and Marlborough:

Those aged 40-59 are less likely than average to agree the arts should receive public funding (37% vs. 47%).

Women are more likely than average to agree the arts should receive both public funding (63% vs. 49%) and funding from their local council (58% vs. 47%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)
| New Zealand 2017 (n=6101); 2020 (n=6263)

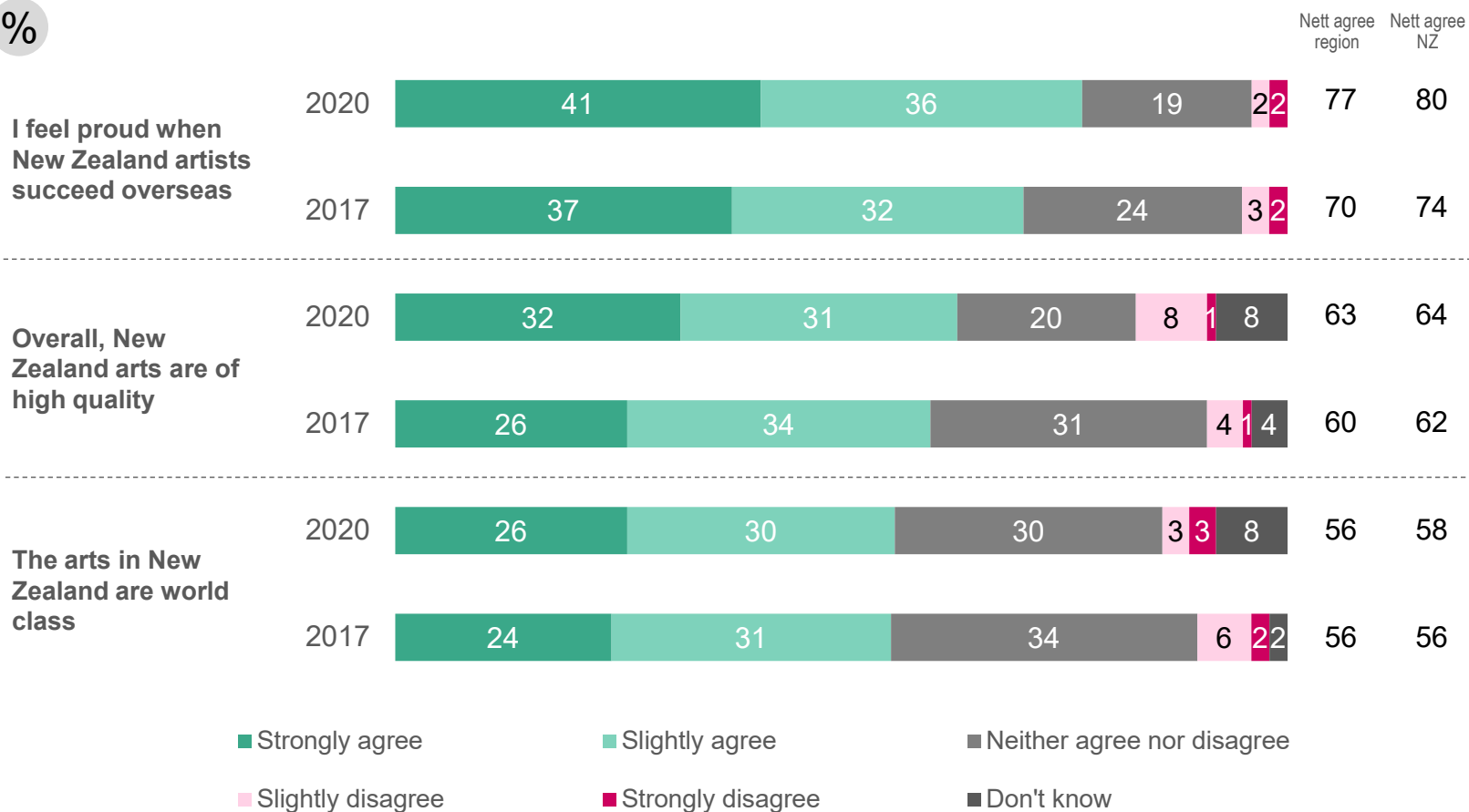
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

Residents take pride in the success of New Zealand artists overseas and they are largely positive about the quality of the arts in New Zealand. Residents seem somewhat more likely to express pride in any overseas success, albeit the difference is not statistically significant. The attitudes expressed are also in line with the national averages.

Sub-group differences in Nelson, Tasman and Marlborough:

Those aged over 60 (91%) and women (84%) are more likely than average to agree that they feel proud when New Zealand artists succeed overseas (77%).

Women are also more likely than average to agree that the New Zealand arts are of high quality (75% vs. 63%).

Finally those aged over 60 and those with household incomes of up to \$50,000 are more likely than average to agree that the arts in New Zealand are world class (both 68% vs. 56%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)
 | New Zealand 2017 (n=6101); 2020 (n=6263)

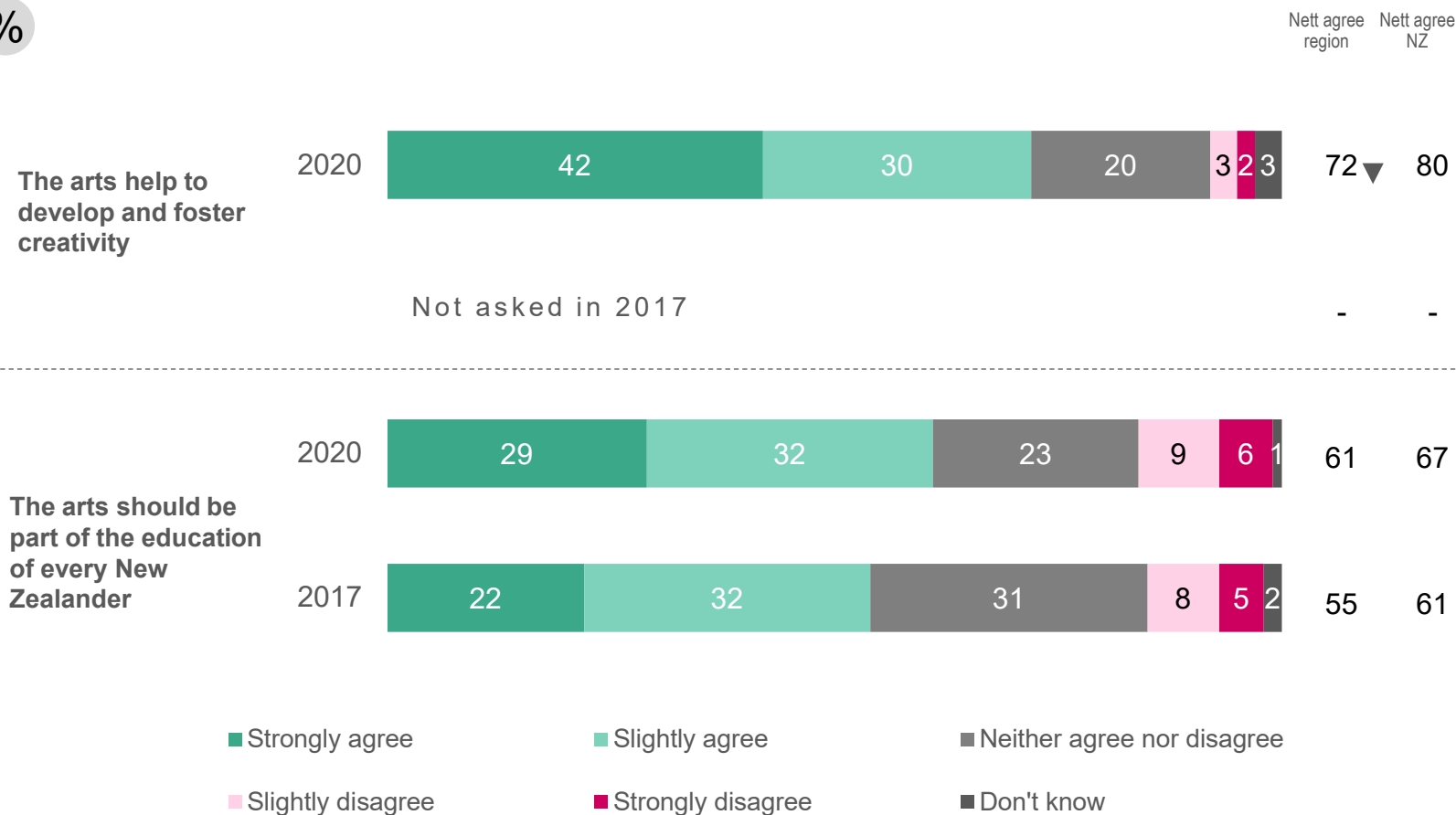
△ ▽ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

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 (72%), albeit this is significantly lower than the national average.

Residents' support for including arts within the standard educational programme in New Zealand appears to have increased from 55% in 2017 to 61% in 2020, albeit this difference is not significantly different. The support level is broadly in line with the national average.

Sub-group differences in Nelson, Tasman and Marlborough:

Women (70%) are more likely than average (61%) to agree that the arts should be part of New Zealand's education, while those with household incomes between \$50,001 and \$100,000 are less likely to agree (48%).

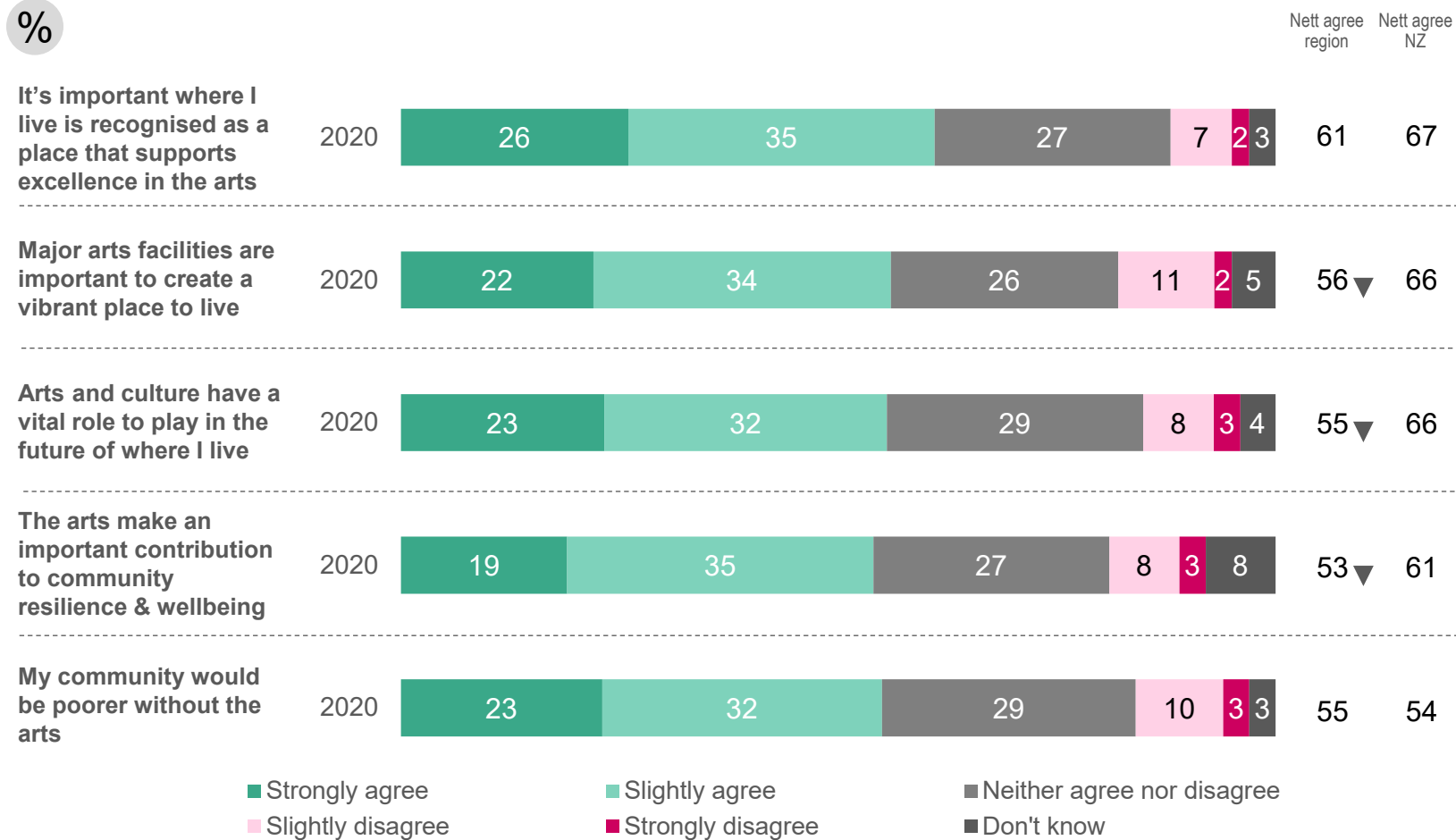
Women are also more likely than average to agree that the arts help to encourage creativity (79% vs. 72%).

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, and that their community would be the poorer without them. That said residents are less likely than the national average to agree that major arts facilities are important to create a vibrant place to live, that arts and culture have a vital role to play in the future of where they, and that the arts make an important contribution to community resilience and wellbeing.

Sub-group differences in Nelson, Tasman and Marlborough:

Women are more likely than average to agree with the following attitudes:

- It's important where I live is recognised as a place that supports excellence in the arts (69% vs. 61%)
- The arts make an important contribution to community resilience & wellbeing (65% vs. 53%).

Those aged over 60 are more likely than average to agree with the following attitudes:

- My community would be poorer without the arts (73% vs. 55%)
- Major arts facilities are important to create a vibrant place to live (70% vs. 56%)
- The arts make an important contribution to community resilience & wellbeing (68% vs. 53%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Nelson, Tasman and Marlborough residents 2020 (n=196);
 New Zealand 2020 (n=6263)

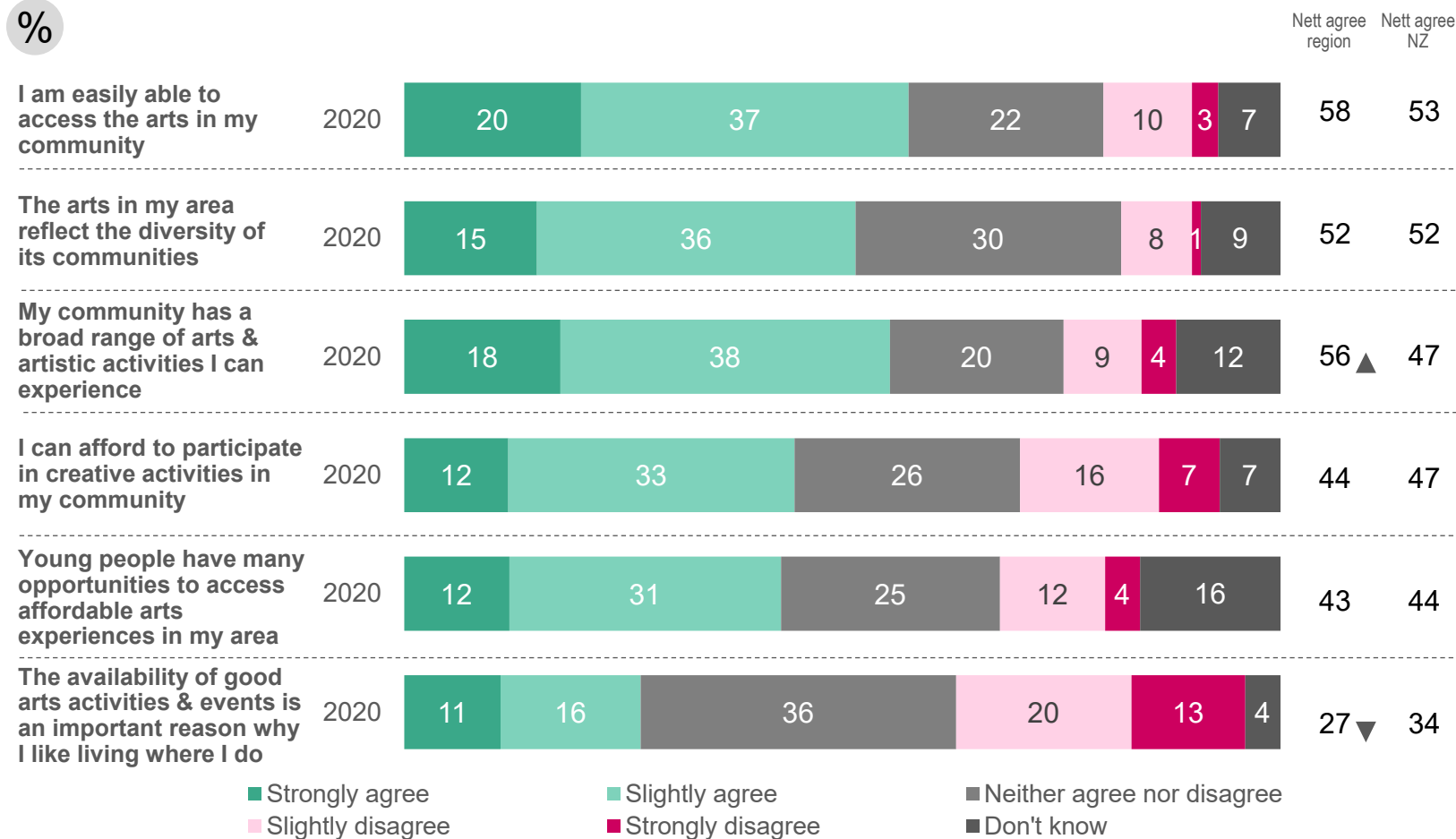
▲▼ = significantly higher / lower than all New Zealanders

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, the arts seem to be as accessible (if not more so) then across the rest of the country. Residents are more likely than average to say their community has a broad range of arts and artistic activities they can experience (56% vs. 47%).

There is, however, an opportunity to increase affordability. Less than half of residents agree that they can afford to participate in activities in their community.

Finally the availability of good arts activities and events is less likely to explain why residents choose to live in the Upper South Island (27% vs. 34%).

Sub-group differences in Nelson, Tasman and Marlborough:

Broadly speaking, those aged over 60 tend to find the arts more accessible than average. Conversely, those aged 15-39, are more likely to disagree that their region has easily accessible and affordable arts opportunities.

New Zealand Europeans are less likely than average to agree that the availability of good arts activities & events is an important reason why I like living where I do (23% vs. 27%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Nelson, Tasman and Marlborough residents 2020 (n=196);
 New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



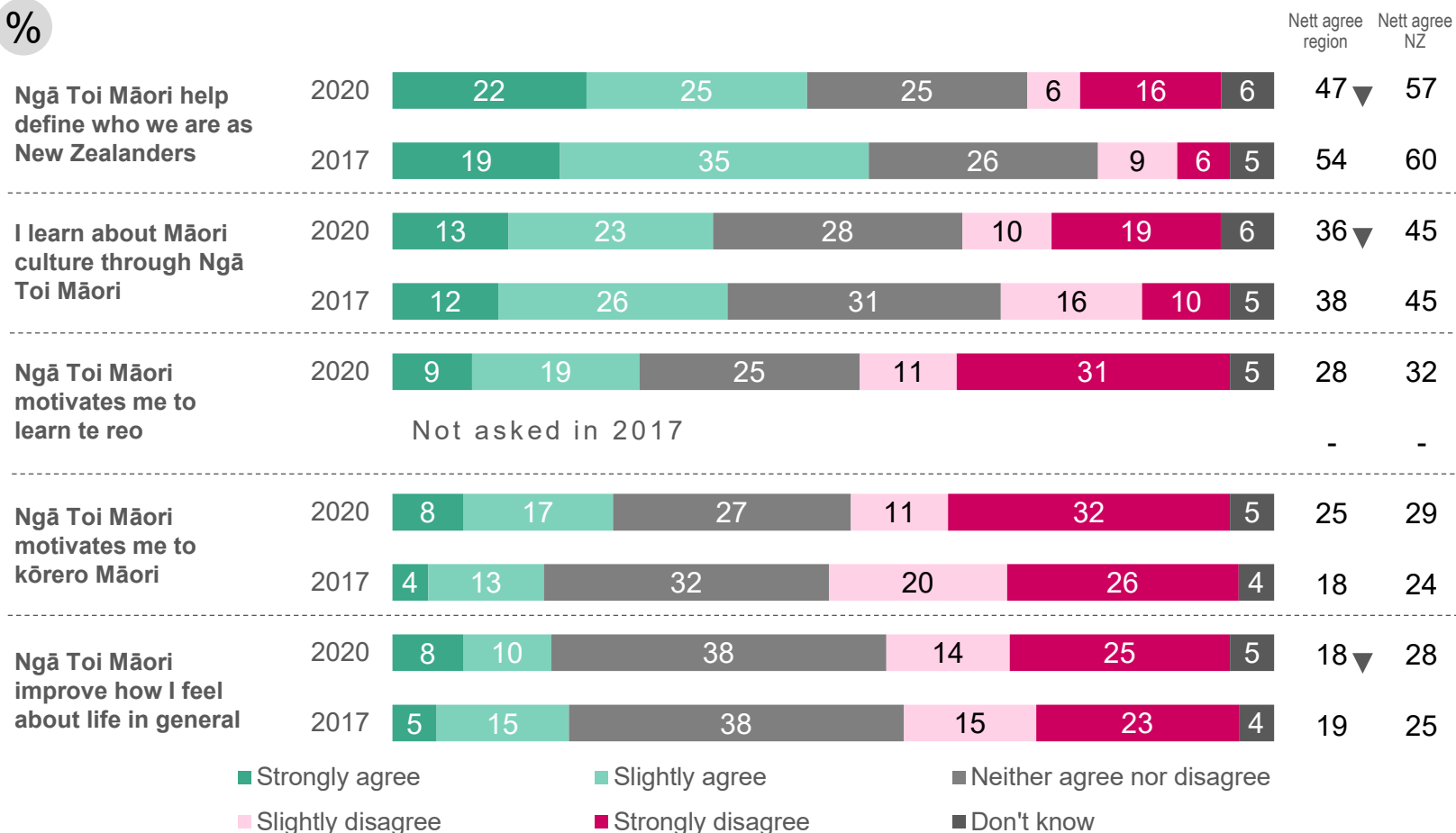
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

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

A notable minority of residents recognise a number of benefits of Ngā Toi Māori to the community. Forty seven percent agree that it helps define who we are as New Zealanders, and 36% say it is a way of learning about Māori culture. Both these findings are significantly lower than the national average.

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 25% in 2020, compared to 18% in 2017, albeit the difference is not statistically significant.

Residents are less likely to agree Ngā Toi Māori improves how they feel about life in general than nationally (18% vs. 28%).

Māori residents are generally more likely than average to agree with each attitude, albeit these differences are not statistically significant due to the relatively small base size of Māori (29 respondents).

Sub-group differences in Nelson, Tasman and Marlborough:

Women generally hold more positive attitudes towards Ngā Toi Māori than average.

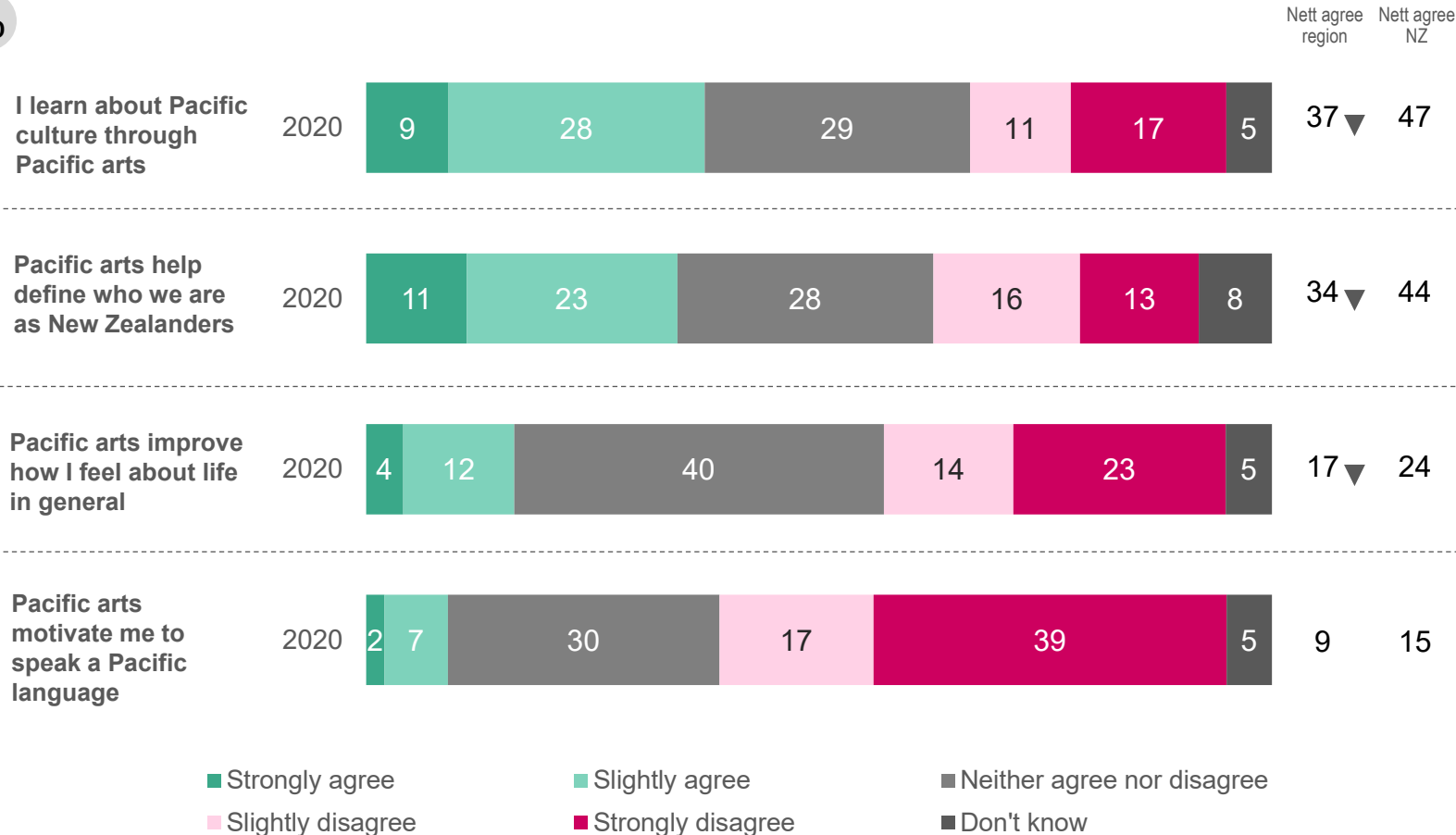
Those aged over 60 (56%), men (54%), New Zealand Europeans (47%) are more likely than average to disagree that Ngā Toi Māori motivates me to learn te reo (25%).

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

A notable minority also recognise benefits from the Pacific arts. This includes as a way to access Pacific culture (37%) and cementing our national identity (34%). Pacific arts also positively impacts wellbeing for some residents (17%) and encourages a minority to speak a Pacific language (9%).

Residents across the region are less likely than all New Zealanders to agree with each attitude, with the exception of being encourage to speak a Pacific language, where the difference is not significant.

Sub-group differences in in Nelson, Tasman and Marlborough:

Women are more likely than average to agree that they learn about the Pacific culture through its art (49% vs. 37%).

Those aged over 60 (73%), men (65%) and New Zealand Europeans (61%) are more likely than average (56%) to disagree that Pacific arts motivates them to speak a Pacific language.

Additionally, men are more likely than average to disagree that Pacific arts help to define who we are as New Zealanders (38% vs. 29%).

Note: Nett agree is the sum of strongly agree and slightly agree
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 New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



ATTENDANCE BY ARTFORM

Attendance by art form

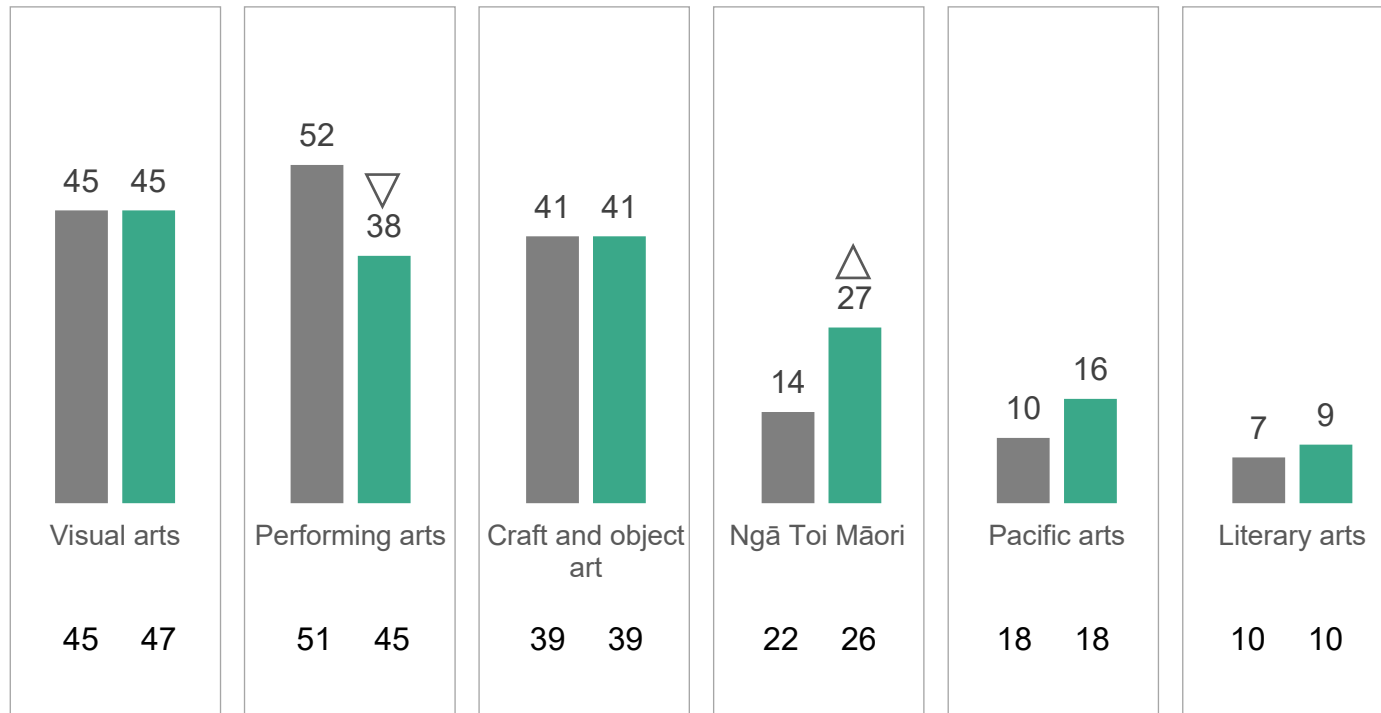
Q

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

%

■ Nelson, Tasman and Marlborough - 2017

■ Nelson, Tasman and Marlborough - 2020



COMMENTARY

The chart shows the proportion of Nelson, Tasman and Marlborough 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 are the visual arts (45%) and craft and object art (41%).

Attendance at performing arts has dropped from 52% in 2017 to 38% in 2020. This has resulted in the overall decline in engagement.

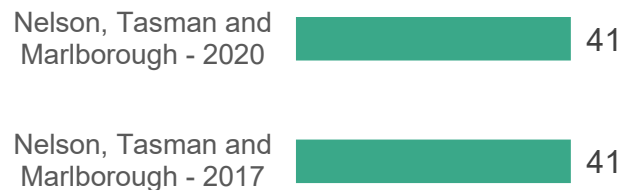
In contrast, attendance at Ngā Toi Māori has increased from 14% in 2017 to 27% in 2020. Attendance at most of the art forms is in line with the national averages. Attendance at performing arts seems somewhat lower, albeit the difference is not statistically significant.

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 Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

Did you do this...



87% in person

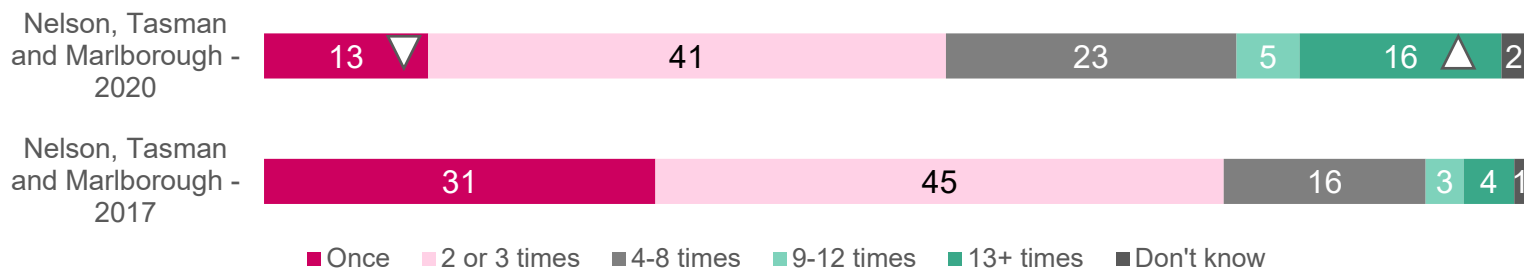


47% online

Base: All Nelson, Tasman and Marlborough residents who have attended craft and object arts 2020 (n=82)

Q

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



Base: All Nelson, Tasman and Marlborough residents who have attended the craft and object arts 2017 (n=189); 2020 (n=82)

COMMENTARY

Forty one percent of the residents have attended craft and object art in the last 12 months, in line with 2017.

While overall attendance has remained consistent, the frequency with which attendees are going to craft and object art has increased, with 43% going on a regular basis (at least four times in the last 12 months) compared to 23% in 2017.

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

Most attendees to craft and object art are typically doing so in person (87%), but almost half also attend online.

Sub-group differences in Nelson, Tasman and Marlborough:

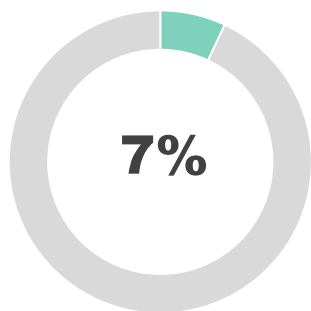
Women (49%) are more likely than average (41%) to have attended craft and object art. In contrast, men (32%) are less likely than average to have attended.

%

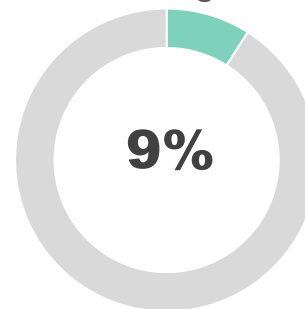
Q

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

Nelson, Tasman and Marlborough 2017



Nelson, Tasman and Marlborough 2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

COMMENTARY

Nine percent of the Nelson, Tasman and Marlborough region have attended literary arts in the last 12 months. This is in line with 2017.

Please note that data on frequency of attendance and how people attended (in person or online) is not included for this artform due to low base sizes.

Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.

%

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 Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

Did you do this...



77% in person

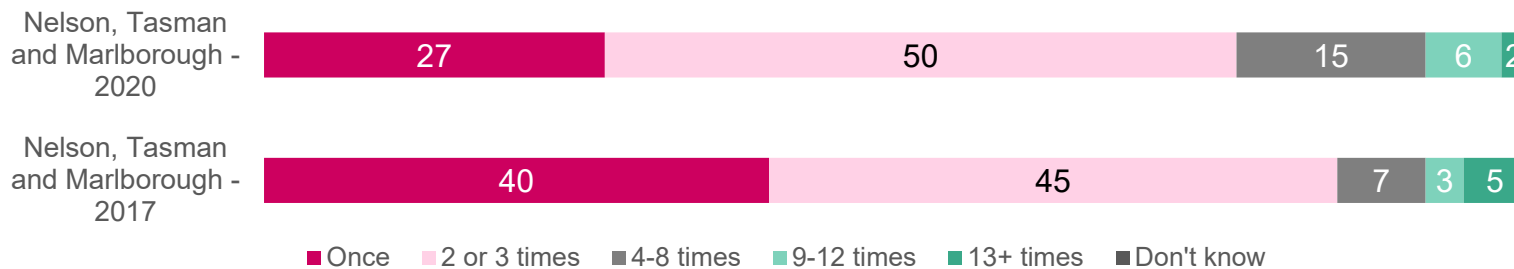


59% online

Base: All Nelson, Tasman and Marlborough residents who have attended Ngā Toi Māori 2020 (n=56)

Q

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



Base: All Nelson, Tasman and Marlborough residents who have attended Ngā Toi Māori 2017 (n=71); 2020 (n=56)

COMMENTARY

The proportion of residents who have attended Ngā Toi Māori in the last 12 months, has almost doubled from 14% in 2017 to 27% in 2020.

The frequency of attendance has not changed significantly since 2017.

Seventy seven percent of attendees are typically doing so in person, while a high proportion are attending online (59%).

Sub-group differences in Nelson, Tasman and Marlborough:

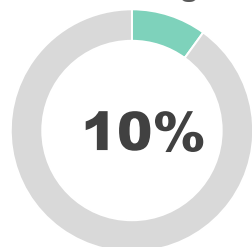
There are no sub-group differences of note.

%

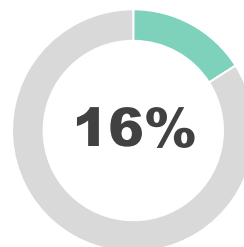
Q

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

Nelson, Tasman and Marlborough 2017



Nelson, Tasman and Marlborough 2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

COMMENTARY

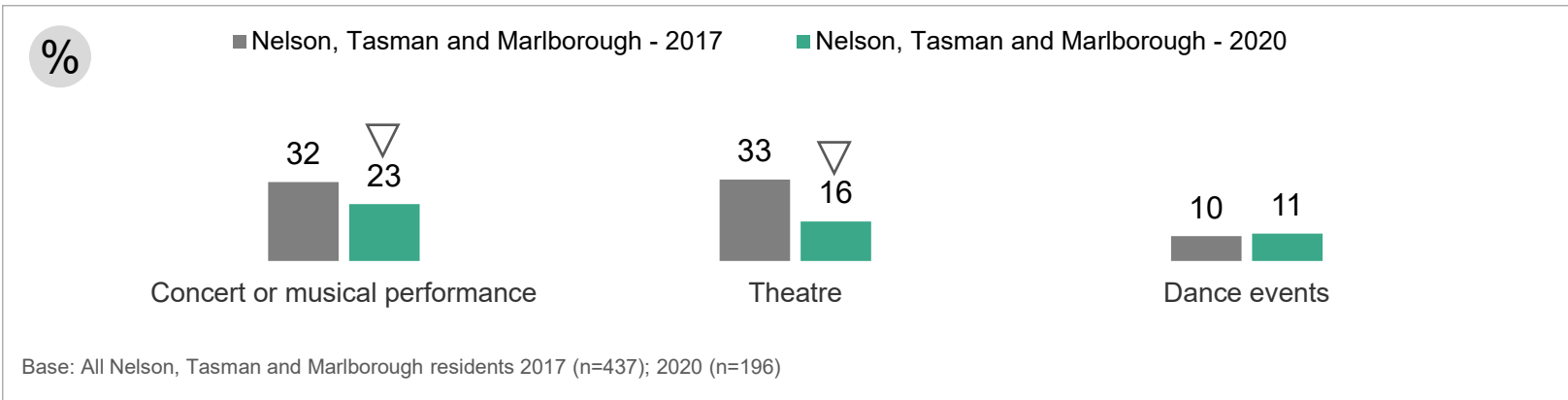
Sixteen percent of the residents have attended Pacific arts in the last 12 months. This compares to 10% in 2017, albeit the difference is not statistically significant.

Please note that data on frequency of attendance and how people attended (in person or online) is not included for this artform due to low base sizes.

Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.

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



COMMENTARY

Overall, 38% of Nelson, Tasman and Marlborough residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types of performing arts.

Concerts or musical performances remain the most popular type of performing arts, although attendance has declined since 2017 (from 32% to 23%). Theatre attendance has also halved from 33% to 16%, while attendance at dance events has remained consistent at about 11%.

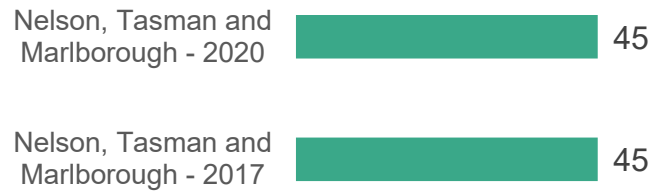
Please note that data on frequency of attendance and how people attended (in person or online) is not included for this artform due to low base sizes.

Sub-group differences in Nelson, Tasman and Marlborough:
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 Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

Did you do this...



82% in person

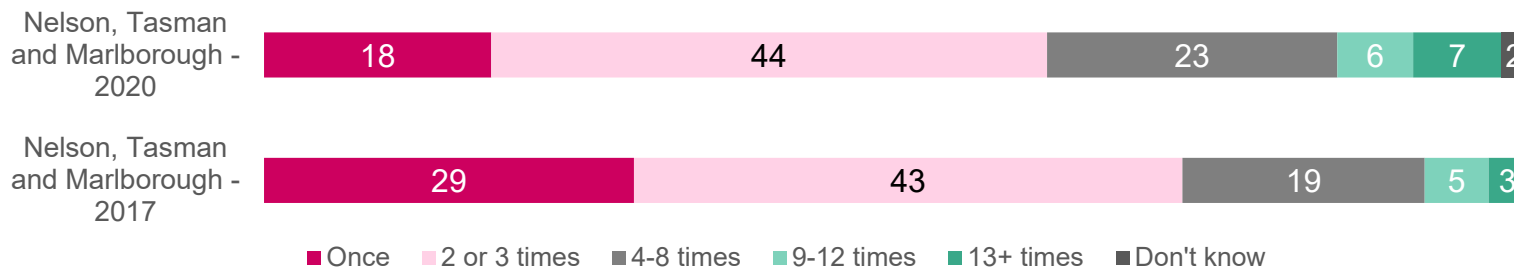


53% online

Base: All Nelson, Tasman and Marlborough residents who have attended the visual arts 2020 (n=92)

Q

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



Base: All Nelson, Tasman and Marlborough residents who have attended the visual arts 2017 (n=193); 2020 (n=92)

COMMENTARY

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

The frequency with which attendees are going to the visual arts is broadly consistent with 2017.

Of the 45% of residents who had attended the visual arts 82% had done so in person, and 53% online.

Sub-group differences in Nelson, Tasman and Marlborough:

Women (55%) are more likely than average (45%) to have attended the visual arts.

Visual arts attendance: impact of film festivals

Q

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

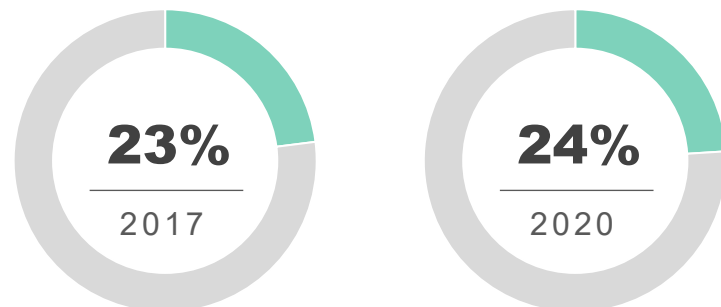
COMMENTARY

Twenty four percent of residents who have attended the visual arts, have attended a film festival in the last 12 months. This is in line with 2017 and with the national average (20%).

Sub-group differences in Nelson, Tasman and Marlborough:

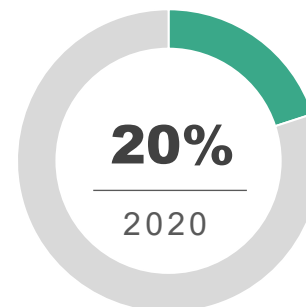
There are no sub-group differences of note.

Nelson, Tasman and Marlborough



Base: All Nelson, Tasman and Marlborough residents who have attended the visual arts 2017 (n=193); 2020 (n=92)

New Zealand



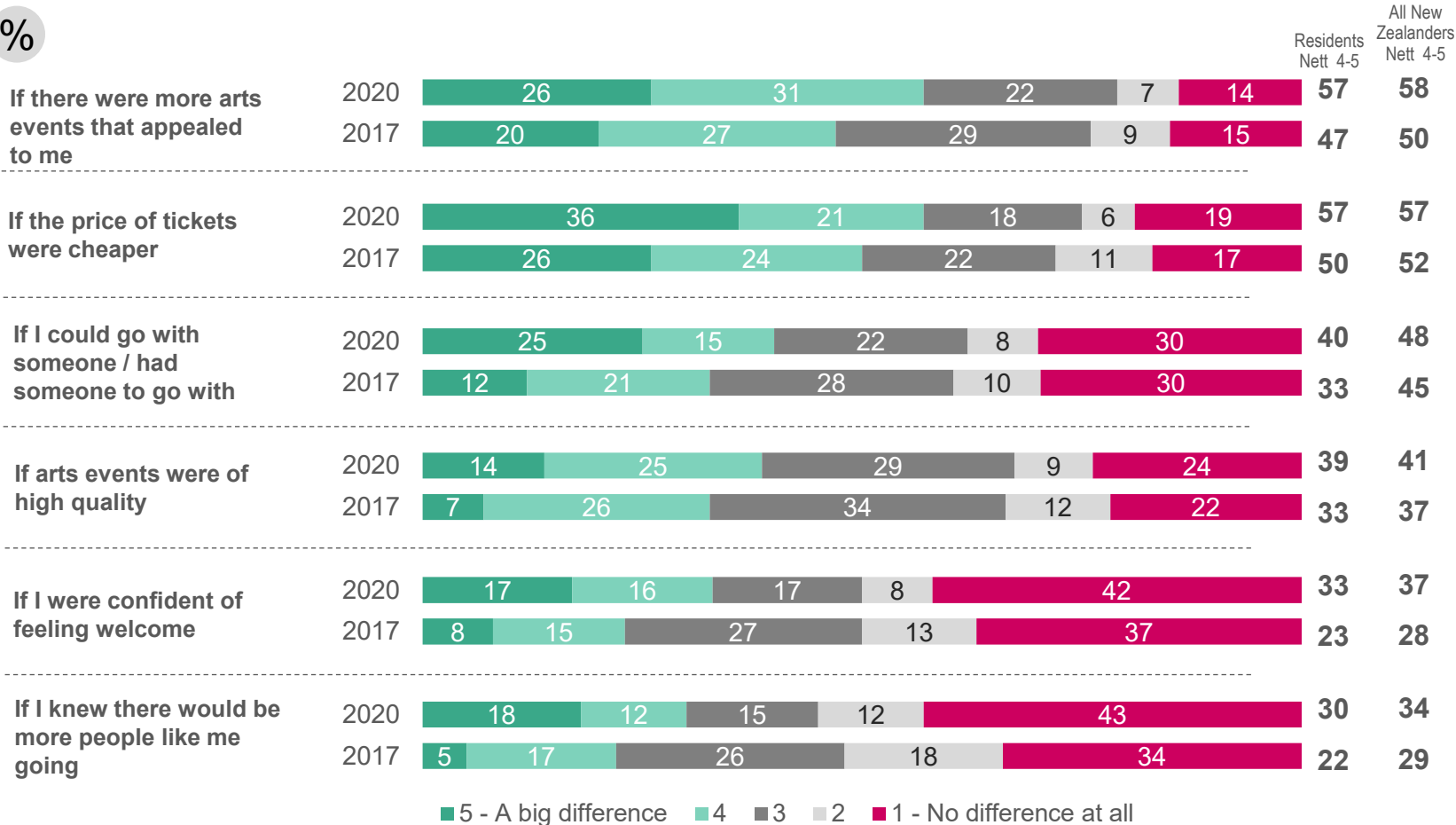
Base: New Zealand (n=3032)

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 five percent of Nelson, Tasman and Marlborough residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and ticket prices remain the top two factors that could influence attendance. Fifty seven percent say each factor could make a difference in encouraging them to go more often.

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

The proportion referencing each trigger is in line with 2017.

Sub-group differences in Nelson, Tasman and Marlborough:

Respondents aged 15-39 are more likely than average to agree that the following would encourage their attendance of the arts:

- If the price of tickets were cheaper (77% vs. 57%)
- If I could go with someone (57% vs. 40%)
- If there would be more people like me going (50% vs. 30%).

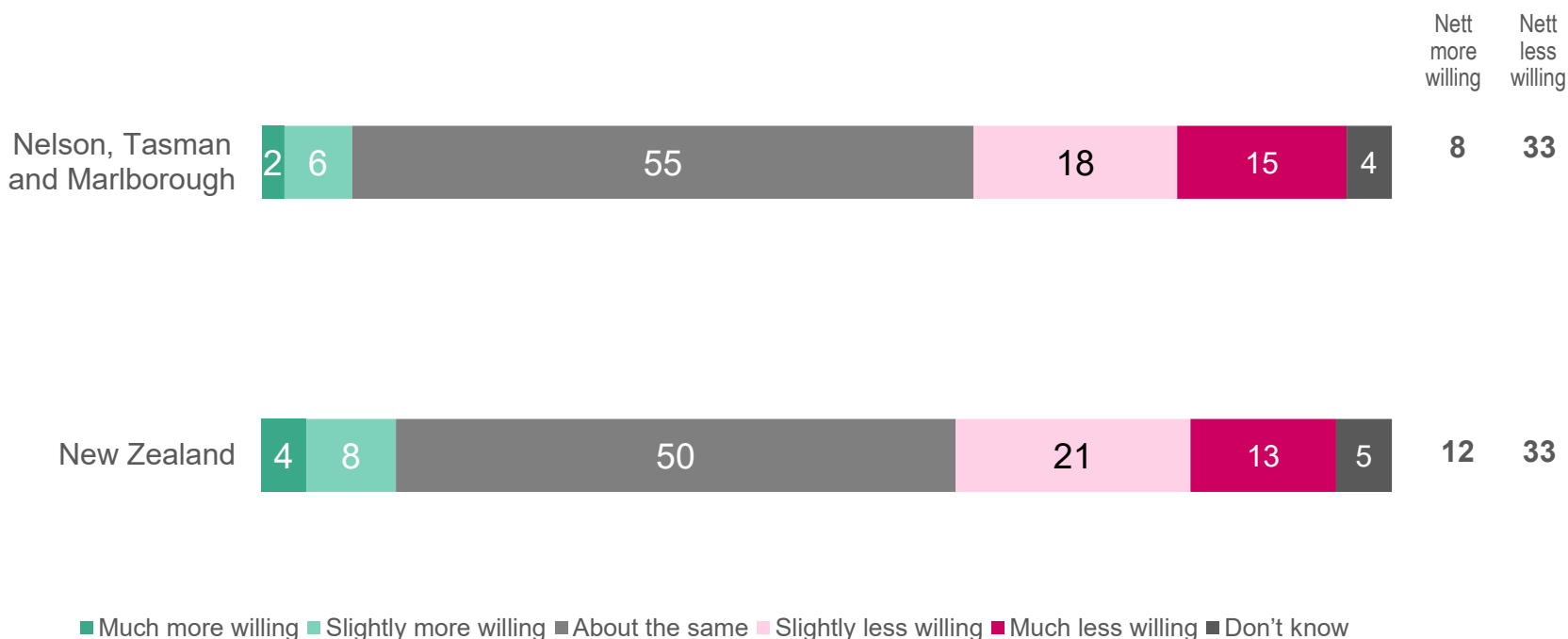
Women (51%) are also more likely than average (40%) to agree having company would increase their attendance.

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

A third of the residents (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, 8% are more willing.

These findings are broadly in line with the national average.

Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.



PARTICIPATION BY ARTFORM

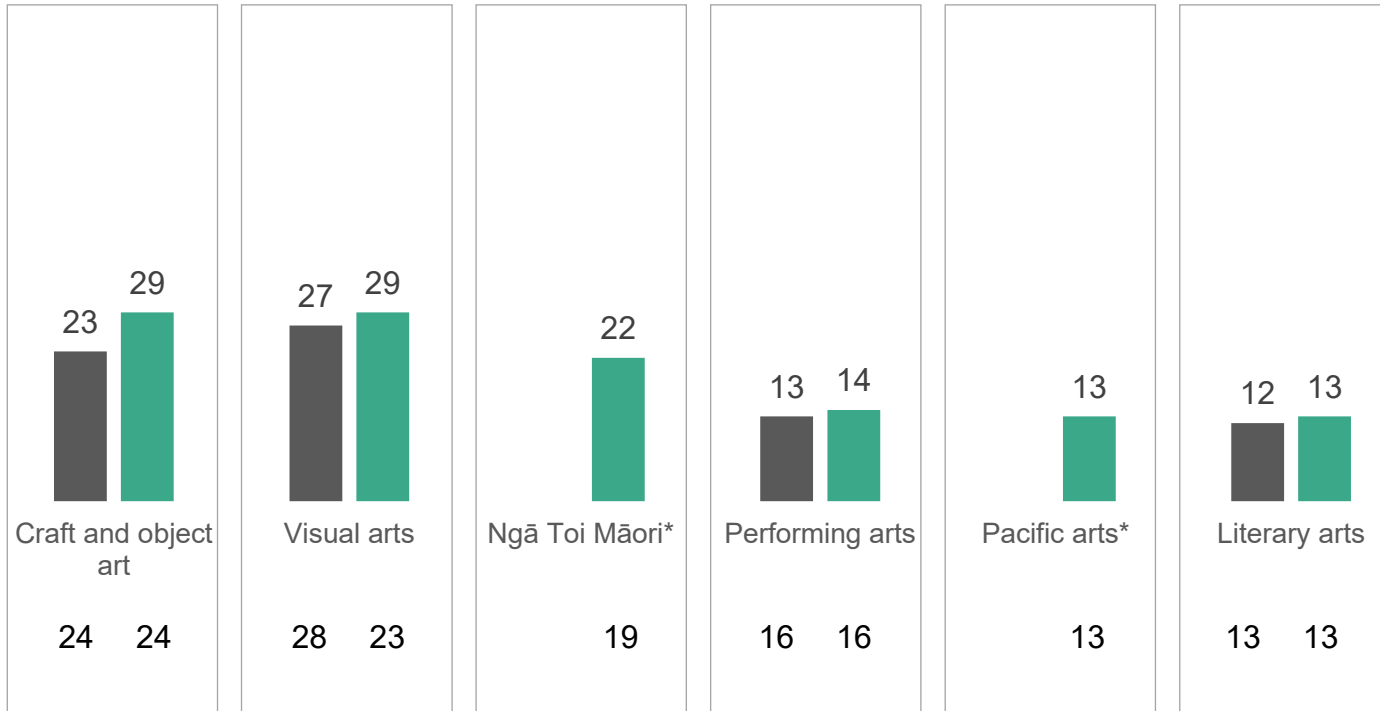
Participation by art form

Q

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

%

■ Nelson, Tasman and Marlborough - 2017 ■ Nelson, Tasman and Marlborough - 2020



COMMENTARY

The chart shows the proportion of Nelson, Tasman and Marlborough residents who have been actively involved in each art form at least once in the last 12 months.

The most popular artforms are craft and object and visual arts (both 29%). Participation in all art forms is broadly consistent with 2017 and with national averages.

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.

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.

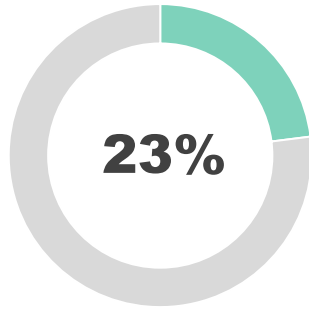
Craft and object art participation

Q

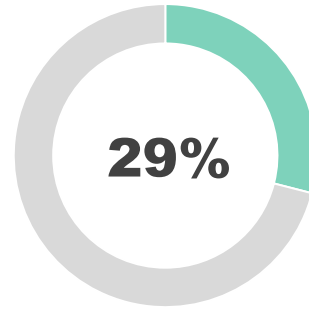
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Nelson, Tasman and Marlborough 2017



Nelson, Tasman and Marlborough 2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

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

Nelson, Tasman and Marlborough - 2020



Nelson, Tasman and Marlborough - 2017



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

Base: All Nelson, Tasman and Marlborough residents who have participated in craft and object arts 2017 (n=113); 2020 (n=57)

COMMENTARY

Twenty nine percent of Nelson, Tasman and Marlborough residents have participated in craft and object art in the last 12 months. This is broadly in line with 2017.

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

Sub-group differences in Nelson, Tasman and Marlborough:

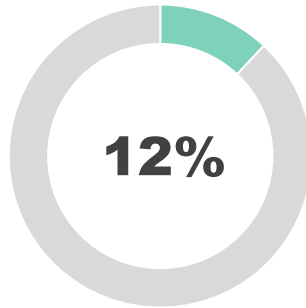
Women (40%) are more likely than average (29%) to have participated in the craft and object arts.

Q

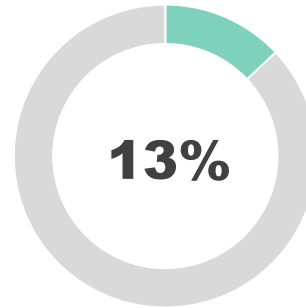
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Nelson, Tasman and Marlborough 2017



Nelson, Tasman and Marlborough 2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

COMMENTARY

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

Please note that data on frequency of participation is not included for this artform due to a low base size.

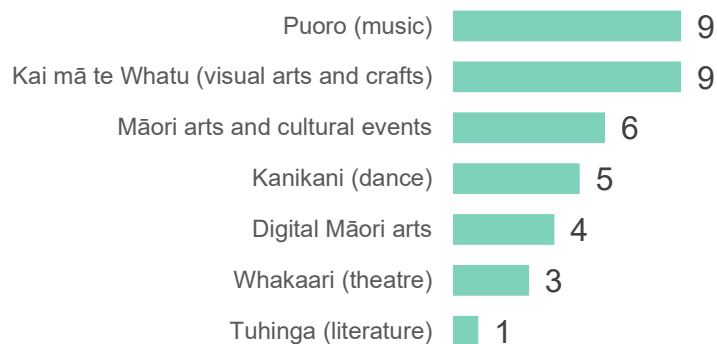
Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.

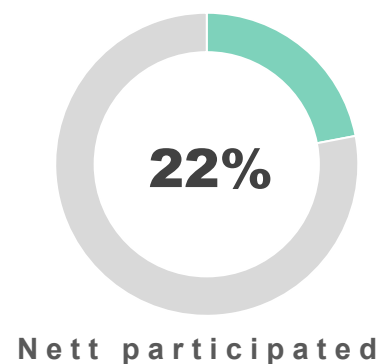
Q

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

%



Base: All Nelson, Tasman and Marlborough residents 2020 (n=196)



COMMENTARY

Twenty two percent of Nelson, Tasman and Marlborough 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).

Thirty two percent of Māori in the region have participated in Ngā Toi Māori, albeit this is not a significant difference due to the base size (29 respondents).

Please note that data on frequency of participation is not included for this artform due to a low base size.

Sub-group differences in Nelson, Tasman and Marlborough:

Women (30%) are more likely than average (22%) to have participated in Ngā Toi Māori in the last 12 months.

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

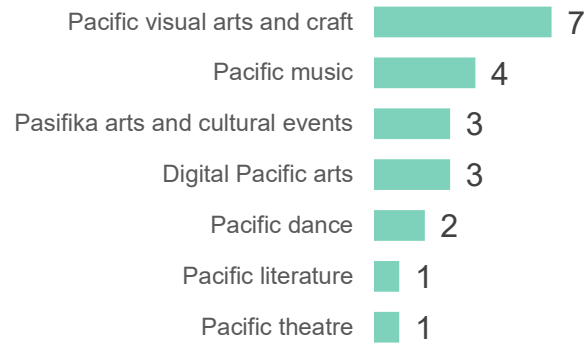
- NZ Europeans (18%)
- Men (14%)
- Those aged 60 plus (11%).

Pacific arts participation

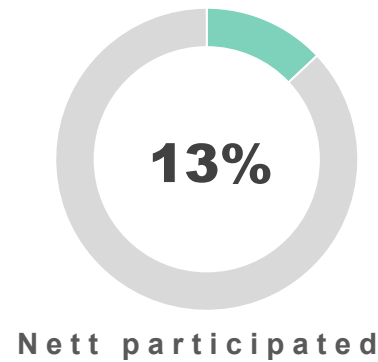
Q

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

%



Base: All Nelson, Tasman and Marlborough residents 2020 (n=196)



COMMENTARY

Thirteen percent of regional 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 Pacific arts activities are visual arts and craft and music.

Please note that data on frequency of participation is not included for this artform due to a low base size.

Sub-group differences in Nelson, Tasman and Marlborough:

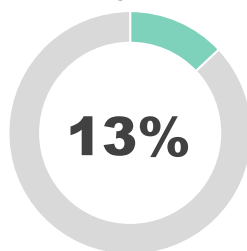
New Zealand Europeans (10%) and those aged 60 plus (5%) are less likely than average (13%) to have participated.

%

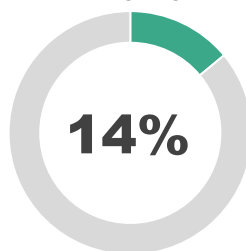
Q

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

Nelson, Tasman and Marlborough
2017



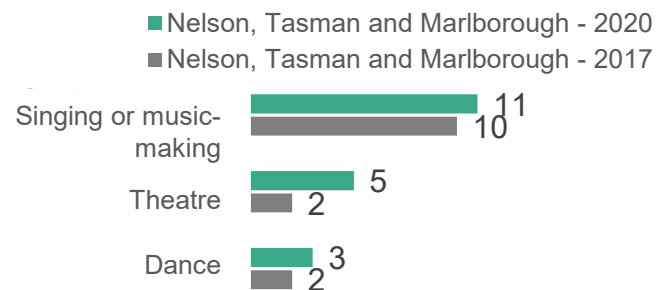
Nelson, Tasman and Marlborough
2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

Which of these were you actively involved in?



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

COMMENTARY

Fourteen percent of the 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.

Please note that data on frequency of participation is not included for this artform due to a low base size.

Sub-group differences in Nelson, Tasman and Marlborough:

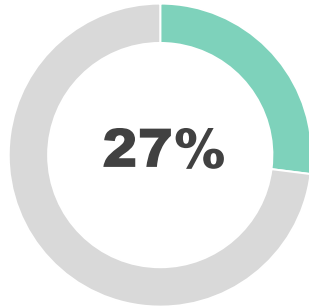
There are no sub-group differences of note.

Q

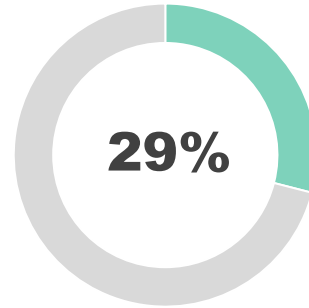
Have you created any visual artworks in the last 12 months?

%

Nelson, Tasman and Marlborough 2017



Nelson, Tasman and Marlborough 2020



Base: All Nelson, Tasman and Marlborough residents 2017 (n=437); 2020 (n=196)

Q

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

Nelson, Tasman and Marlborough - 2020



Nelson, Tasman and Marlborough - 2017



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

Base: All Nelson, Tasman and Marlborough residents who have participated in the visual arts 2017 (n=113); 2020 (n=58)

COMMENTARY

Participation in the visual arts in the last 12 months is at 29% and remains consistent with 2017 (27%).

The frequency with which people are participating is broadly consistent with 2017. One in three continue to participate on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Nelson, Tasman and Marlborough:

There are no sub-group differences of note.

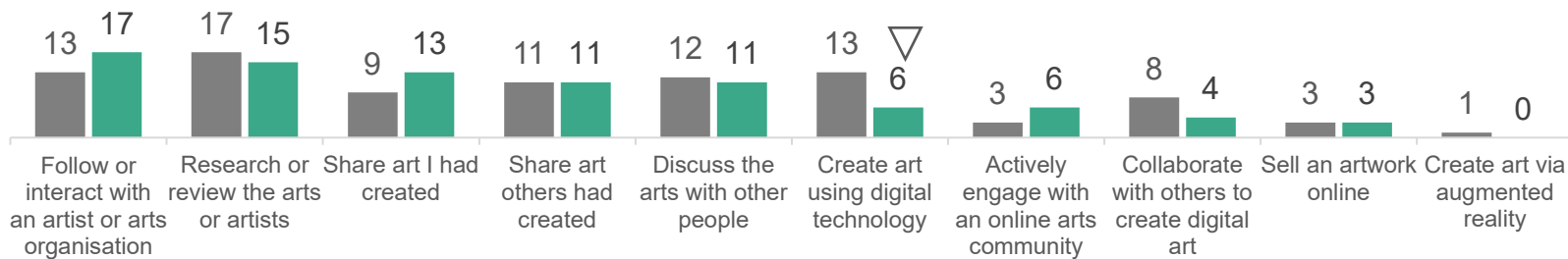
Use of digital technology for arts activities

Q

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

%

■ Nelson, Tasman and Marlborough - 2017 ■ Nelson, Tasman and Marlborough - 2020



COMMENTARY

Digital technology continue to enable the residents to engage with the arts in different ways. However, some of the allure or novelty of this technology may be waning.

Forty percent of residents have used digital technology for arts activities, with the most use for following or interacting with an artist or arts organisation (17%).

There has been a decline in creating art using digital technology, from 13% to 6%.

Sub-group differences in Nelson, Tasman and Marlborough:

Women are more likely than average to research or review the arts/artists (22% vs. 15%).

Those with household incomes of more than \$100,000 (32%) are more likely than average (17%) to follow or interact with an artist/arts organisation.

Men are less likely than average to do the following:

- Research/review the arts/artists (8% vs. 15%)
- Share art others have created (6% vs. 11%).

Additionally, those aged 40-59 are less likely than average to share art they created themselves (5% vs. 13%).

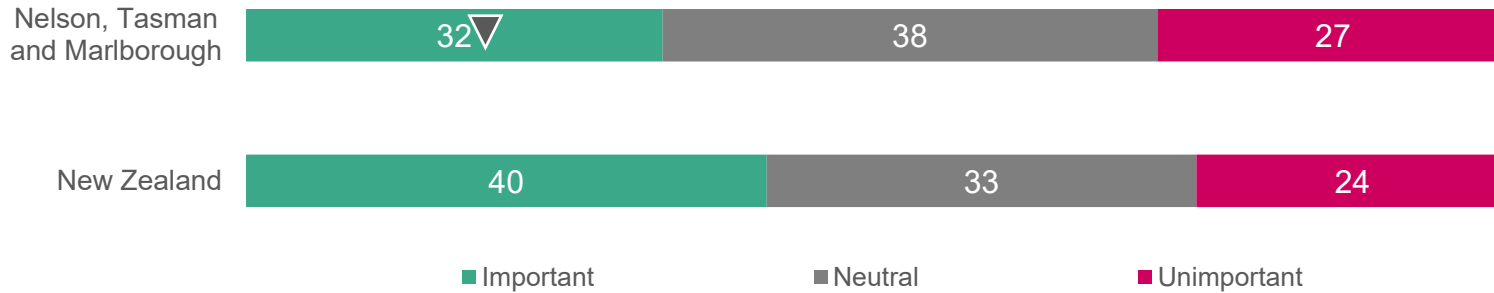


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



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



COMMENTARY

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

Thirty two percent of Nelson, Tasman and Marlborough residents feel that the arts is important to their personal wellbeing. This is lower than the average for all New Zealanders (40%).

The nett impact of COVID has been to value the arts more in terms of their wellbeing. 25% say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while only 8% say it is less important. This is line with the national average.

Sub-group differences in Nelson, Tasman and Marlborough:

Men (37%) are more likely than average (27%) to say that the arts are unimportant to their wellbeing.

Residents 15-39 are more likely than average to say that the arts have become more important to their wellbeing since the COVID-19 pandemic (37% vs. 25%), while NZ Europeans are less likely to express this sentiment (20%).

Reasons why residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Thirty two percent of the residents feel the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to positive emotions such as 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.

Quotes

“Enjoyment of literature, music and drama/film are all central to my recreation time and I also greatly enjoy visual arts, especially painting, when I find something interesting to view.”
Woman, 50-59, NZ European, Marlborough

“I constantly listen to classical music all day, every day. I enjoy visual art whenever the opportunity presents itself”
Man, 70+, NZ European, Tasman

“I have low self-esteem and wellbeing so arts are my therapy school and work. It is best to invest in yourself to feel better”
Woman, 15-17, NZ European, Māori, Pacific peoples, Nelson

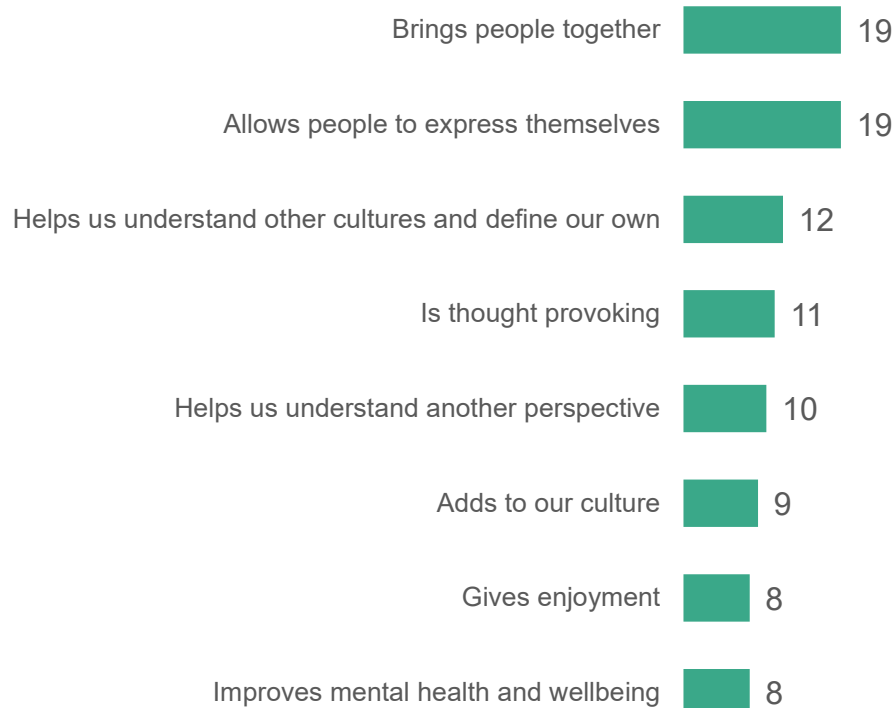
Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Fifty three percent of Nelson, Tasman and Marlborough residents feel the arts help 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 self-expression, community building cohesion, mental stimulus and joy.

Quotes

“Bring people together and educate”

Man, 18-29, Other ethnicity, Marlborough

“Arts are thought provoking and may be interpreted a little different by every individual. They can be really inspirational and encourage people to express themselves and their unique talents.”

Woman, 18-29, NZ European, Nelson

“It brings people together. Learn about other cultures and develop an understanding of others. Art allows us to keep our traditions alive. Art is inherent in society and every culture has some form of art expressed in different ways. Art can bring joy, laughter and happiness through its different forms and should be embraced, allowed to flourish”

Woman, 50-59, Pacific peoples, Tasman region

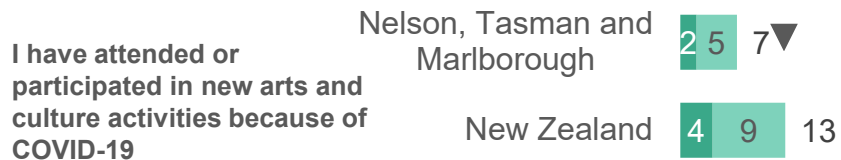
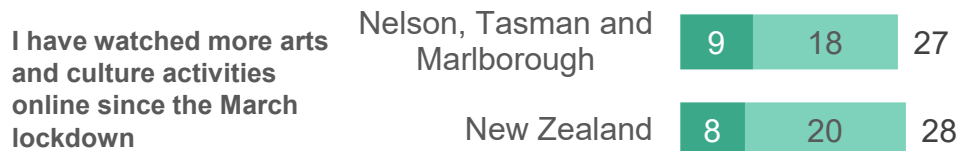
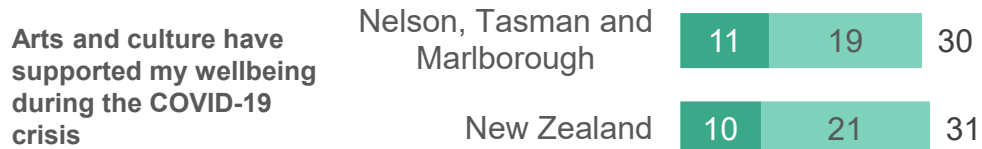


IMPACT OF COVID-19

Getting through COVID-19

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

%



■ Strongly agree ■ Slightly agree

COMMENTARY

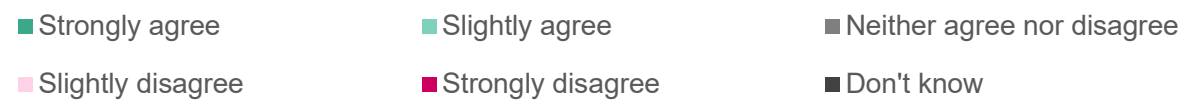
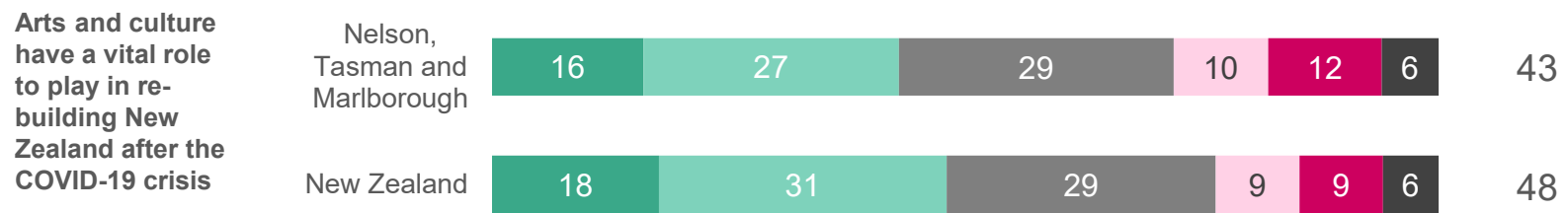
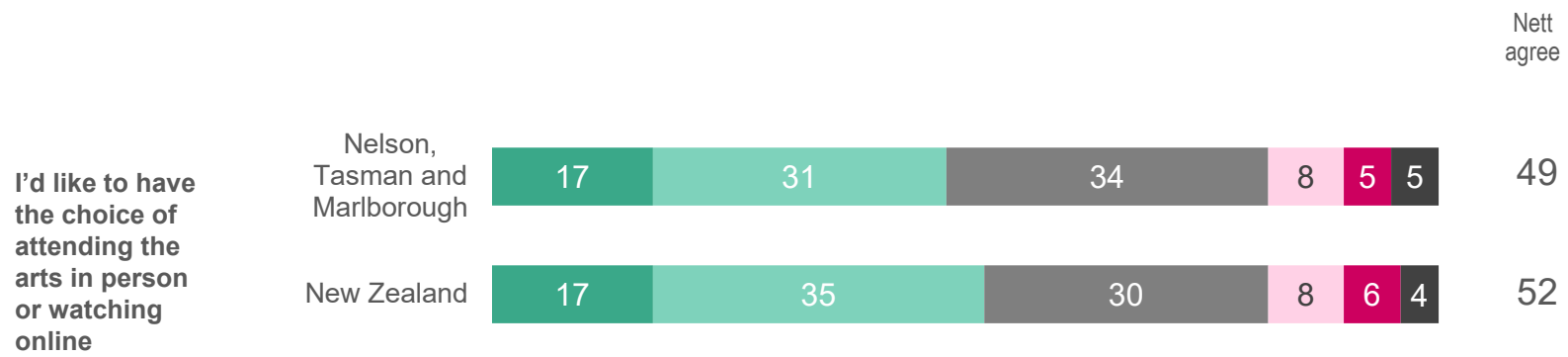
Thirty percent of residents say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more arts and culture activities online since the lockdown (27%). These results are in line with the national averages.

Finally, COVID has provided a spur for some residents (7%) to attend or participate in new arts activities. This is lower than the national average (13%).

Sub-group differences in Nelson, Tasman and Marlborough:

NZ Europeans are less likely to agree that they have watched more arts and culture activities online since the March lockdown (22% vs. 27%).

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



COMMENTARY

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

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 49% would like to have the choice of attending the arts in person or watching them online.

These attitudes are in line with wider New Zealand overall.

Sub-group differences in Nelson, Tasman and Marlborough:

Women are more likely than average to want the choice to view arts online or in person (61% vs. 49%).



FOR FURTHER INFORMATION PLEASE CONTACT

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