

# Survey findings for Northland 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 Northland. 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.



## 214

### ONLINE INTERVIEWS

With adults aged 15+ living in Northland



### 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 Northland, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Northland 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 214 respondents the margin of error is up to +/- 6.7 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Northland 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 Northland 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



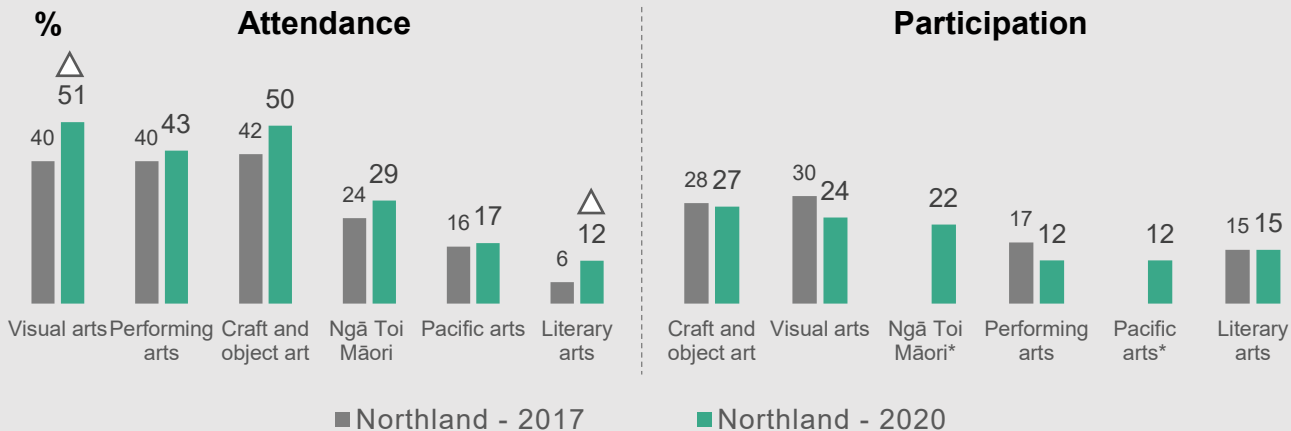
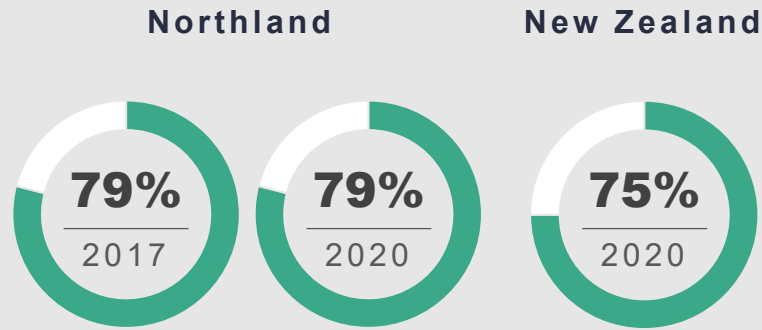
# SUMMARY

## ENGAGEMENT WITH THE ARTS IN NORTHLAND

Seventy nine percent of Northland residents have attended or participated in the arts in the last 12 months.

This is consistent with 2017. Northland has not experienced the same decline in engagement seen across New Zealand from 80% to 75%. The difference in engagement between Northland and all New Zealand is not statistically significant.

At a more granular level there have been significant increases in attendance at the visual arts and literary arts in Northland, while other artforms have also trended upwards albeit not significantly. Participation has been more shaky, albeit none of the declines are statistically significant.

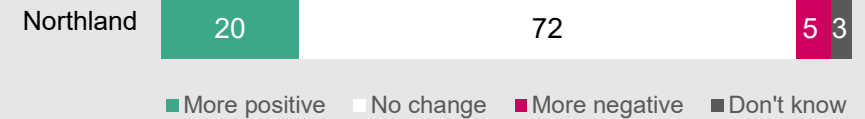


△▽ = significantly higher / lower than 2017


## NORTHLAND'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

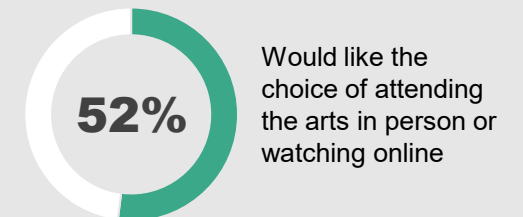
Arts and culture have supported my wellbeing since the COVID-19 crisis  29

The arts help improve New Zealand society  58

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



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





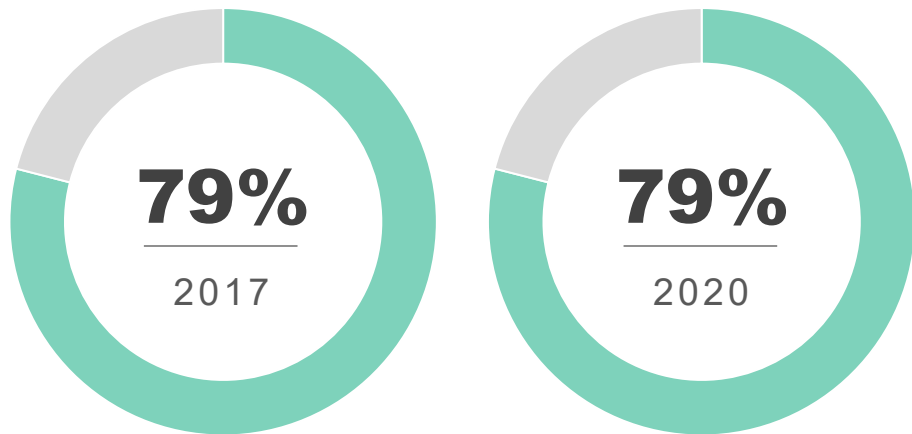
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

# Overall engagement

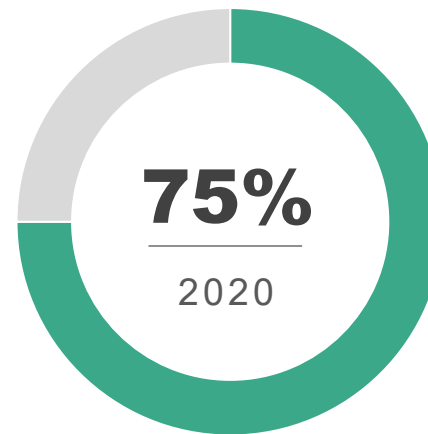
Q

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*

## Northland



## 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 nine percent of Northland residents have engaged with the arts in the last 12 months. This is in line with 2017 and broadly consistent with the national average (75%).

Northland has not been impacted by the same decline in overall engagement that has been recorded nationally (engagement fell from 80% to 75%). This is due to attendance generally trending upwards in Northland and increasing significantly for some artforms.

### Sub-group differences in Northland:

Māori Northland residents are more likely than average to have engaged with the arts (91% vs. 79%).

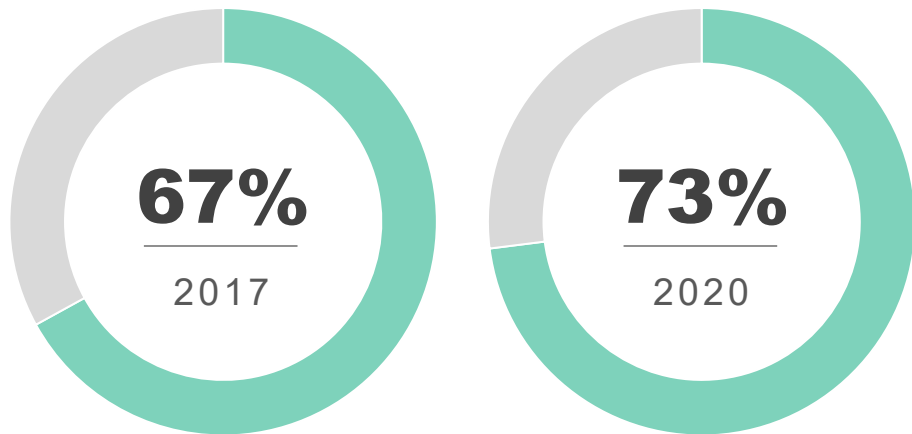


# Overall attendance

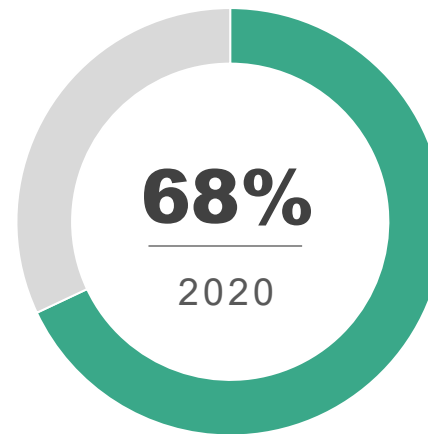
Q

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*

## Northland



## New Zealand



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

## COMMENTARY

Seventy three percent of Northland residents have attended at least one arts event or location in the last 12 months. This compares with 67% in 2017, albeit the difference is not statistically significant.

It appears attendance of arts events and locations in Northland has not been impacted in the same way as other regions.

The level of attendance is higher than the national average, although not significantly.

### Sub-group differences in Northland:

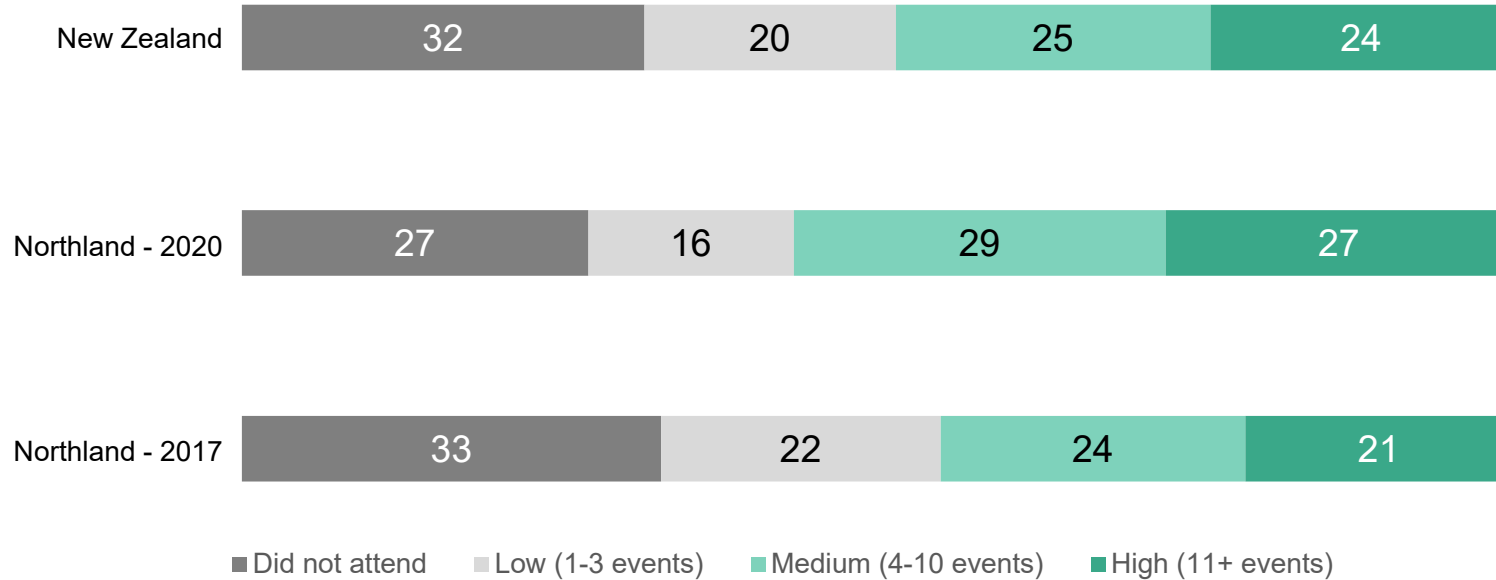
There are no sub-group differences of note.

# 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 residents attend any art form.

The majority of Northland residents attend arts events or locations reasonably frequently. Fifty six percent attend more than three times a year. This is higher than in 2017 (45%). It is also higher than the national average (49%).

### Sub-group differences in Northland:

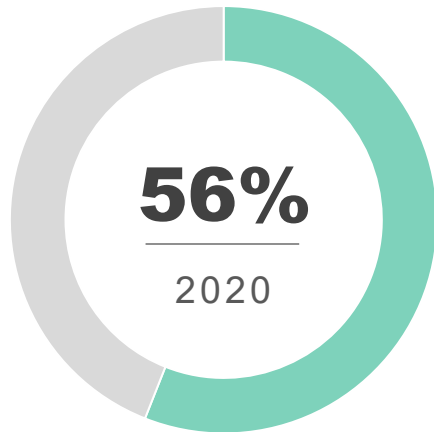
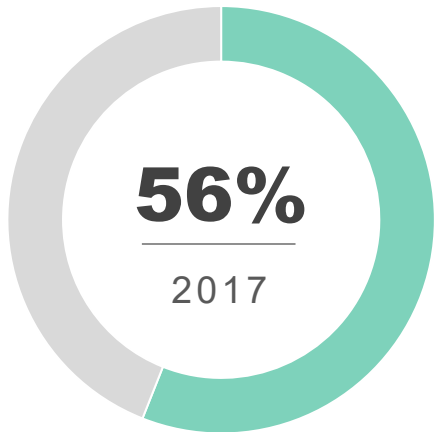
There are no sub-group differences of note.

# Overall participation

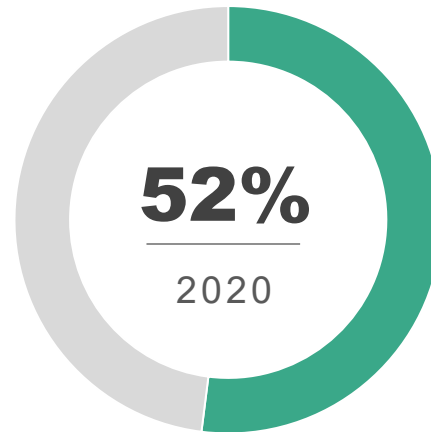
Q

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*

## Northland



## New Zealand



## COMMENTARY

In Northland, participation in the arts has appears to have remained resilient to COVID-19 at 56%. This is consistent with 2017.

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

Overall participation in Northland is broadly consistent with the national average.

### Sub-group differences in Northland:

The following groups are more likely than average (56%) to have participated in the arts in the last 12 months:

- Women (68%)
- Residents aged 15-39 (67%)
- Māori (75%).

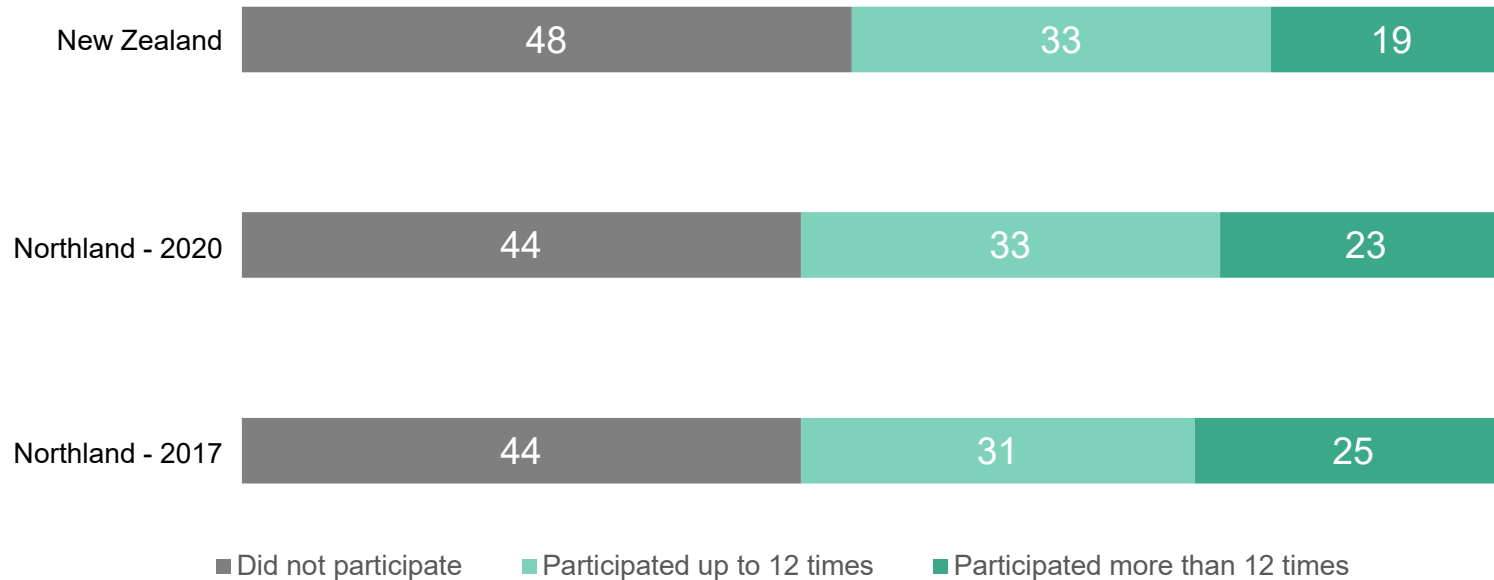
Men are less likely than average to have participated (43%).

# 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 three percent of Northland residents participate in the arts on a regular basis (more than 12 times a year). This is consistent with 2017 and broadly consistent with the national average (19%).

### Sub-group differences in Northland:

There are no sub-group differences of note.



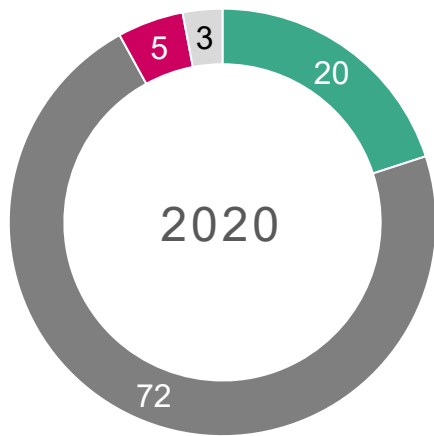
# ARTS ATTITUDES

# Change in overall perception of the arts

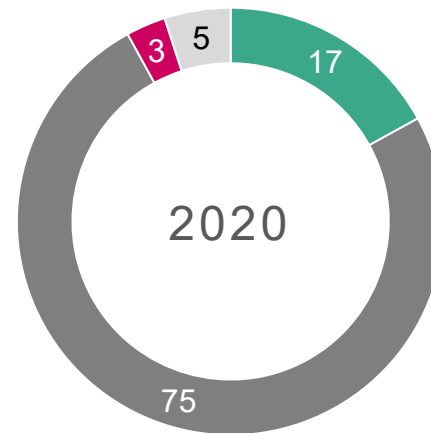
Q

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

## Northland



## New Zealand



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

## COMMENTARY

Overall, Northland residents are more positive about the arts than they were in 2017, with positive shifts across a number of the attitudes included in this section.

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

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (72%), 20% are more positive and only 5% are more negative. This is broadly in line with the national picture.

### Sub-group differences in Northland:

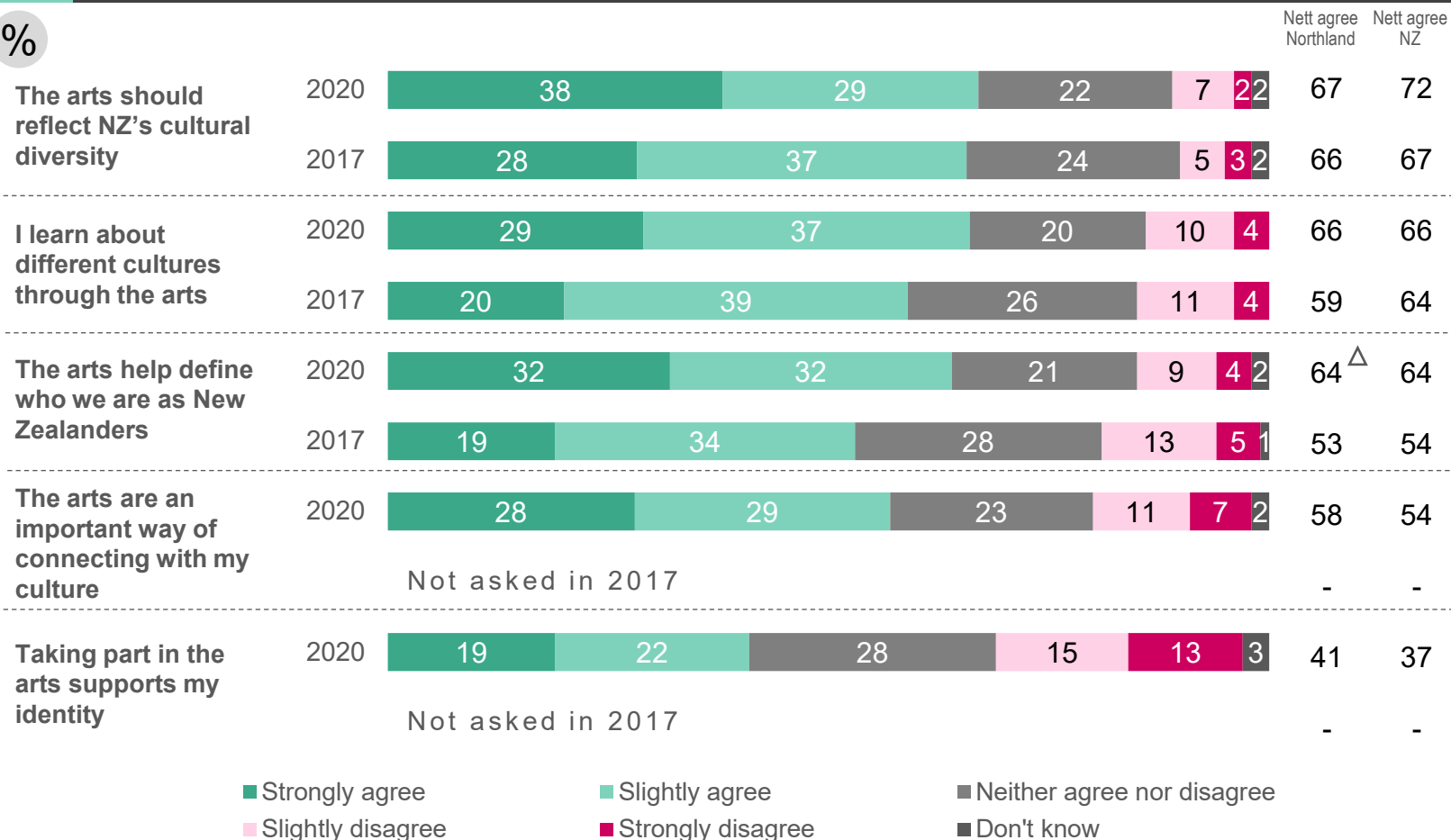
Women are more likely than average to feel more positive about the arts than they did 12 months ago (27% vs. 20%) while men are less likely (13%).

# 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 seven percent agree that the arts should reflect New Zealand's cultural diversity and 66% say they learn about different cultures through the arts.

Sixty four percent agree the arts define who we are as New Zealanders and this is significantly higher than 2017.

Fifty eight percent agree the arts are an important way of connecting with their culture and 41% say taking part in the arts supports their identity.

Agreement with all statements are broadly consistent with the national average.

### Sub-group differences in Northland:

Women are more likely than average to agree with all of these statements whereas men are less likely.

Māori are more likely than average to say they learn about different cultures through the arts, the arts are an important way of connecting with their culture and that taking part in the arts supports their identity.

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Northland residents 2017 (n=496); 2020 (n=214) |  
 New Zealand 2017 (n=6101); 2020 (n=6263)

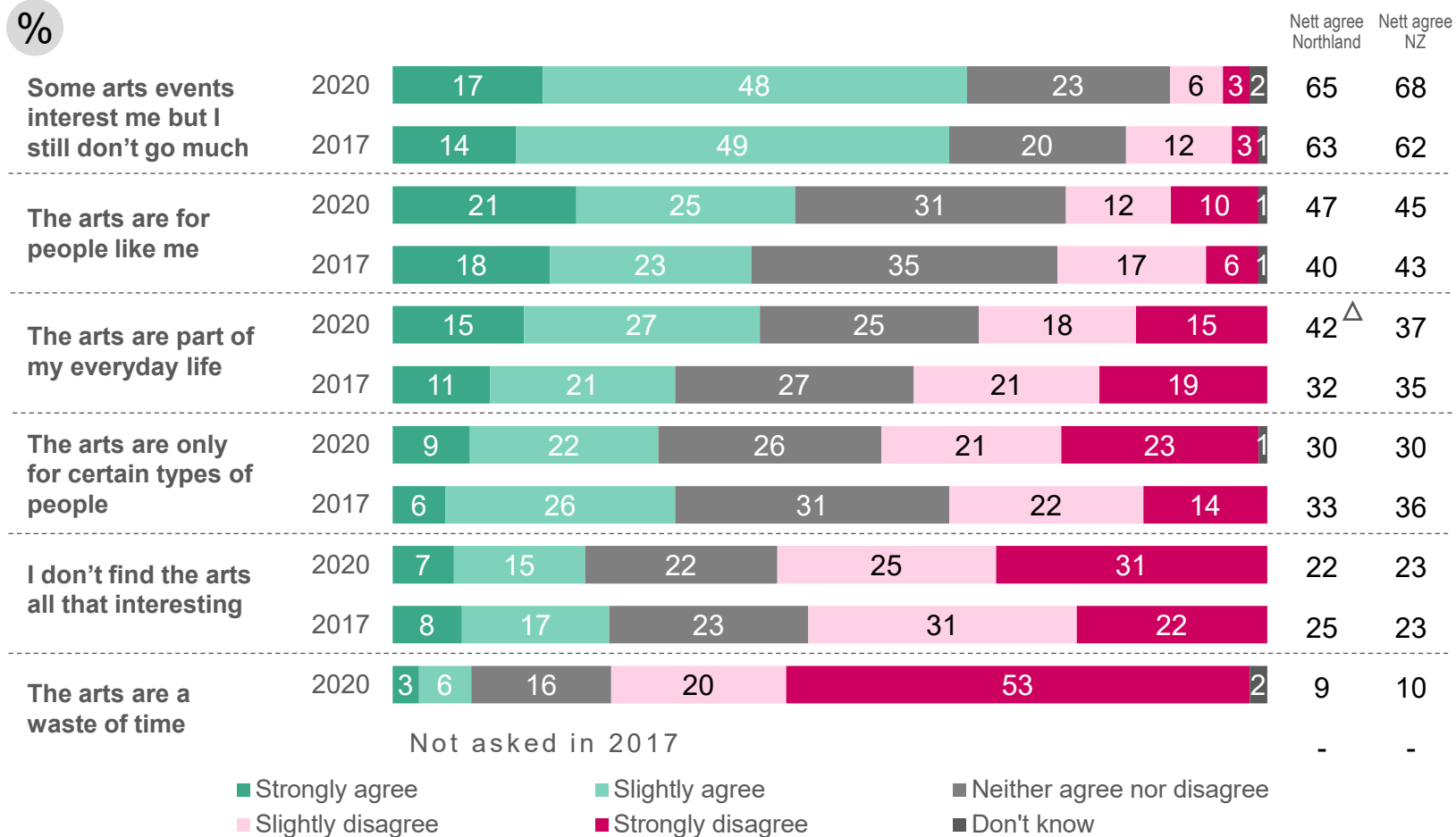
△ ▽ = significantly higher / lower than 2017  
▲ ▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Northland residents personal connection to the arts is growing. 47% of say the arts are for people like me. This compares with 40% in 2017, albeit the difference is not statistically significant. Further, significantly more Northland residents say the arts are a part of their everyday life (42% vs. 32% in 2017).

In addition only a minority say they don't find the arts interesting (22%) or that they are a waste of time (9%). Most disagree with these statements.

Thirty percent think the arts are only for certain types of people. This is broadly consistent with 2017, however the proportion who disagree with this statement has increased (44% vs. 36% in 2017). This suggests that Northland residents are beginning to feel the arts are becoming more inclusive.

Two-thirds (65%) say there are some arts events that interest them but they still don't go much. This is in line with 2017, but suggests there is still an opportunity to improve attendance at arts events.

Agreement with all these statements are broadly consistent with the national average.

### Sub-group differences in Northland:

Women are more likely than average to have a personal connection to the arts and to say some arts events interest them but they don't go much, whereas men are more likely to say the arts don't interest them.

Māori are more likely than average to say some arts events interest them but they still don't go much.

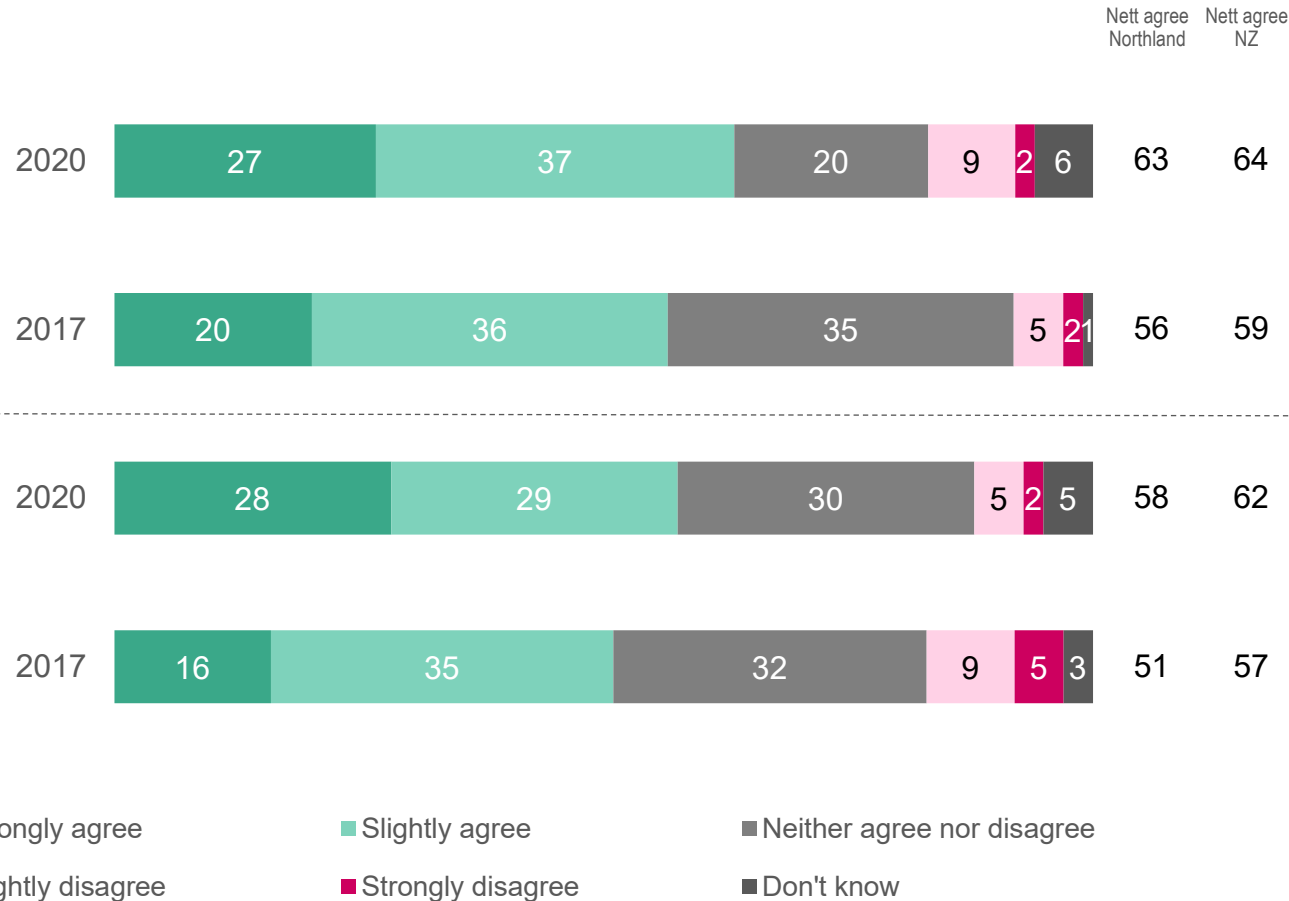


# Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



## COMMENTARY

The majority of Northland residents can see how the arts benefit New Zealand.

Sixty three percent agree the arts contribute positively to our economy and 58% agree the arts help improve society. Agreement with both statements has increased since 2017, albeit the differences are not statistically significant.

Agreement with both statements are also broadly consistent with the national average.

### Sub-group differences in Northland:

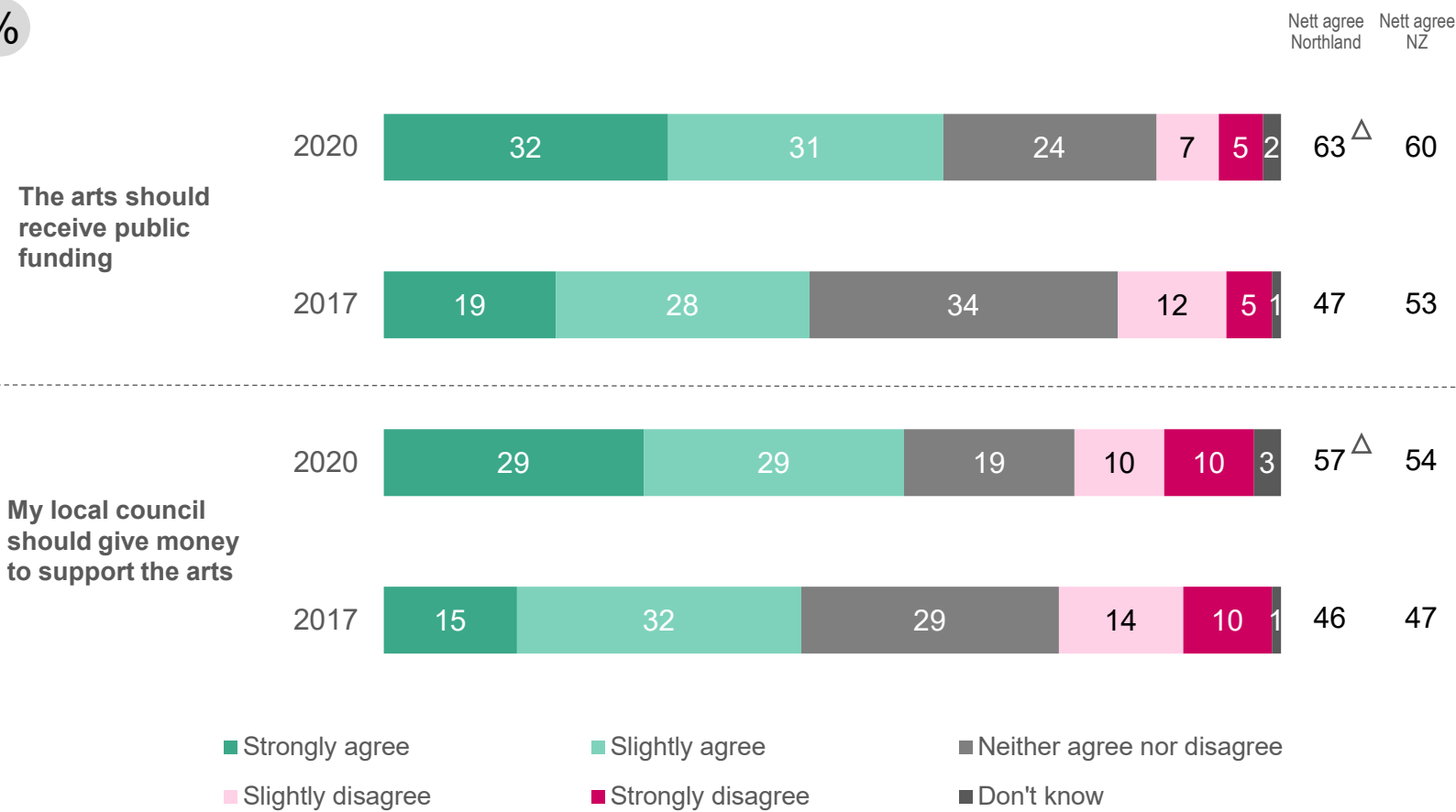
Women are more likely than average to agree that the arts contribute positively to our economy (77% vs. 63%), and that the arts help improve society (68% vs. 58%). Men are less likely than average to agree with both statements.

# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

The majority of Northland residents support public funding for the arts.

The proportion who agree the arts should receive public funding has significantly increased (63% vs. 47% in 2017), and the proportion who agree their local council should give money to support the arts has also increased significantly (57% vs. 46% in 2017).

Not only have overall levels of agreement increased but the depth of agreement has increased with higher proportions saying they strongly agree.

Agreement with both statements is broadly consistent with the national average.

### Sub-group differences in Northland:

Women and Māori residents are more likely than average to agree with both statements, while men are less likely to agree.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Northland residents 2017 (n=496); 2020 (n=214) | New Zealand 2017 (n=6101); 2020 (n=6263)

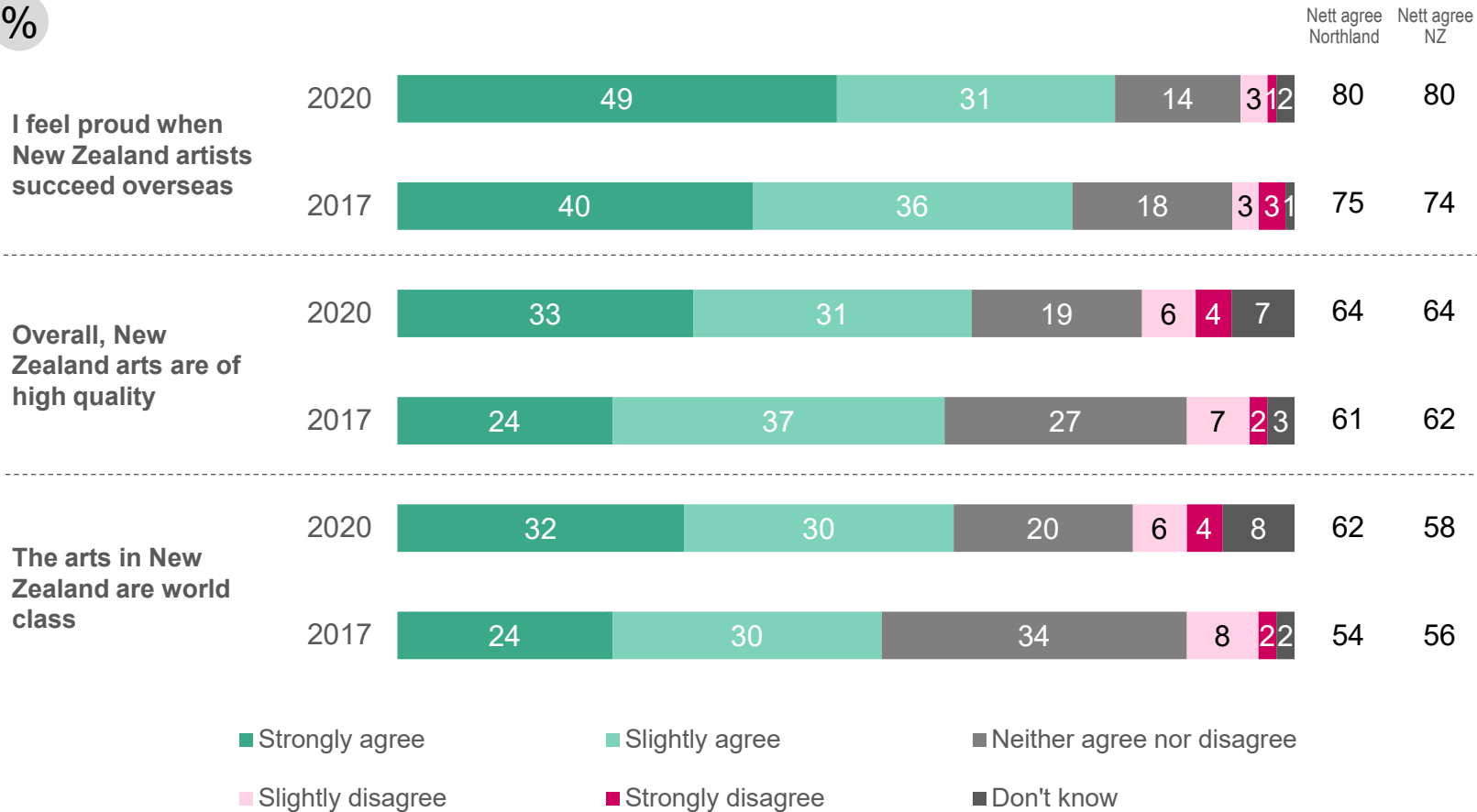
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Northland residents are positive about the quality of arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas. These perceptions are trending upwards, albeit none of the differences are statistically significant when compared with 2017.

The attitudes expressed are in line with the national average.

### Sub-group differences in Northland:

Women and Māori are more likely than average to feel more positive about the quality of arts in New Zealand and the success of New Zealand artists overseas, whereas men are less likely than average to feel this way.

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Northland residents 2017 (n=496); 2020 (n=214) |  
 New Zealand 2017 (n=6101); 2020 (n=6263)

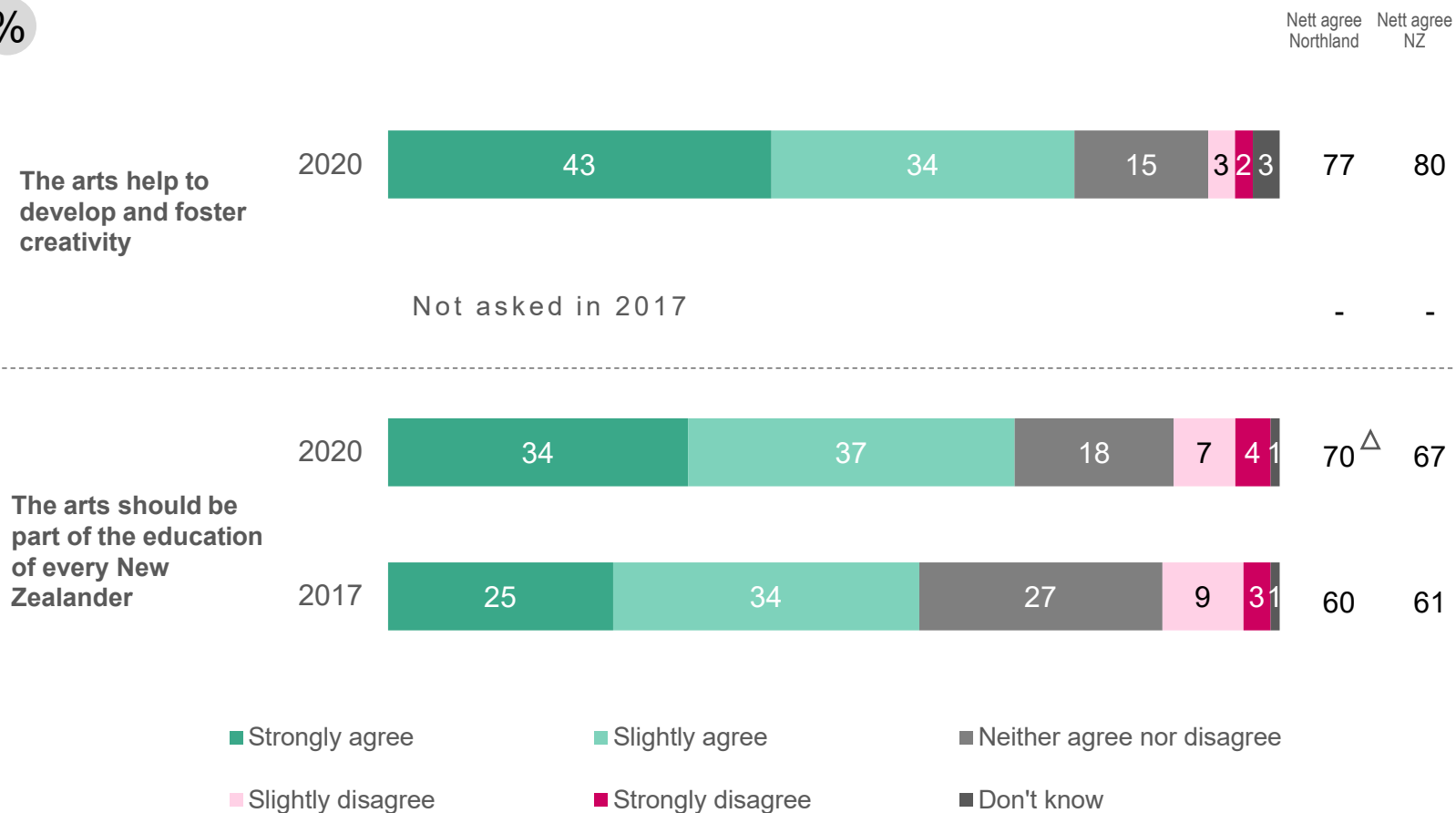
△▽ = significantly higher / lower than 2017  
 ▲▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

Most Northland 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.

Support for the role of the arts in education has increased significantly since 2017.

Agreement with both statements is broadly consistent with the national average.

### Sub-group differences in Northland:

There is a gender difference for both attitudes, with women more likely than average to agree and men less likely to do so. In addition, Māori are more likely than average to feel the arts help to develop and foster creativity.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Northland residents 2017 (n=496); 2020 (n=214) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

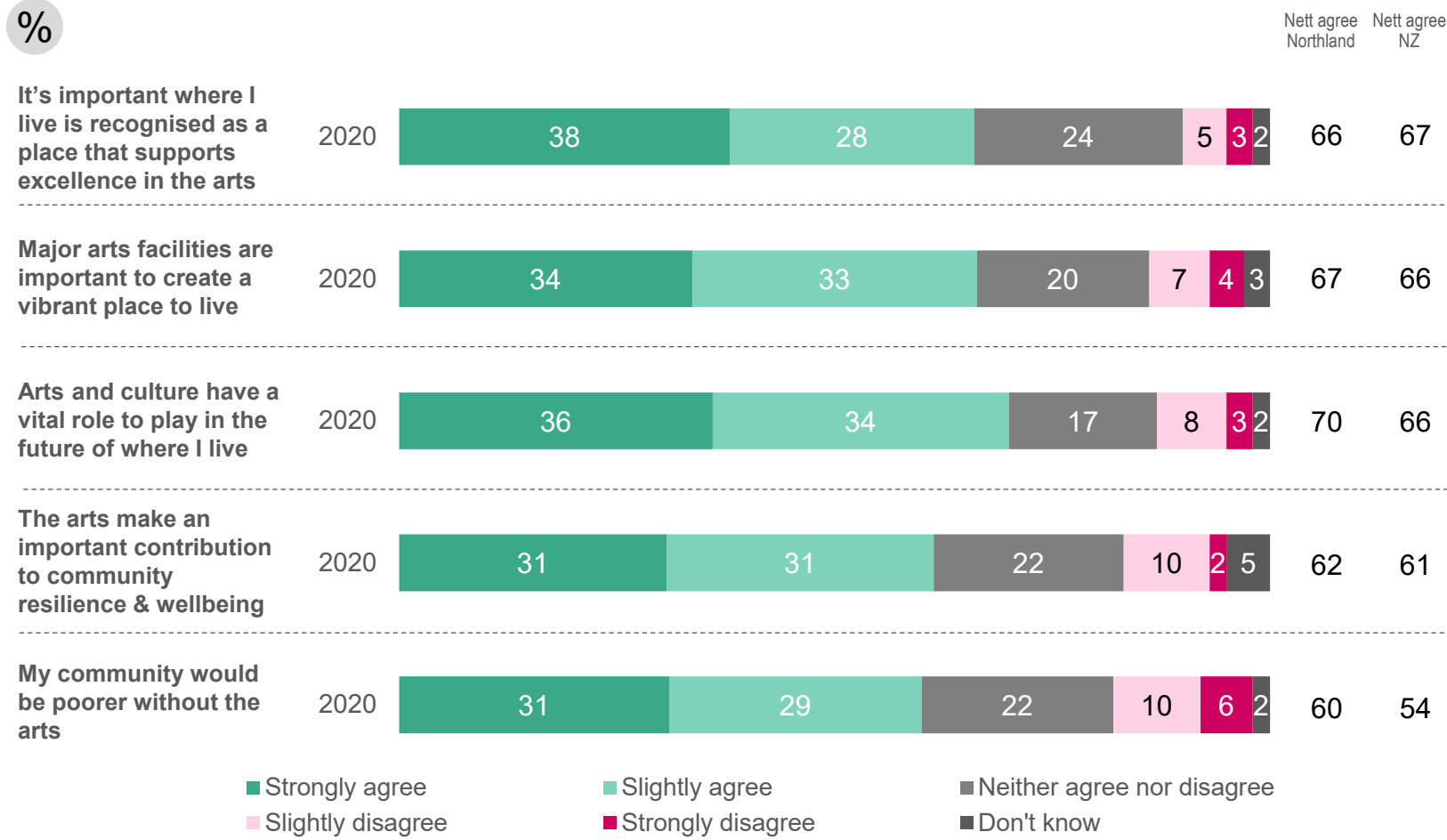
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Role of the arts in creating communities

Q

How much do you agree or disagree?

%



## COMMENTARY

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

The majority of Northland residents agree the arts is a key part of their community's identity, and want it to be recognised as a place that supports the arts.

There is also agreement that the arts make an important contribution to community resilience and wellbeing, and that their community would be a poorer place without the arts.

Northland residents agreement with all these statements are broadly consistent with the national average.

### Sub-group differences in Northland:

Men are more likely to disagree it is important where they live is recognised as a place that supports excellence in the arts.

Women are more likely to agree major arts facilities are important to create a vibrant place to live, whereas men are less likely to agree with this.

Women are also more likely to agree arts and culture have a vital role to play in the future of where they live, and that the arts make an important contribution to community resilience and wellbeing. Men are less likely to agree arts contribute to community resilience.

Residents aged 15-39 are less likely than average to agree their community would be poorer without the arts, while older residents (60+) are more likely to agree.

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Northland residents 2020 (n=214); New Zealand 2020 (n=6263)

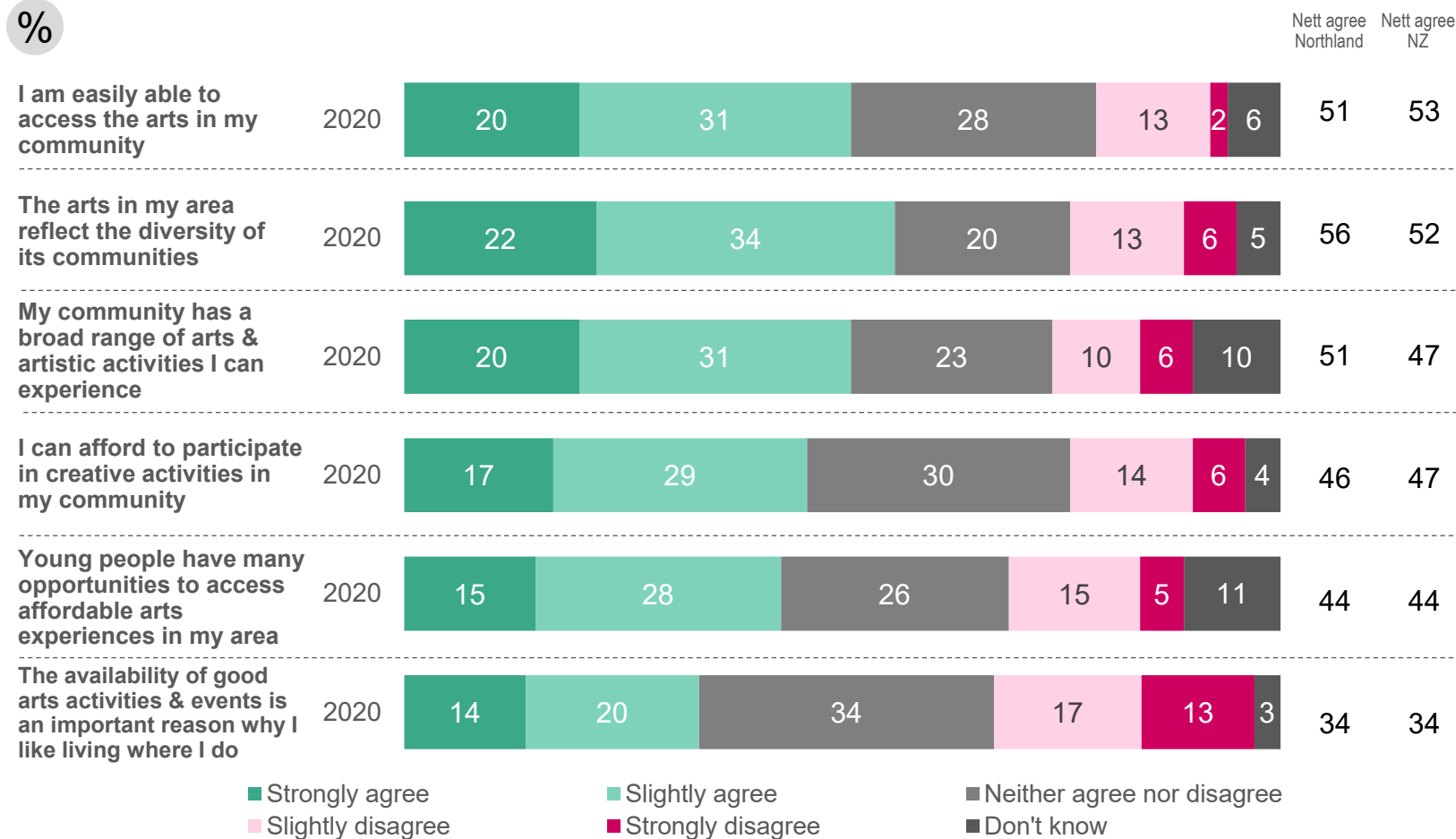
▲▼ = significantly higher / lower than all New Zealanders

# 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.

There is an opportunity to improve accessibility to the arts in Northland. Fifty one percent agree they are able to easily access the arts in their community, meaning 49% are unclear or disagree. Fifty six percent of Northland residents agree the arts in their area reflect the diversity of the community, while 51% agree their community has a broad range of arts and artistic activities they can experience.

That said, affordability is an issue for some with 20% disagreeing that they can afford to participate in creative activities in their community or that young people have many opportunities to access affordable arts experiences. Thirty four percent of residents say the availability of good arts activities and events is an important reason why they like living where they do, while 30% disagree with this statement.

Agreement with all these statements are broadly consistent with the national average.

### Sub-group differences in Northland:

People aged 15-39 are less likely to agree they can easily access the arts in their community or their community has a broad range of arts and artistic activities they can experience.

Women and older residents (60+) are more likely to agree the arts in their area reflect the diversity of its communities. Older residents are also more likely to agree they can afford to participate in creative activities in their community.



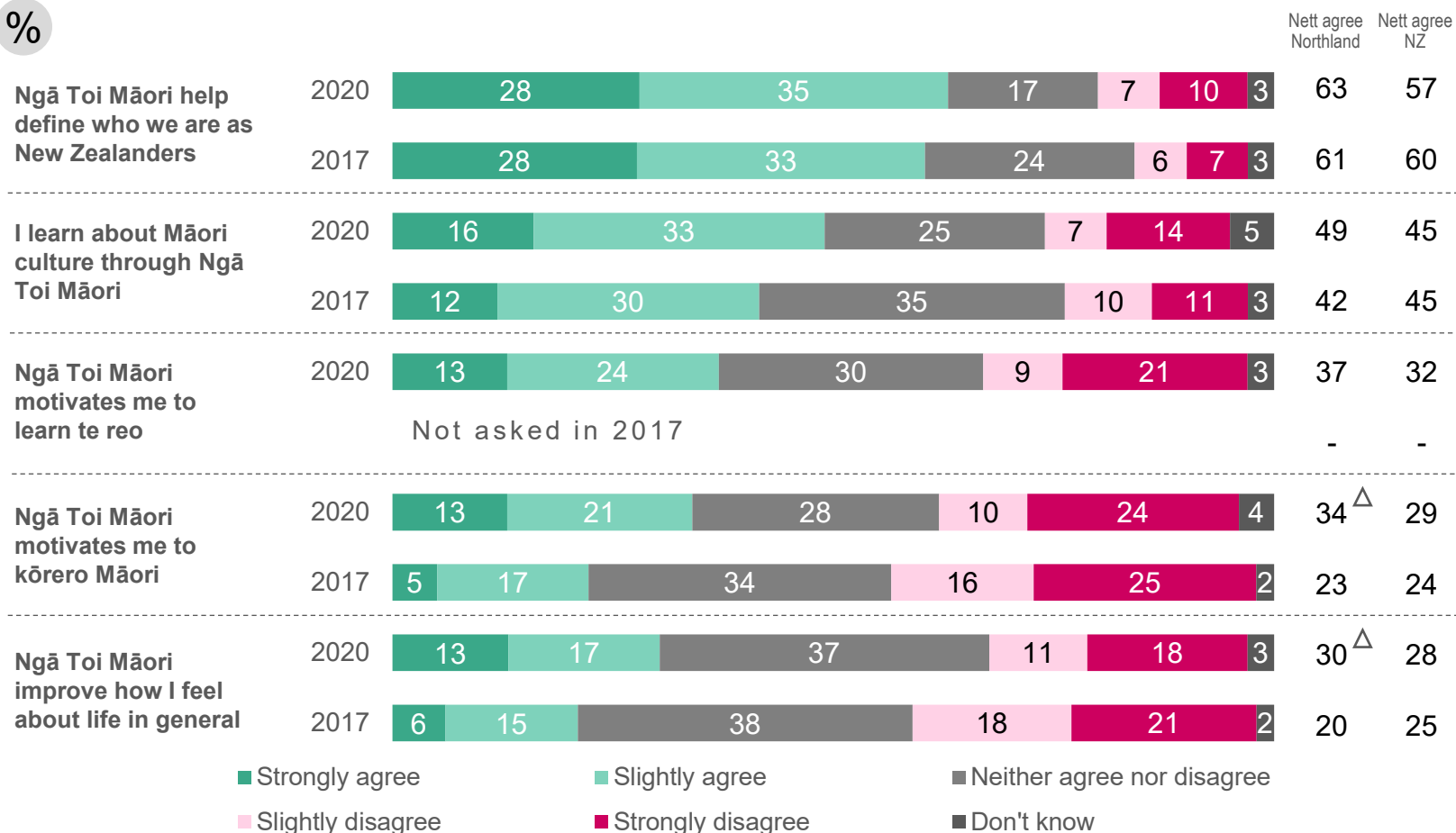
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

# 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

Increasingly Northland residents are recognising the benefits from Ngā Toi Māori.

Sixty three percent agree Ngā Toi Māori helps define who we are as New Zealanders, and 49% agree they learn about Māori culture through Ngā Toi Māori.

For some Ngā Toi Māori acts as a catalyst for learning or conversing in te reo. The proportion who say it motivates them to kōrero Māori has significantly increased from 23% to 34%.

Further, the proportion who agree Ngā Toi Māori improve how they feel about life in general has increased significantly from 20% to 30%.

None of the differences between Northland residents and all New Zealanders are statistically significant.

Māori residents have significantly stronger agreement levels with all these attitudes compared to Northland residents overall. Further 71% 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 Northland:

There are gender differences. Women are more likely than average to agree with all of these statements, while men are less likely.

Residents aged 15-39 are more likely to be motivated to kōrero Māori or learn te reo, while New Zealand Europeans and older residents (60+) are less likely. New Zealand Europeans and older residents are also less likely to agree Ngā Toi Māori improves how they feel about life in general.

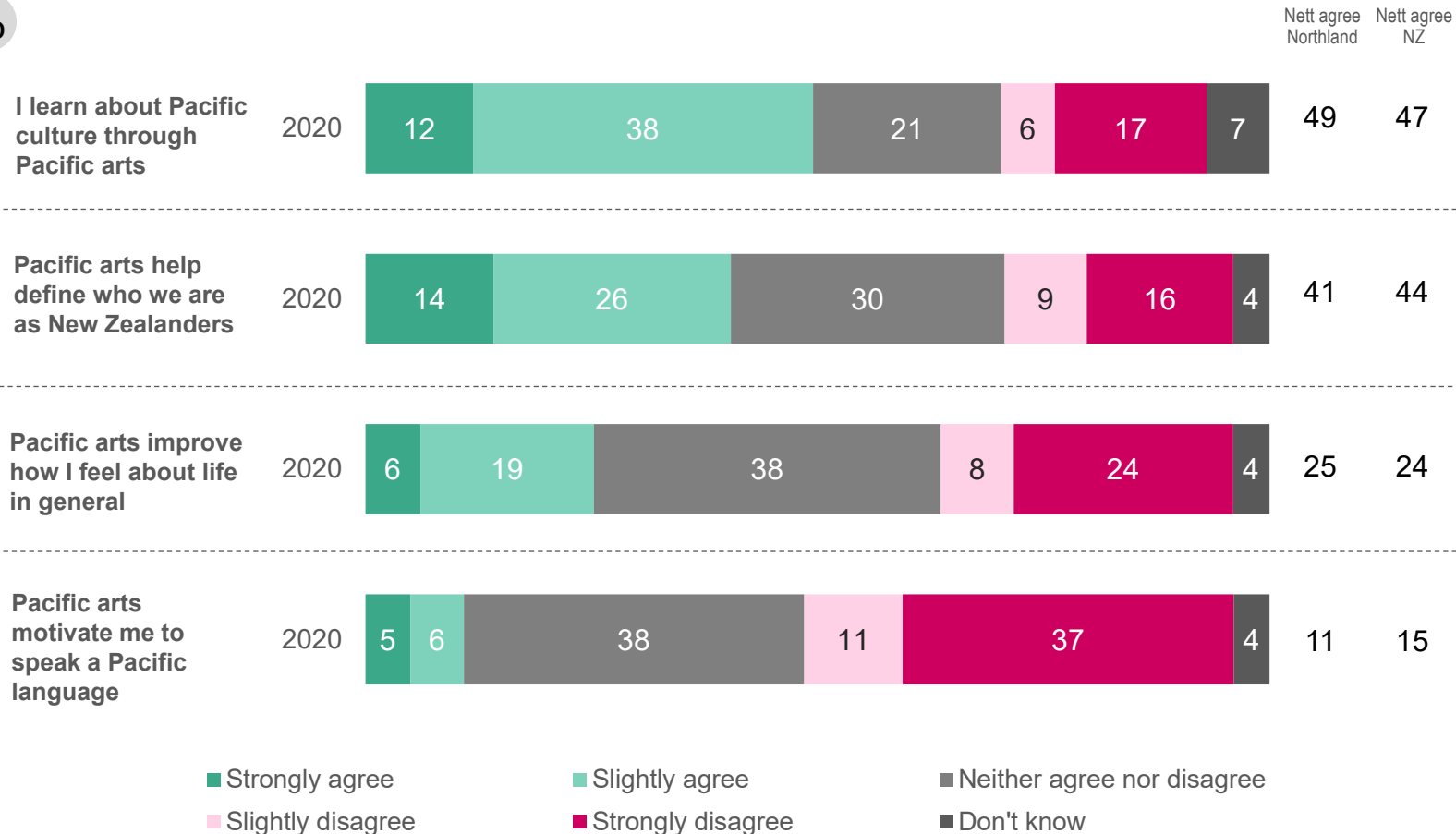


# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

Forty nine percent of Northland residents agree they learn about Pacific culture through Pacific arts and 41% agree Pacific arts help define who we are as New Zealanders.

A minority of Northland residents also agree Pacific arts improve how they feel about life in general (25%), and that Pacific arts motivate them to speak a Pacific language (11%).

Due to a very low base size (13 respondents) we cannot comment in depth on the results for the Pacific sample in Northland, but at a very indicative level they are more positive than all residents.

Agreement with all these statements are broadly consistent with the national average.

### Sub-group differences in Northland:

Women are more likely than average to agree Pacific arts help define who we are as New Zealanders (55% vs. 41%) and they learn about Pacific culture through Pacific arts (61% vs. 49%). Men are less likely than average to agree.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Northland residents 2020 (n=214); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



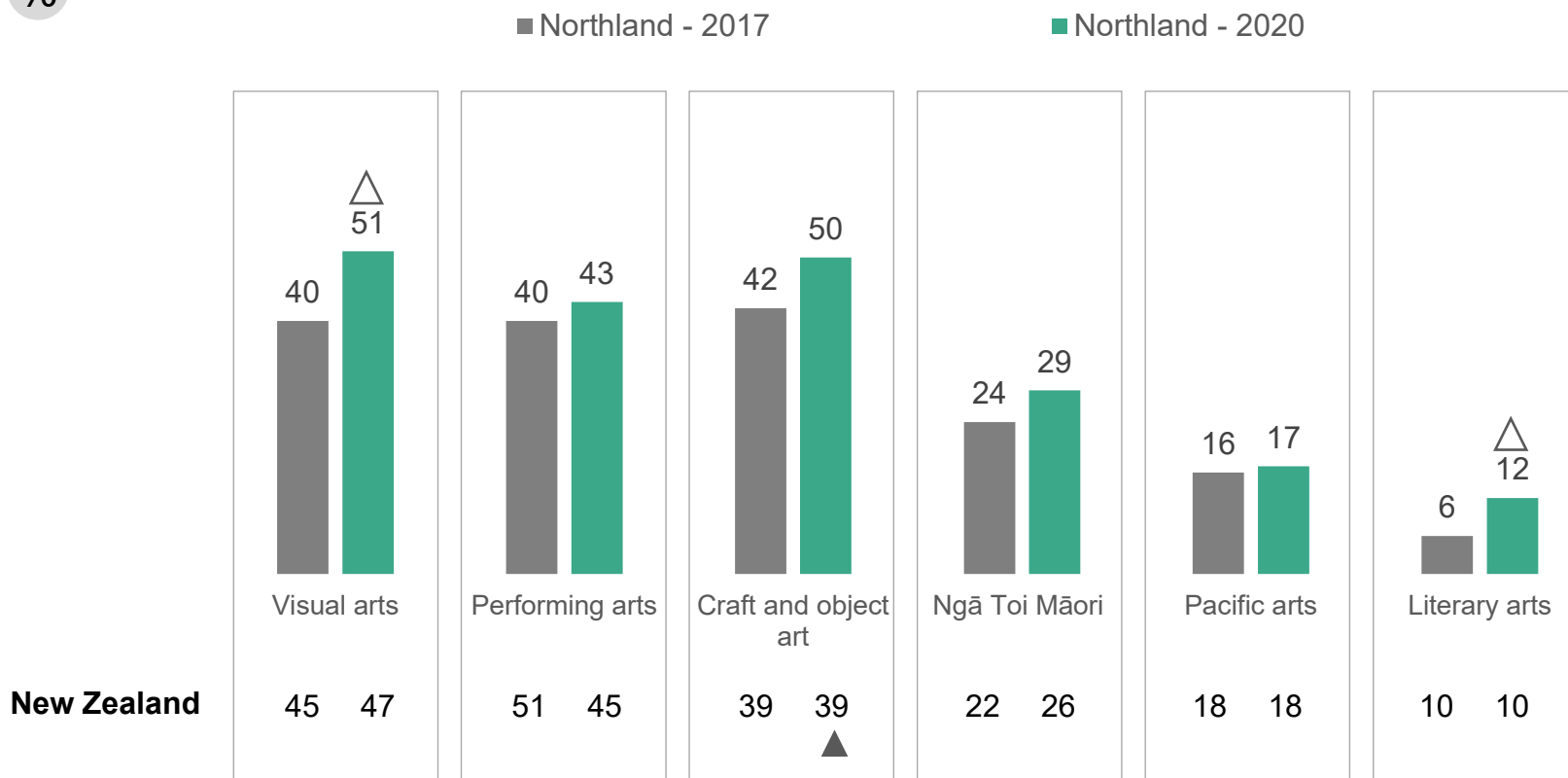
# ATTENDANCE BY ARTFORM

# Attendance by art form

Q

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

%



## COMMENTARY

The chart shows the proportion of Northland 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 visual arts (51%), craft and object art (50%) and performing arts (43%).

Attendance at the visual arts has increased significantly from 40% in 2017 to 51% in 2020, and attendance at literary arts has also increased from 6% to 12%.

The increases in attendance at Ngā Toi Māori and craft and object are not statistically significant, although Northland residents have significantly higher attendance at craft and object art than New Zealand overall.

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

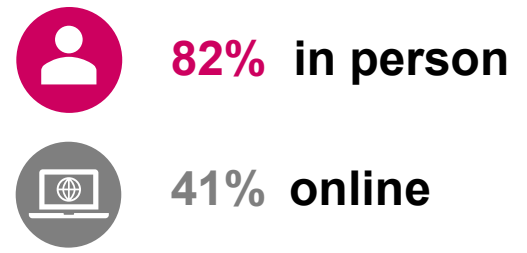
%

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



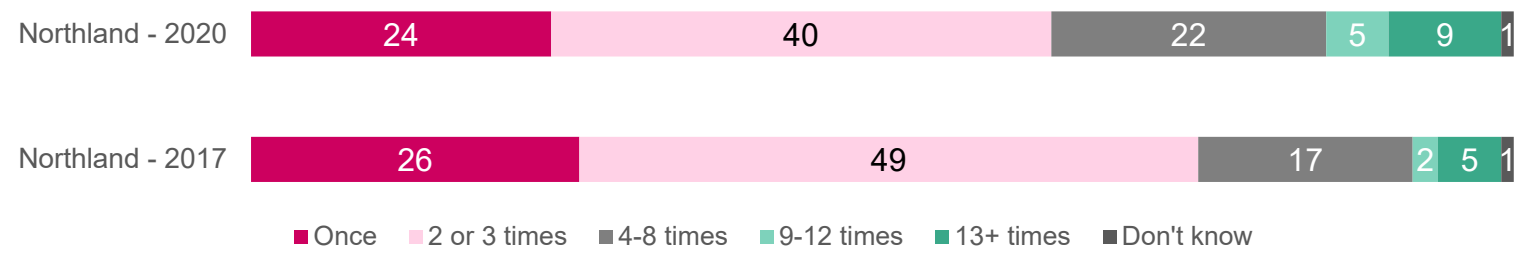
Base: All Northland residents 2017 (n=496); 2020 (n=214)

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



Base: All Northland residents who have attended craft and object arts 2020 (n=110)

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



Base: All Northland residents who have attended the craft and object arts 2017 (n=226); 2020 (n=110)

## COMMENTARY

Fifty percent of Northland residents have attended craft and object art in the last 12 months. This compares with 42% in 2017, albeit the difference is not statistically significant.

The proportion of residents attending craft and object art on a regular basis (at least four times in the last 12 months) has increased, again not significantly (36% vs. 24% in 2017).

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

Those people who are attending craft and object art are typically doing so in person, but four in ten attend online.

### Sub-group differences in Northland:

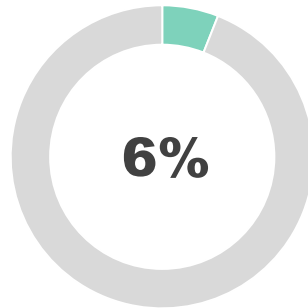
Younger residents (15-39) are less likely than average to have attended craft and object art in the last 12 months (38% vs. 50%).

Q

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

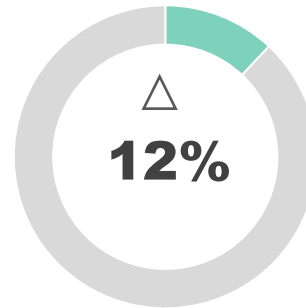
%

Northland 2017



6%

Northland 2020



12%

Base: All Northland residents 2017 (n=496); 2020 (n=214)

## COMMENTARY

Twelve percent of Northland residents have attended literary arts in the last 12 months. This is a significant increase since 2017.

Due to low base size (26 respondents) we cannot comment on attendees' frequency of attendance or how they are attending.

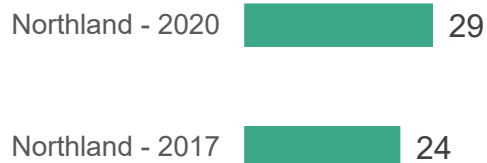
### Sub-group differences in Northland:

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 Northland residents 2017 (n=496); 2020 (n=214)

Q

Did you do this...



**83% in person**

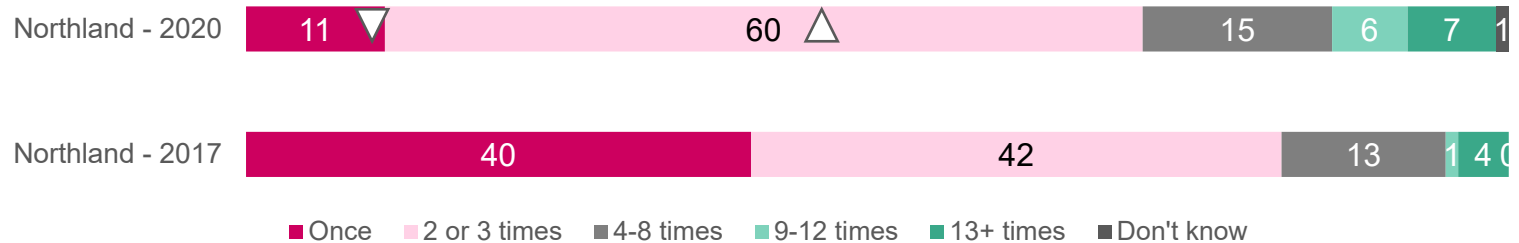


**50% online**

Base: All Northland residents who have attended Ngā Toi Māori 2020 (n=71)

Q

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



Base: All Northland residents who have attended Ngā Toi Māori 2017 (n=126); 2020 (n=71)

## COMMENTARY

Twenty nine percent of Northland residents have attended Ngā Toi Māori in the last 12 months. This compares with 24% in 2017, albeit the difference is not statistically significant.

Those who are attending are doing so on a more regular basis than they were in 2017. The proportion who have attended only once in the last 12 months has decreased (11% vs. 40% in 2017) and the proportion who attended 2-3 times has increased (60% vs. 42% in 2017). Regular attendees have also increased from 18% in 2017 to 28% in 2020.

Most are attending in person, and half say they attend online.

### Sub-group differences in Northland:

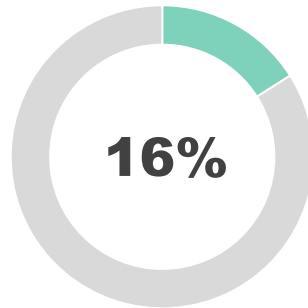
Māori residents are more likely than average to have attended Ngā Toi Māori in the last 12 months (51% vs. 29%).

Q

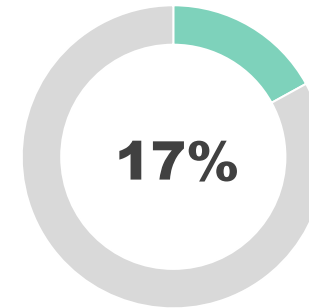
Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

%

Northland 2017



Northland 2020



Base: All Northland residents 2017 (n=496); 2020 (n=214)

## COMMENTARY

Seventeen percent of Northland residents have attended Pacific arts in the last 12 months. This is in line with 2017.

Due to a relatively low base size (40 respondents) we cannot comment on attendees' frequency of attendance or how they are attending.

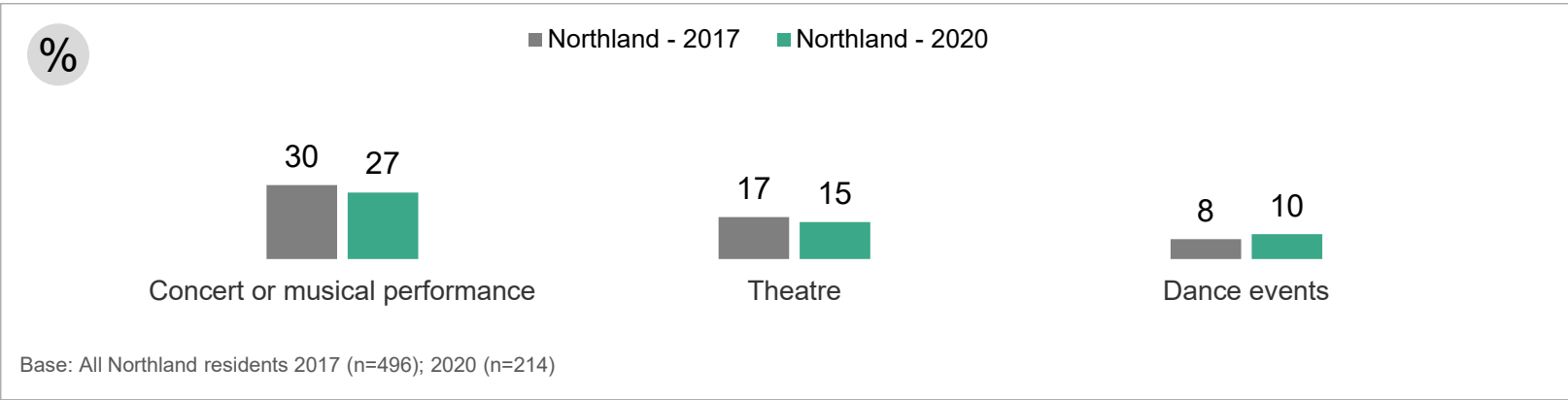
Due to a very low base size (13 respondents) we cannot comment on the results for the Pacific sample in Northland.

### Sub-group differences in Northland:

There are no sub-group differences of note.

# Performing arts attendance

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



## COMMENTARY

Overall 43% of Northland residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

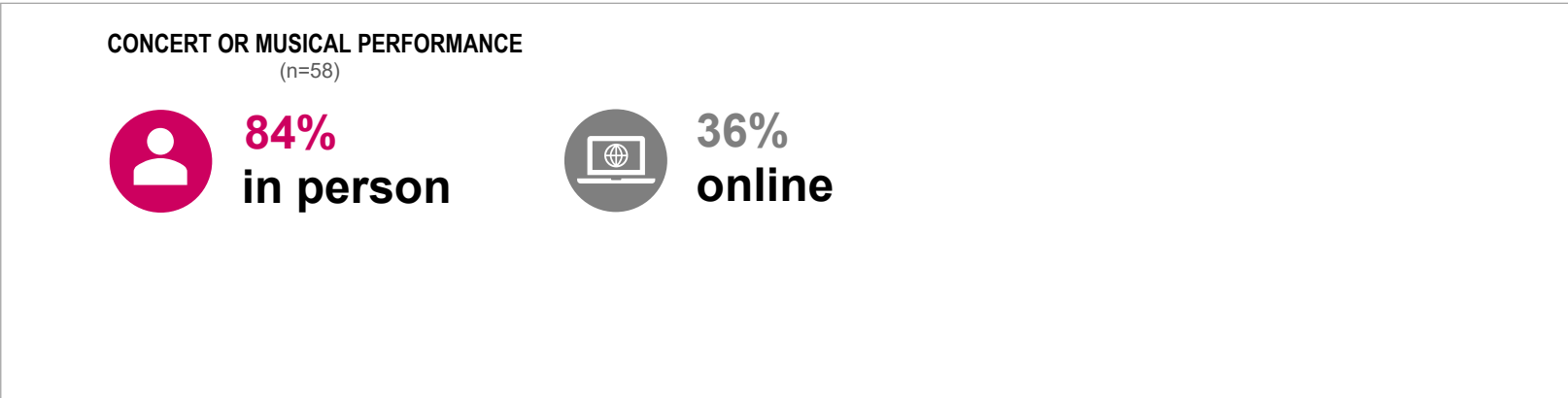
Concerts or musical performances remain the most popular type of performing arts. Twenty seven percent of Northland residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (15%) and dance (10%). Attendance at all performing arts types are consistent with 2017.

Those people who are attending concerts or musical performances are typically doing so in person, but around a third have done so online (36%). We cannot comment on the attendance platforms for theatre and dance events due to low base sizes.

### Sub-group differences in Northland:

Women are more likely than average to have attended a concert or musical performance in the last 12 months (34% vs. 27%) while men are less likely (18%). Māori residents are also more likely than average to have attended a concert or musical performance (36%).

## Q Did you do this...





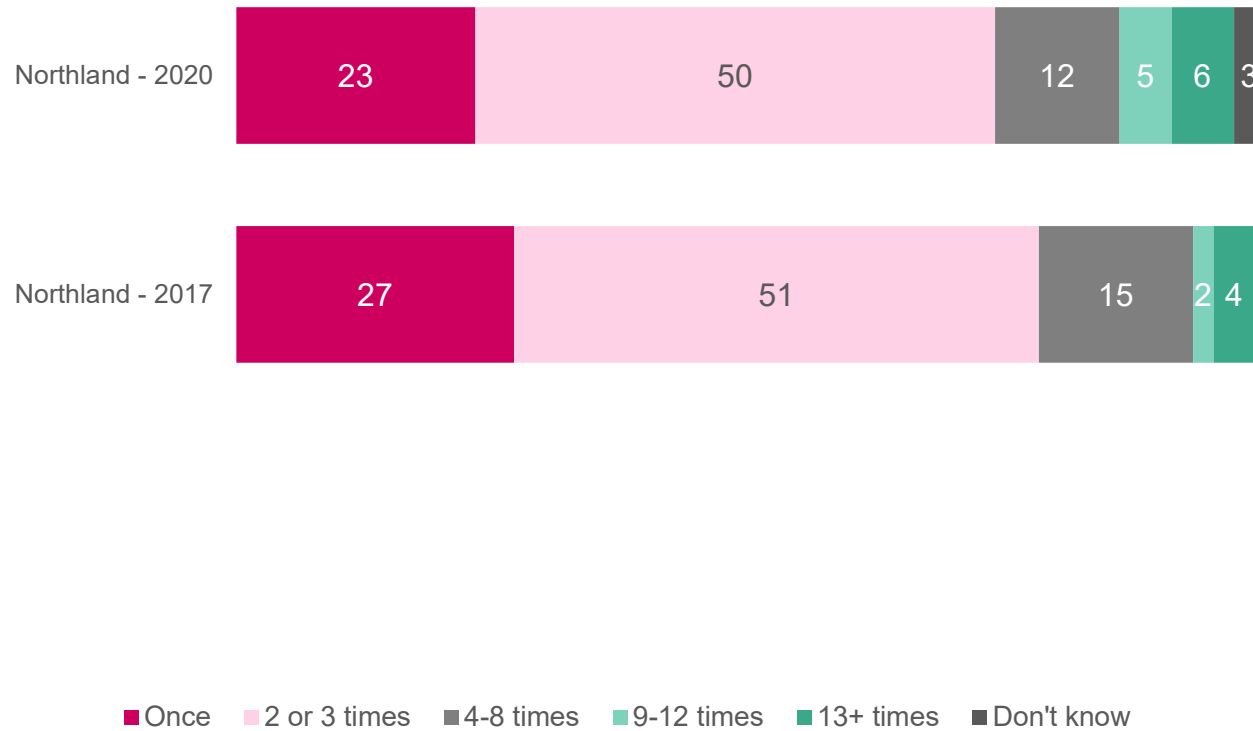
# Performing arts attendance

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



## COMMENTARY

Most people who attend the performing arts in Northland do so infrequently (less than four times in the last 12 months).

We cannot comment on the frequency of attendance for theatre and dance events due to low base sizes.

### Sub-group differences in Northland:

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 Northland residents 2017 (n=496); 2020 (n=214)

Q

*Did you do this...*



**74% in person**

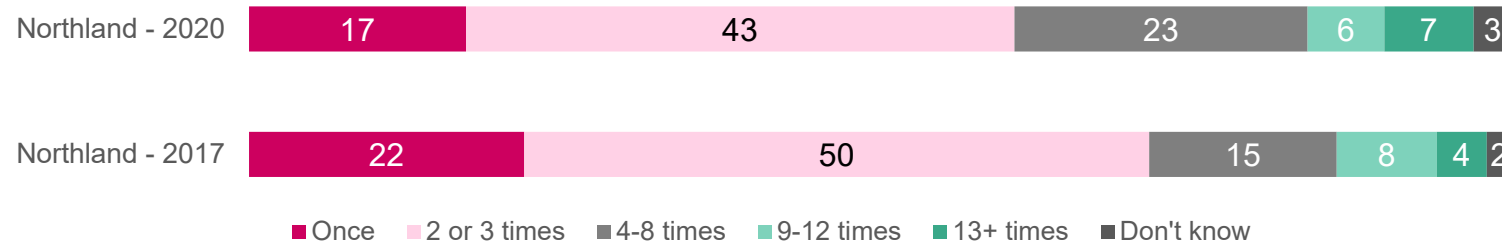


**56% online**

Base: All Northland residents who have attended the visual arts 2020 (n=111)

Q

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



Base: All Northland residents who have attended the visual arts 2017 (n=210); 2020 (n=111)

## COMMENTARY

Fifty one percent of Northland residents have attended the visual arts in the last 12 months. This is significantly higher than 2017.

Thirty six percent of those attending are doing so on a regular basis (at least four times in the last 12 months). This compares with 27% in 2017, although the difference is not statistically significant.

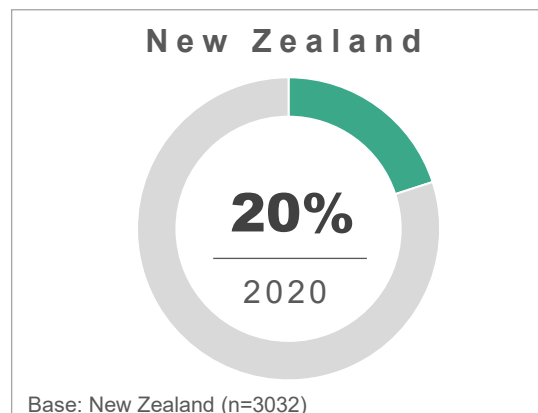
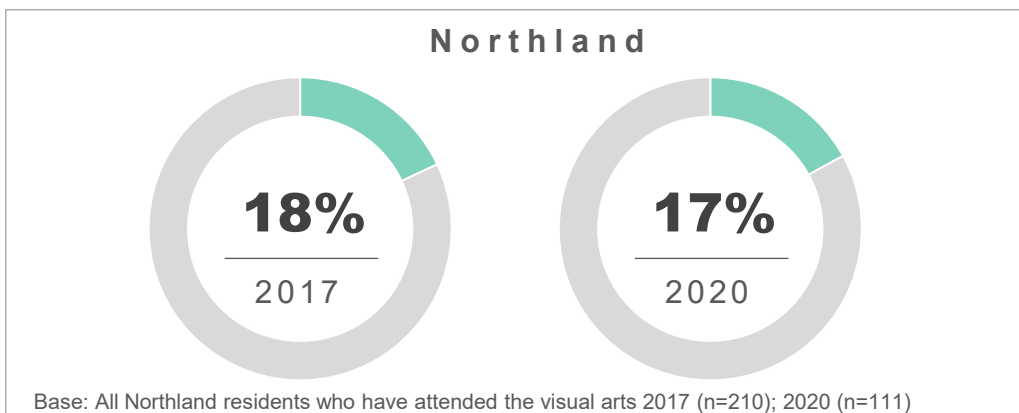
Most are attending in person, and just over half (56%) are attending online.

### Sub-group differences in Northland:

Younger residents (15-39) are less likely than average to have attended the visual arts in the last 12 months (40% vs. 51%).

Q

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



## COMMENTARY

Seventeen percent of Northland residents who have attended the visual arts, have attended a film festival in the last 12 months. This is in line with 2017 and broadly consistent with the national average.

We have not reported on whether people have attended visual arts other than film festivals because of low base sizes.

### Sub-group differences in Northland:

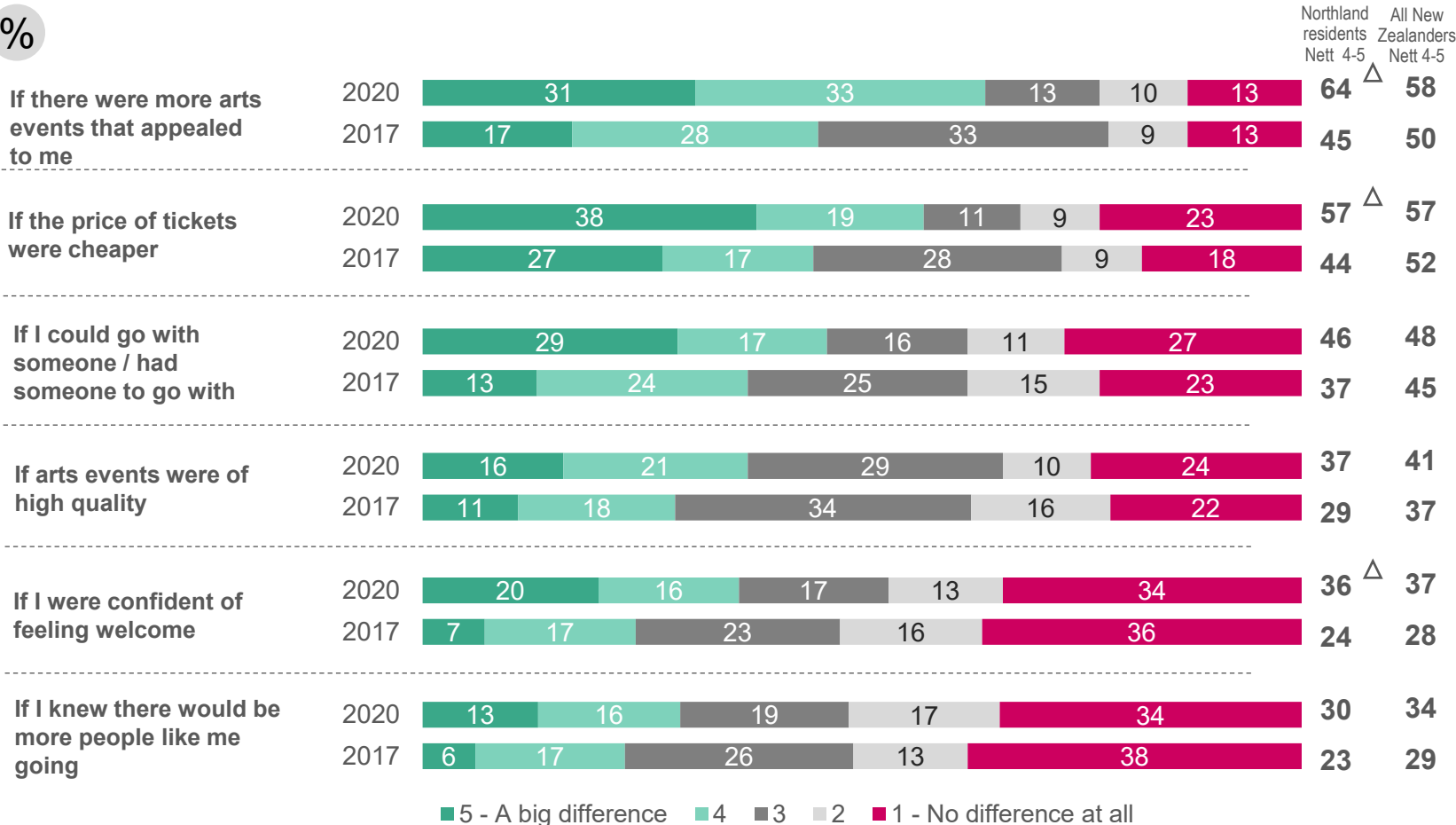
There are no sub-group differences of note.

# 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 five percent of Northland 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 influence attendance and the proportion agreeing with each has increased significantly since 2017. Now the majority of people see choice and tickets prices as barriers to greater attendance at the arts.

Further, greater inclusivity needs to be promoted to encourage attendance and the proportion who say confidence in feeling welcome would make a big difference to their attendance has increased (36% vs. 24% in 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.

### Sub-group differences in Northland:

Women are more likely than average to say cheaper ticket prices (65% vs. 57%), feeling welcome (46% vs. 36%), and having someone to go with (58% vs. 46%) would encourage greater attendance of the arts. Men are less likely to say these factors would make a big difference.

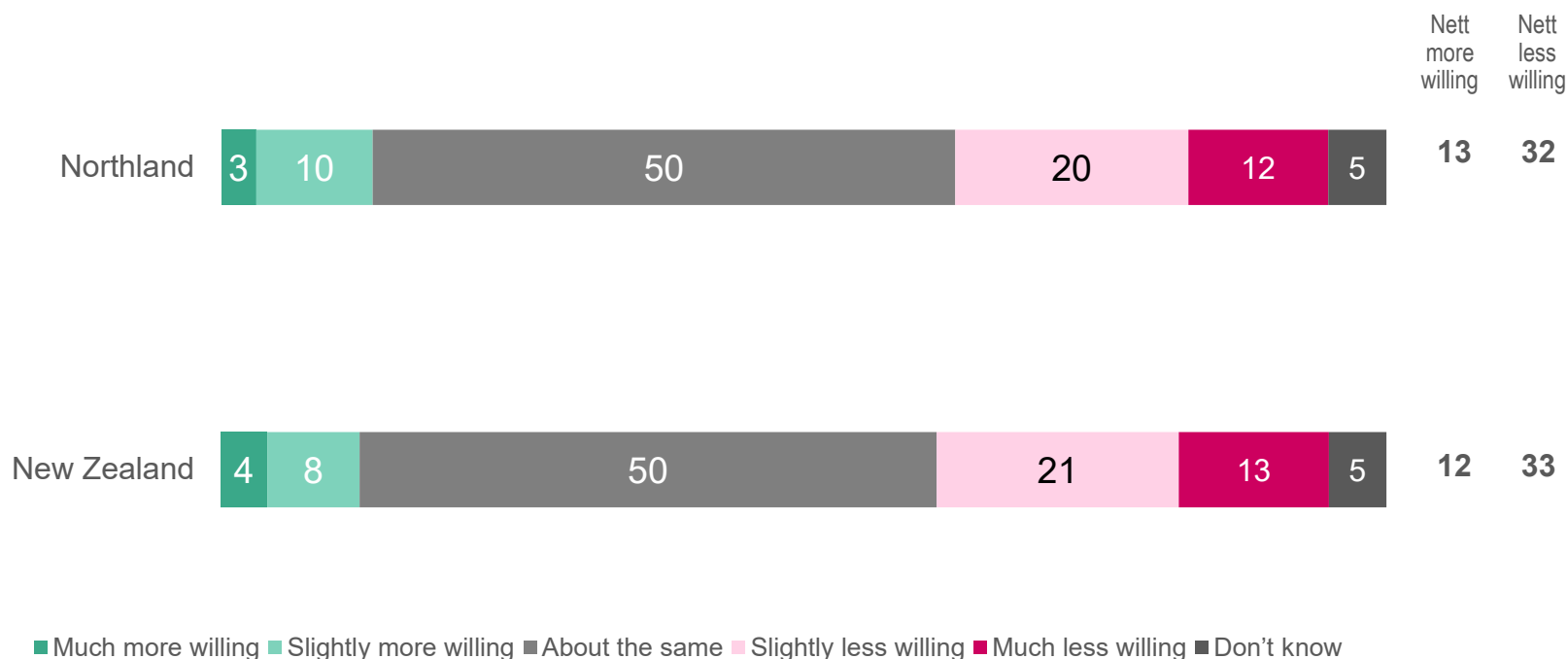
For Māori, having someone to go with, feeling confident they would be welcome and knowing there would be people like them are all important factors that would encourage greater attendance at the arts.

# 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 Northland residents (32%) 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, 13% are more willing, for this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

These findings are broadly in line with the national average.

### Sub-group differences in Northland:

There are no sub-group differences of note.



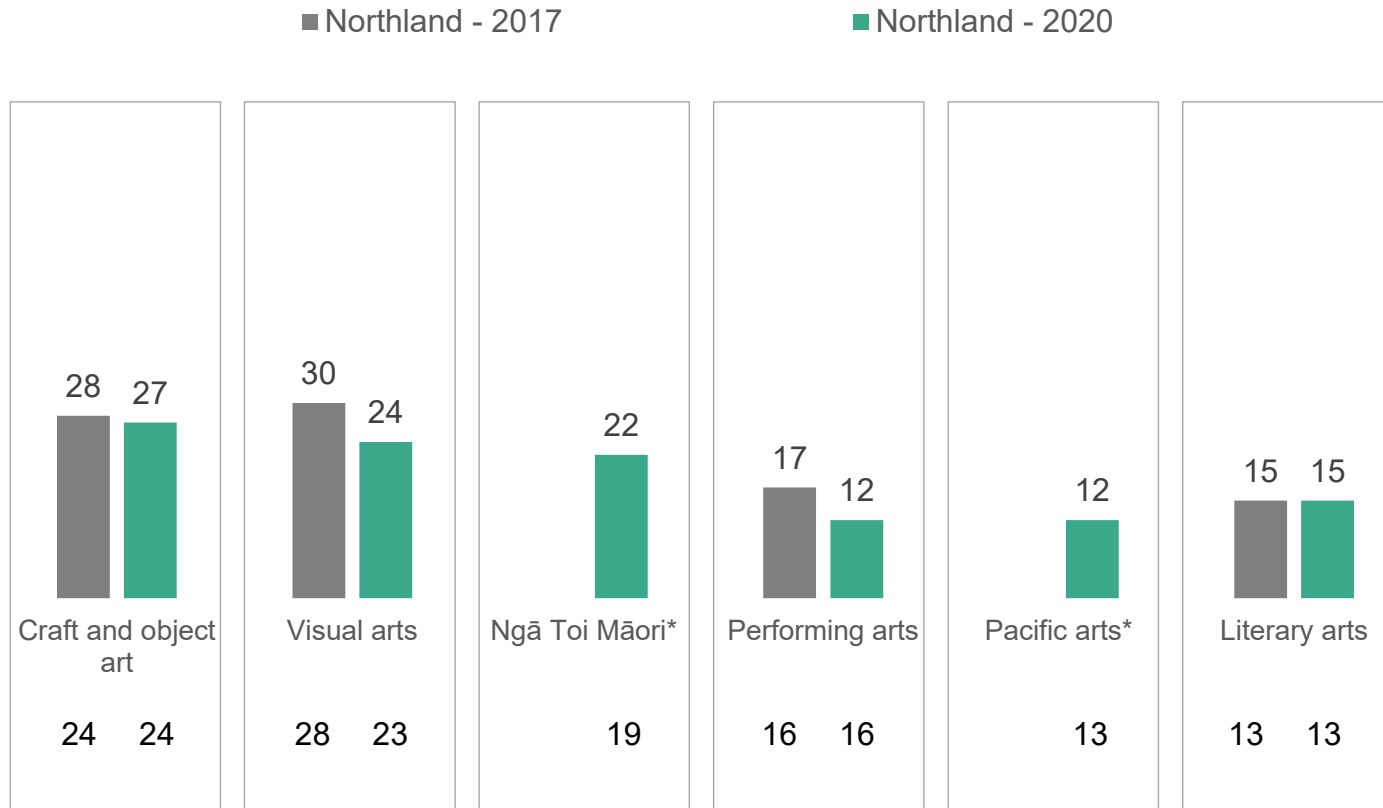
# PARTICIPATION BY ARTFORM

# Participation by art form

Q

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

%



## COMMENTARY

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

Visual arts participation has declined in 2020, albeit not significantly, and it is now the second most popular art form to participate in, after craft and object art. Performing arts participation has also declined in 2020, again this is not significant.

Participation in all other art forms is consistent with 2017.

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.

Levels of participation in each art form are broadly consistent with the national average.

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.

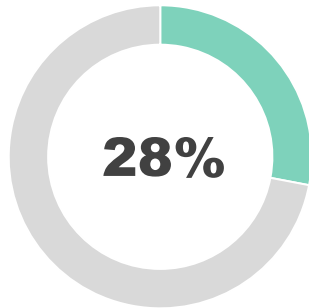
# Craft and object art participation

Q

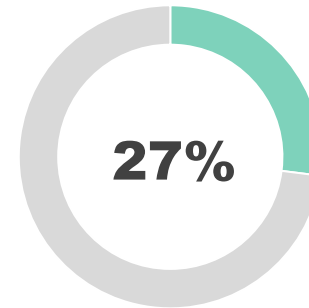
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Northland 2017



Northland 2020



Base: All Northland residents 2017 (n=496); 2020 (n=214)

## COMMENTARY

Twenty seven percent of Northland residents have participated in craft and object art in the last 12 months. This is in line with 2017.

The frequency with which people are participating has increased slightly since 2017. Thirty four percent participate on a regular basis (at least nine times in the last 12 months). This compares with 28% in 2017, albeit the difference is not statistically significant.

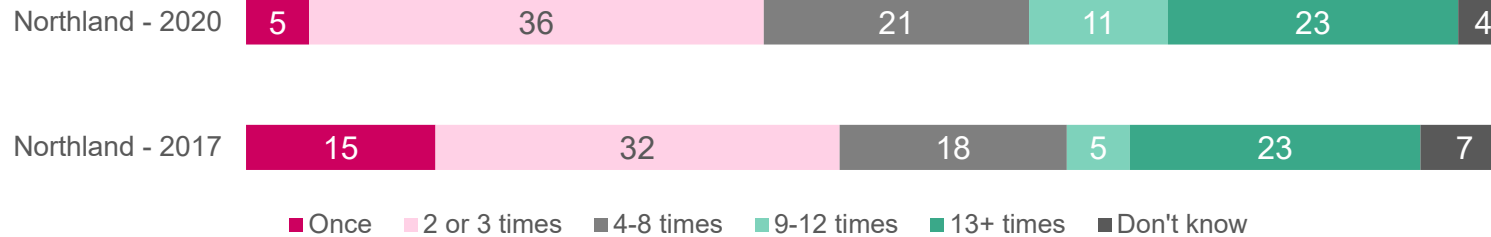
### Sub-group differences in Northland:

Women are more likely than average to participate in craft and object art (37% vs. 27%) while men are less likely (16%).

Māori residents are also more likely than average to participate in craft and object art (36%).

Q

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



Base: All Northland residents who have participated in craft and object arts 2017 (n=141); 2020 (n=60)

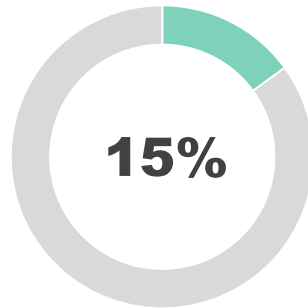


Q

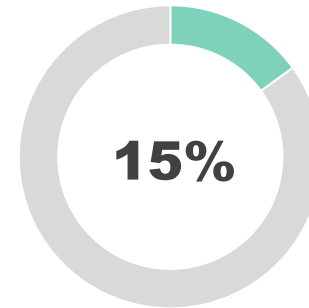
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Northland 2017



Northland 2020



Base: All Northland residents 2017 (n=496); 2020 (n=214)

## COMMENTARY

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

Due to a low base size (32 respondents) we cannot comment on the frequency of literary arts participation.

### Sub-group differences in Northland:

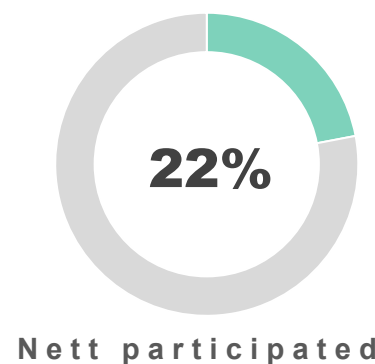
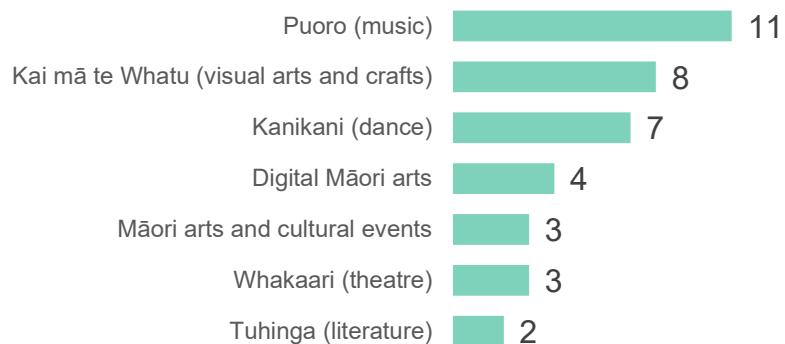
There are no sub-group differences of note.

# Ngā Toi Māori participation

Q

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

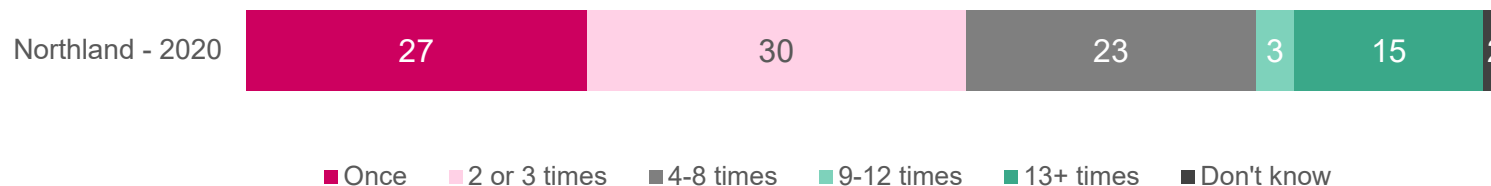
%



Base: All Northland residents 2020 (n=214)

Q

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



Base: All Northland residents who have participated in Ngā Toi Māori 2020 (n=56)

## COMMENTARY

Twenty two percent of Northland 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).

Of those who participate, 18% do so on a more regular basis (at least nine times in the last 12 months).

Fifty percent of Māori in Northland have participated in Ngā Toi Māori. This is higher than the Northland average of 22%. In contrast, 16% of New Zealand Europeans in Northland have participated in Ngā Toi Māori.

### Sub-group differences in Northland:

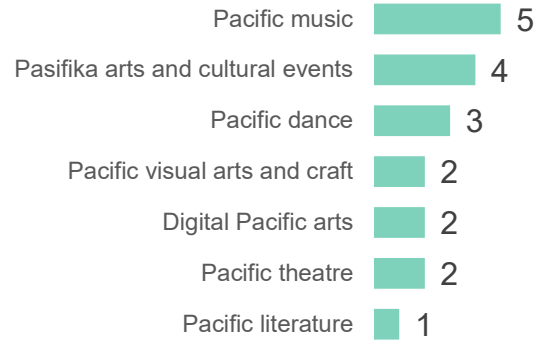
Women (30%) and residents aged 15 to 39 (37%) are more likely than average (22%) to have participated in Ngā Toi Māori.

# Pacific arts participation

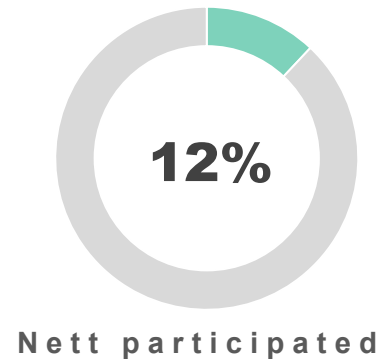
Q

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

%



Base: All Northland residents 2020 (n=214)



## COMMENTARY

Twelve percent of Northland residents have participated in 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 art activities are music and Pasifika arts and cultural events.

Due to a low base size (27 respondents) we cannot comment on the frequency of Pacific arts participation.

Due to a low base size (13 respondents) we also cannot comment on the Pacific sample for Northland.

### Sub-group differences in Northland:

Younger residents (15-39) are more likely than average to participate in Pacific arts (21% vs. 12%).

New Zealand Europeans (9%) and residents aged 60+ (5%) are less likely than average to participate in Pacific arts.

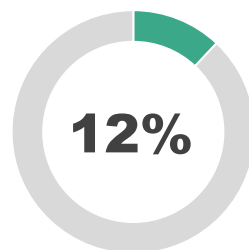
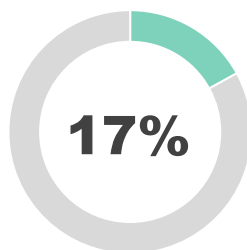
%

Q

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

Northland 2017

Northland 2020



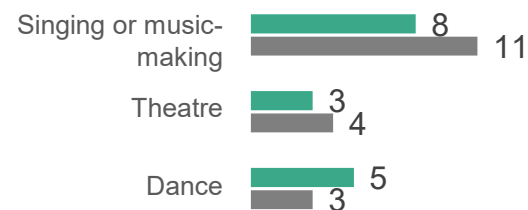
Base: All Northland residents 2017 (n=496); 2020 (n=214)

Q

Which of these were you actively involved in?

■ Northland - 2020

■ Northland - 2017



Base: All Northland residents 2017 (n=496); 2020 (n=214)

## COMMENTARY

Twelve percent of Northland residents have participated in performance arts in the last 12 months. This compares with 17% in 2017, albeit the difference is not statistically significant.

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

Due to a low base size (27 respondents) we cannot comment on the frequency of performing arts participation.

### Sub-group differences in Northland:

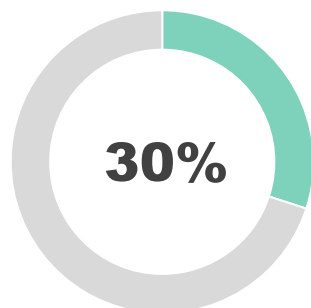
There are no sub-group differences of note.

Q

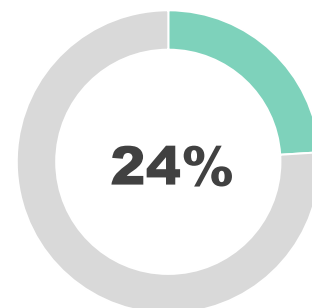
Have you created any visual artworks in the last 12 months?

%

Northland 2017



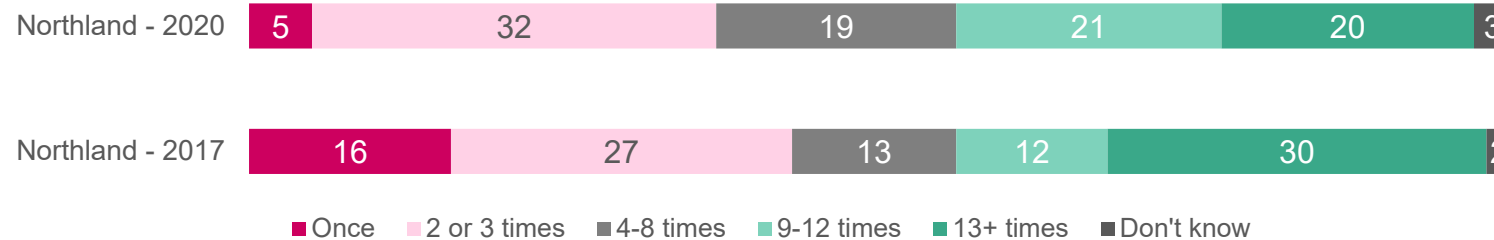
Northland 2020



Base: All Northland residents 2017 (n=496); 2020 (n=214)

Q

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



Base: All Northland residents who have participated in the visual arts 2017 (n=143); 2020 (n=56)

## COMMENTARY

Twenty four percent of Northland residents have participated in visual arts in the last 12 months. This compares with 30% in 2017, albeit the difference is not statistically significant.

Forty one percent participate on a regular basis (at least nine times in the last 12 months).

### Sub-group differences in Northland:

Women (32%) and Māori (37%) are more likely than average (24%) to have participated in visual arts in the last 12 months, while men are less likely (16%).

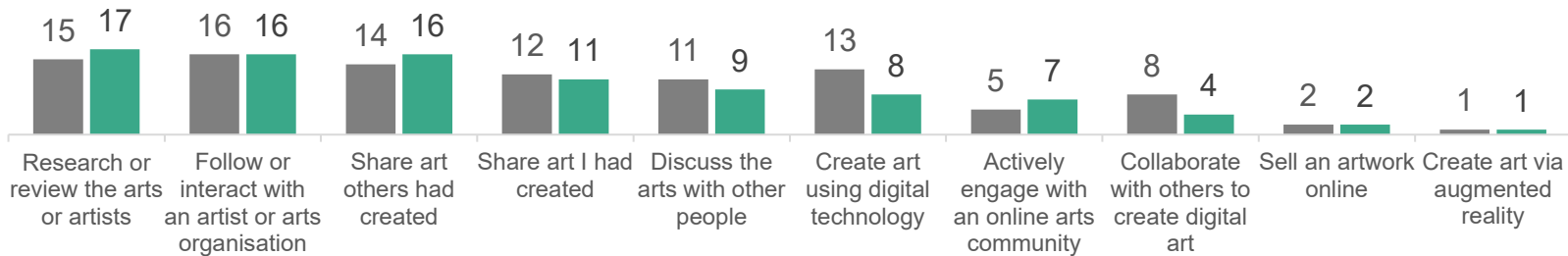
# Use of digital technology for arts activities

Q

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

%

■ Northland - 2017 ■ Northland - 2020



## COMMENTARY

Digital technology continue to enable Northland residents to engage with the arts in different ways.

The most popular activities remain research or reviewing the arts or artists (17%), following or interesting with an artist or arts organisation (16%) and sharing art others have created (16%).

Participation in all activities are broadly consistent with 2017.

### Sub-group differences in Northland:

Women are more likely than average to share art others have created (21% vs. 16%) and discuss the arts with other people (15% vs. 9%).

Māori are more likely than average to share art others have created (27% vs. 16%) and follow or interact with an artist or arts organisation (23% vs. 16%).

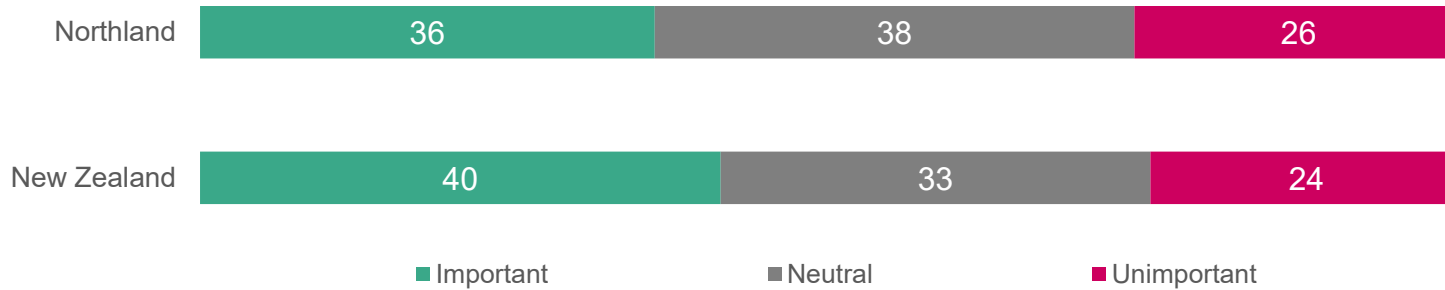


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY

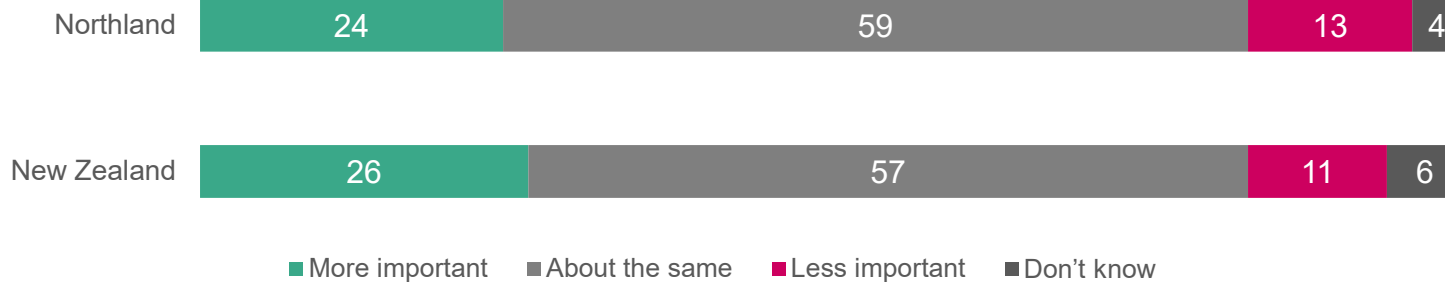
# Importance of the arts to wellbeing

## 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 six percent of Northland residents feel the arts is important to their personal wellbeing. This is broadly consistent with the national average (40%).

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Twenty four percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 13% say it is less important. This is in line with the national average.

### Sub-group differences in Northland:

Women are more likely than men to say the arts is important to their personal wellbeing (50% vs. 23% of men), and that the arts have become more important since COVID-19 arrived in New Zealand (33% of women vs. 15% of men).

Māori are less likely than average to say the arts are unimportant to their personal wellbeing (9% vs. 26%).



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

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

Thirty six percent of Northland 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 being a creative person and enjoying the creative process, as well as the importance of the arts for a balanced lifestyle, and good mental health and wellbeing. Some respondents talked about the role of the arts in bringing people together and allowing self-expression.

## Quotes

*Challenges me to think differently. Great being around people who are creative, thinking outside the square.*

Woman, 60-69, Māori, Northland region

*I find my involvement in the arts a good way to meet new people. I enjoy participating within the arts as it lets me demonstrate my skills and creativity which I find personally satisfying, it shows who I am.*

Man, 60-69, New Zealand European, Northland region

*Arts provide outlets for emotional and creative growth. Essential for balanced living in a modern world.*

Man, 30-39, New Zealand European, Pacific peoples, Northland region

# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

Fifty eight percent of Northland 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 self-expression, understanding their own and other cultures, community cohesion and acceptance of others, and mental stimulus.

## Quotes

*Art tells a story much like a language and is another way of expressing ourselves.*

Man, 15-17, Māori, Northland region

*They give valuable insight to a different view/ perspective of the world. If people are exposed to different views, they can learn to be more understanding.*

Woman, 40-49, Māori, Northland region

*Arts are a great way to get people to connect with the community.*

Woman, 30-39, New Zealand European, Northland region

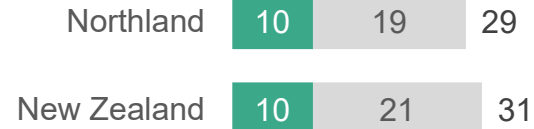


# IMPACT OF COVID-19

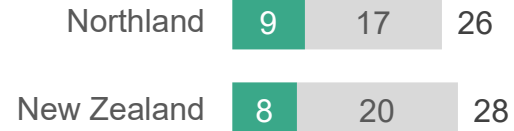
## Q How much do you agree or disagree with the following?

%

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



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



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



■ Strongly agree ■ Slightly agree

## COMMENTARY

Twenty nine percent of Northland 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 (12%).

These views are consistent with the national average.

### Sub-group differences in Northland:

Women (35%) and Māori (37%) are more likely than average to have watched more arts and cultural activities online since the March 2020 lockdown, while men are less likely (17%).

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



**COMMENTARY**

Fifty two percent of Northland 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, 51% would like to have the choice of attending the arts in person or watching them online.

These views are consistent with the national average.

**Sub-group differences in Northland:**

Women (64%) and Māori (64%) are more likely than average (52%) to want the choice of attending the arts in person or watching online, while men are less likely (38%).

Women are also more likely than average to agree arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis (60% vs. 51%) while men are less likely to agree (41%).



FOR FURTHER INFORMATION PLEASE CONTACT

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