

Survey findings for Southland 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 Southland. 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.



121

ONLINE INTERVIEWS

With adults aged 15+ living in Southland



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

Weighting was also applied to ensure the final sample profile was representative of the Southland 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 121 respondents the margin of error is up to +/- 9.0 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Southland 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 Southland 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: Southland

Method: Online survey of 6,263 New Zealanders aged 15+ including 121 Southland residents

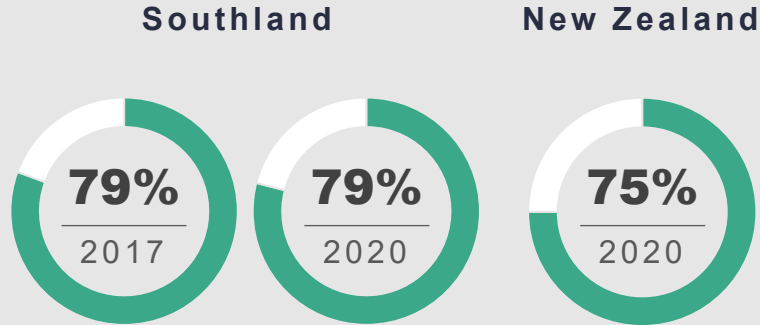
Fieldwork: 2 October to 2 November 2020

Margin of error for Southland: +/- 9.0%

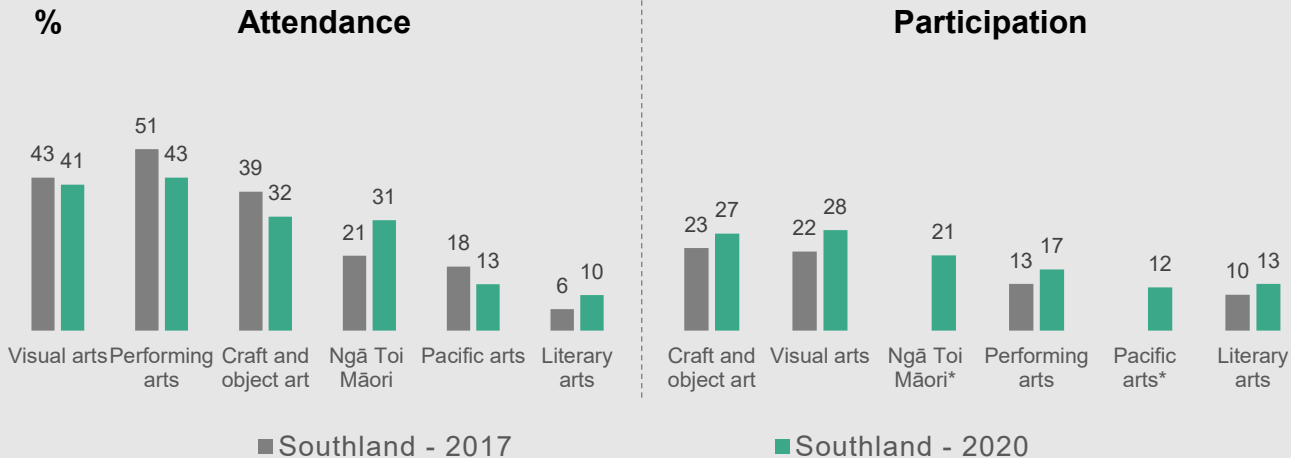
ENGAGEMENT WITH THE ARTS IN SOUTHLAND

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

Southland has not experienced the same decline in engagement recorded across the nation (from 80% in 2017 to 75% in 2020). The difference in engagement between Southland and New Zealand is not statistically significant.



Despite the headline engagement figure remaining consistent, attendance in the performing arts and craft and object art appears to have dipped since 2017 (albeit the difference is not statistically significant). On the flip side there appears to be an increase in attendance at Nga Toi Māori (again not significant). Participation also seems to be trending upwards across the various artforms, although once again none of the differences are significant.

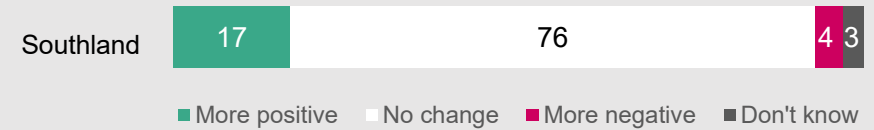


△▽ = significantly higher / lower than 2017


SOUTHLAND'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?

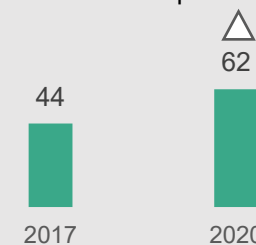


2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits.

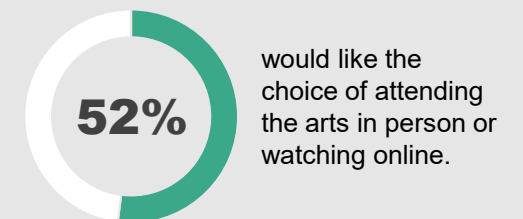
Arts and culture have supported my wellbeing since the COVID-19 crisis  20

The arts help improve New Zealand society  65

3 This recognition has led to increased support for local government to help fund the arts.



4 As well as demand for greater accessibility.





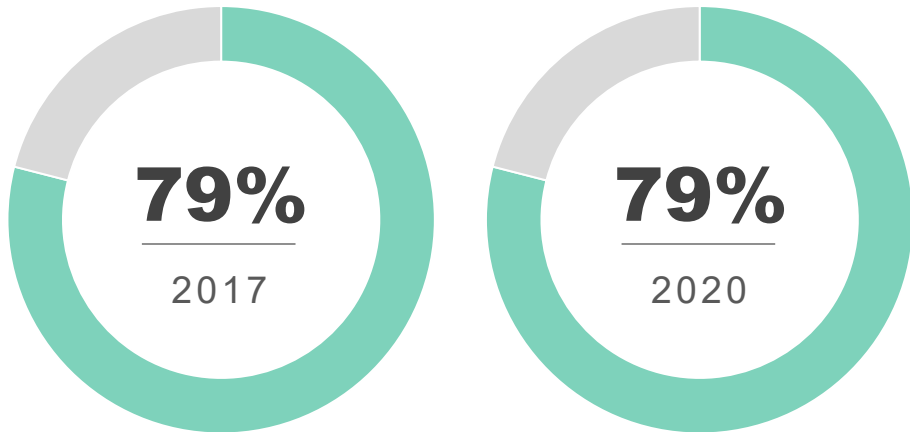
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

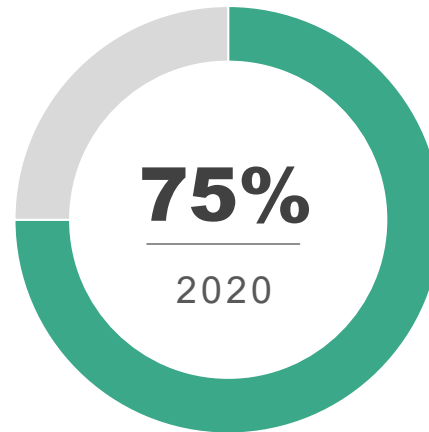
Q

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*

Southland



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 Southland residents have engaged with the arts in the last 12 months. This is consistent with 2017.

Indeed, Southland has not experienced the same decline in engagement recorded across the nation (from 80% in 2017 to 75% in 2020). The difference in engagement between Southland and New Zealand in 2020 is not statistically significant.

Sub-group differences in Southland:

Those with household incomes between \$50,001 and \$100,000 are more likely than average to engage with the arts in the past 12 months (91% vs. 79%).

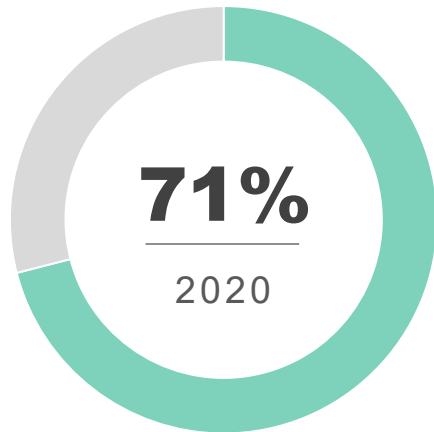
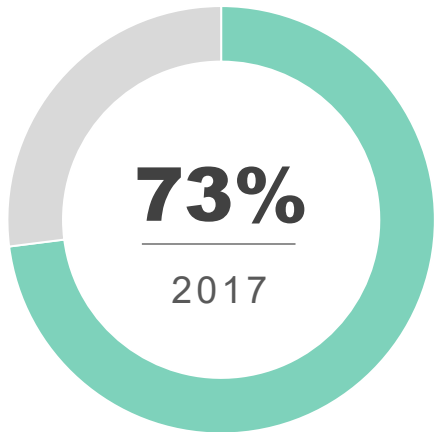
Those with household incomes up to \$50,000 (65%) are less likely than average to engage with the arts (79%).

Overall attendance

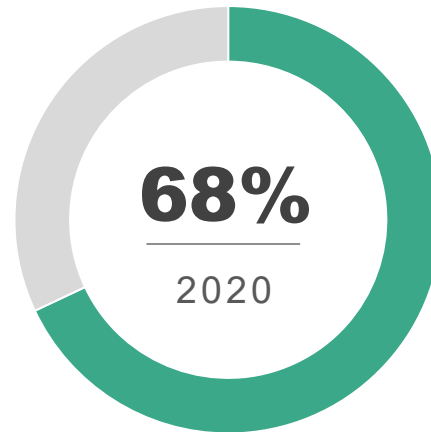
Q

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

Southland



New Zealand



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

COMMENTARY

Seventy one percent of Southland residents have attended at least one arts event or location in the last 12 months. This is consistent with 2017 (73%) and with the national average (68%).

Sub-group differences in Southland:

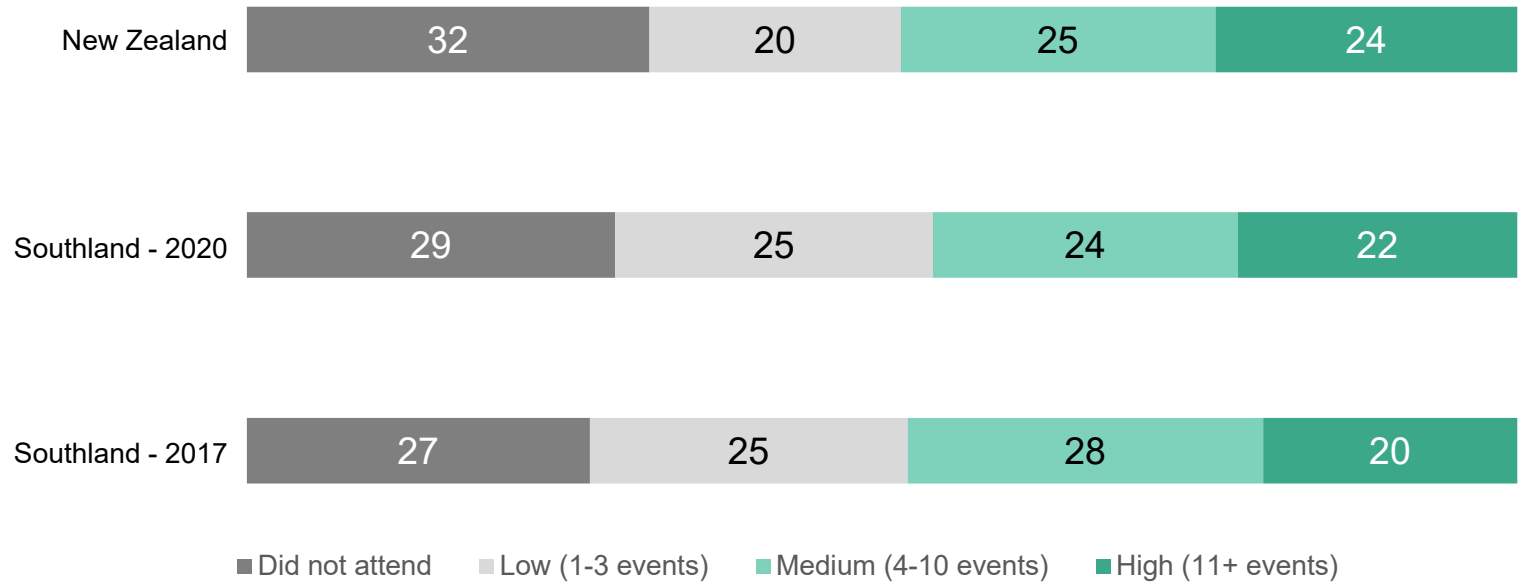
Those with household incomes between \$50,001 and \$100,000 (84%) are more likely than average (71%) to have attended the arts in the past 12 months.

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.

Nearly half of Southland residents attend arts events or locations reasonably frequently. Forty six percent attend more than three times a year, and 22% attend more than ten times a year. These figures are consistent with results from 2017 and with the national average.

Sub-group differences in Southland:

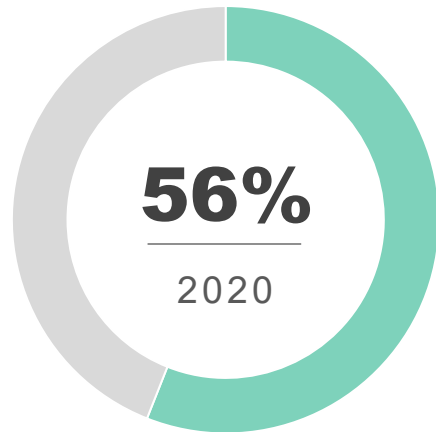
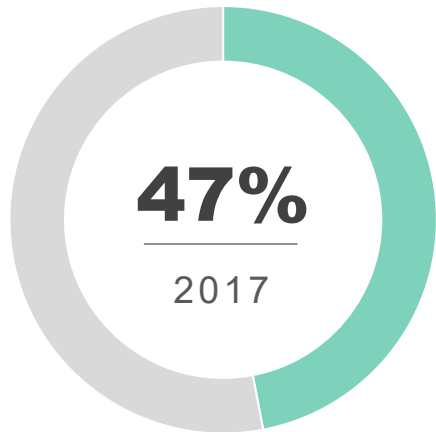
There are no subgroup differences of note.

Overall participation

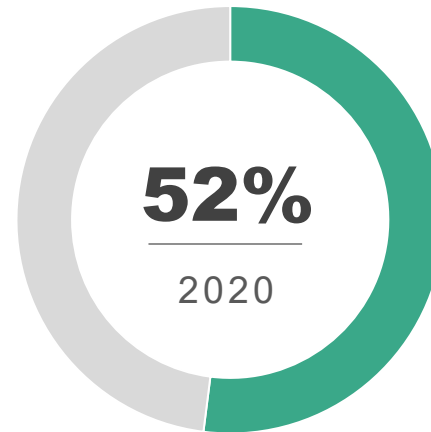
Q

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*

Southland



New Zealand



COMMENTARY

Participation is pushing upwards, despite COVID-19. It is 56% in 2020, compared to 47% in 2017, albeit the difference is not statistically significant. It is also broadly in line with the national average (52%).

Sub-group differences in Southland:

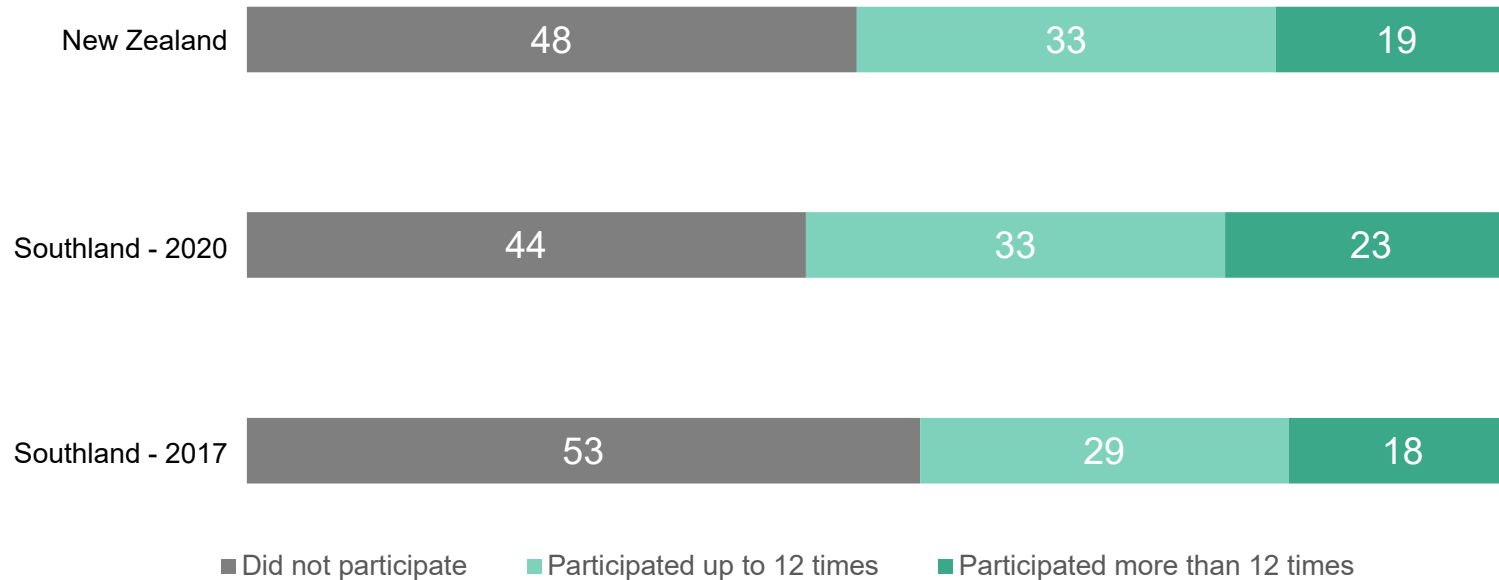
There are no sub-group differences of note.

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 Southland residents participate in the arts on a regular basis (more than 12 times a year), while a further third participate up to 12 times a year. Both figures are in line with both 2017 findings and with the national averages.

Sub-group differences in Southland:

There are no sub-group differences of note.



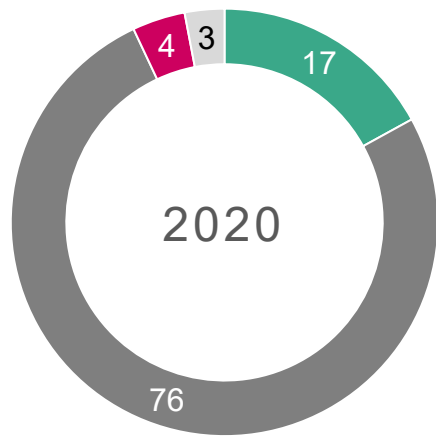
ARTS ATTITUDES

Change in overall perception of the arts

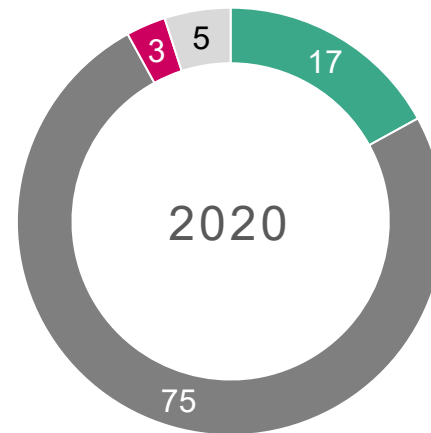
Q

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

Southland



New Zealand



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

COMMENTARY

Overall, there have been some positive shifts in how Southland residents feel about the arts. This reflects the national trend.

This overall finding is supported by the chart opposite which illustrates how residents' perceptions of the arts has changed over the last 12 months.

Most residents (76%) have not changed their view of the arts in the past 12 months. However, 17% are more positive and only 4% are more negative. This is broadly in line with the national picture.

Sub-group differences in Southland:

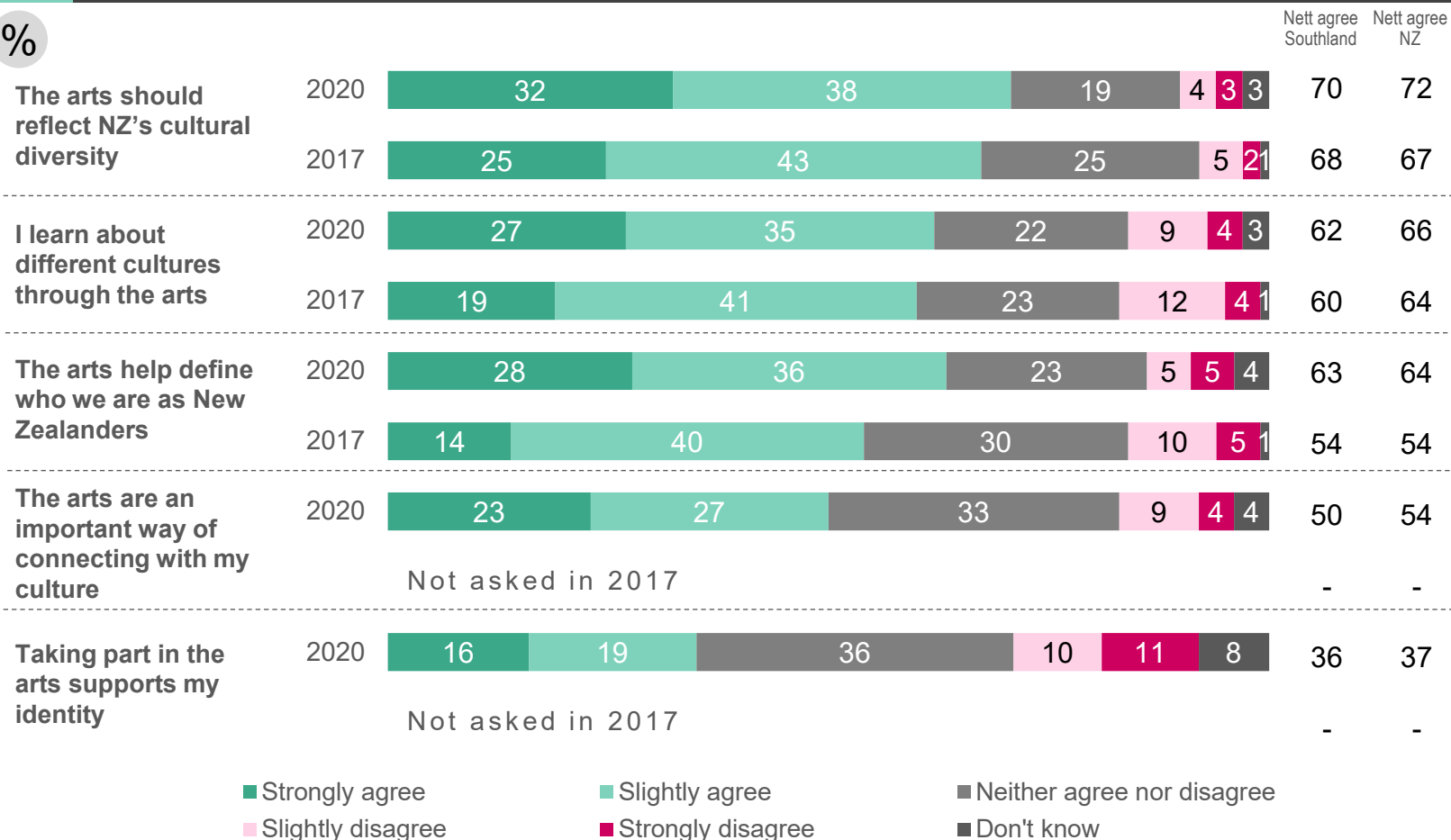
There are no sub-group differences of note.

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

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

Seventy percent agree the arts should reflect New Zealand's cultural diversity, 63% say they help define who we are as New Zealanders, and 62% learn about different cultures through the arts. The increase in those who feel the arts help define who we are as a nation is not statistically significant.

Half of all residents feel the arts are an important way of connecting with their culture (50%) and for some taking part in the arts helps support their identity (36% agree).

The attitudes are broadly in line with 2017 results for the region, as well as with the views of all New Zealanders.

Sub-group differences in Southland:

Those with household incomes between \$50,001 and \$100,000 are more likely than average to agree that the arts are an important way of connecting with own culture (74% vs. 50%).

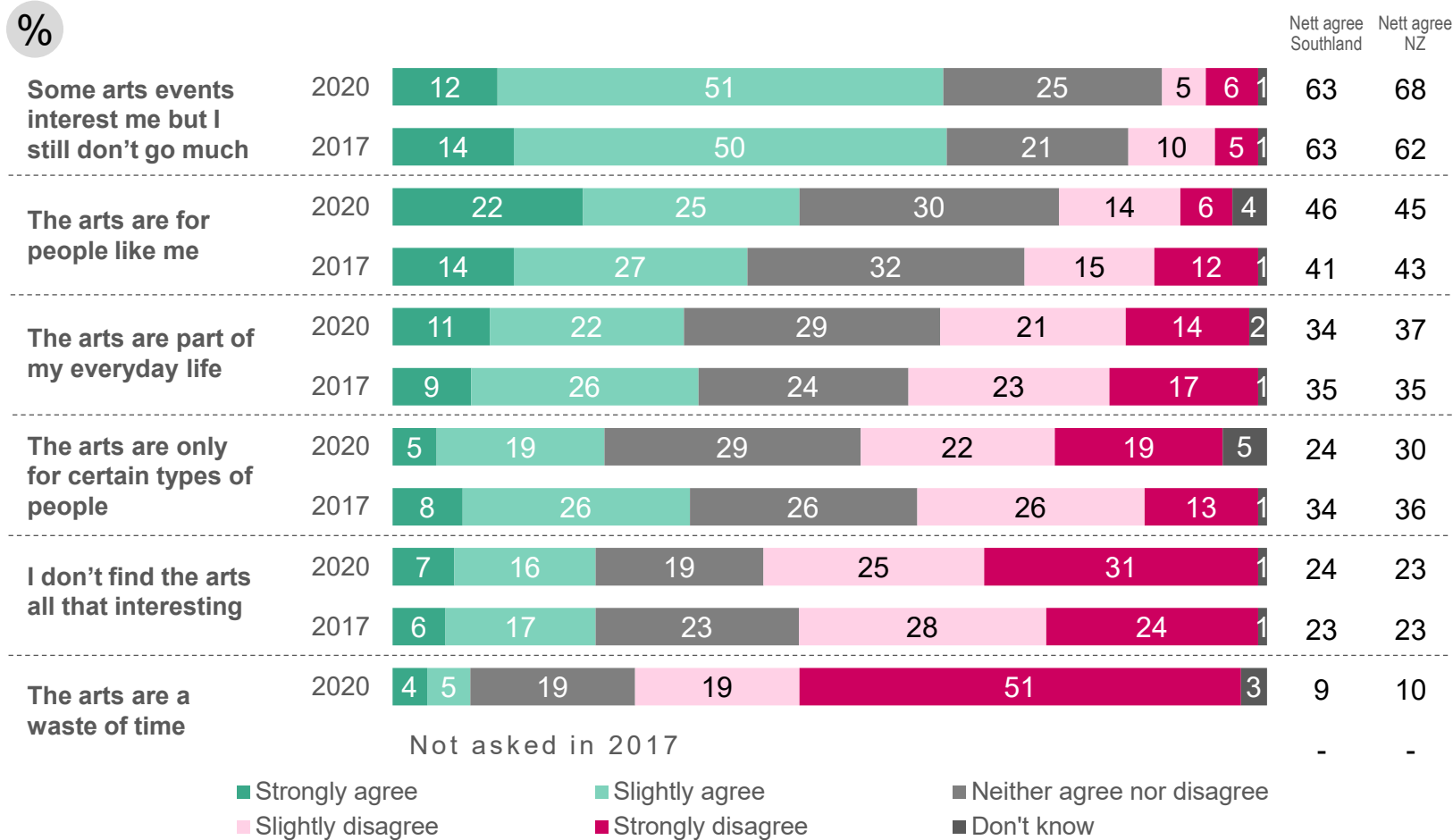
New Zealand Europeans are less likely than average to agree that taking part in the arts supports my identity (29% vs. 36%).

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

Q

How much do you agree or disagree?

%



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

COMMENTARY

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

Forty six percent of Southlanders feel the arts are for people like me, while 34% say they are part of their everyday life. Both are broadly consistent with the national averages and 2017 results.

In addition, only a minority say the arts aren't that interesting (24%) or a waste of time (9%), while most residents disagree with these attitudes.

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

Sub-group differences in Southland:

Women (15%) are less likely than average (24%) to agree that the arts are only for certain types of people.

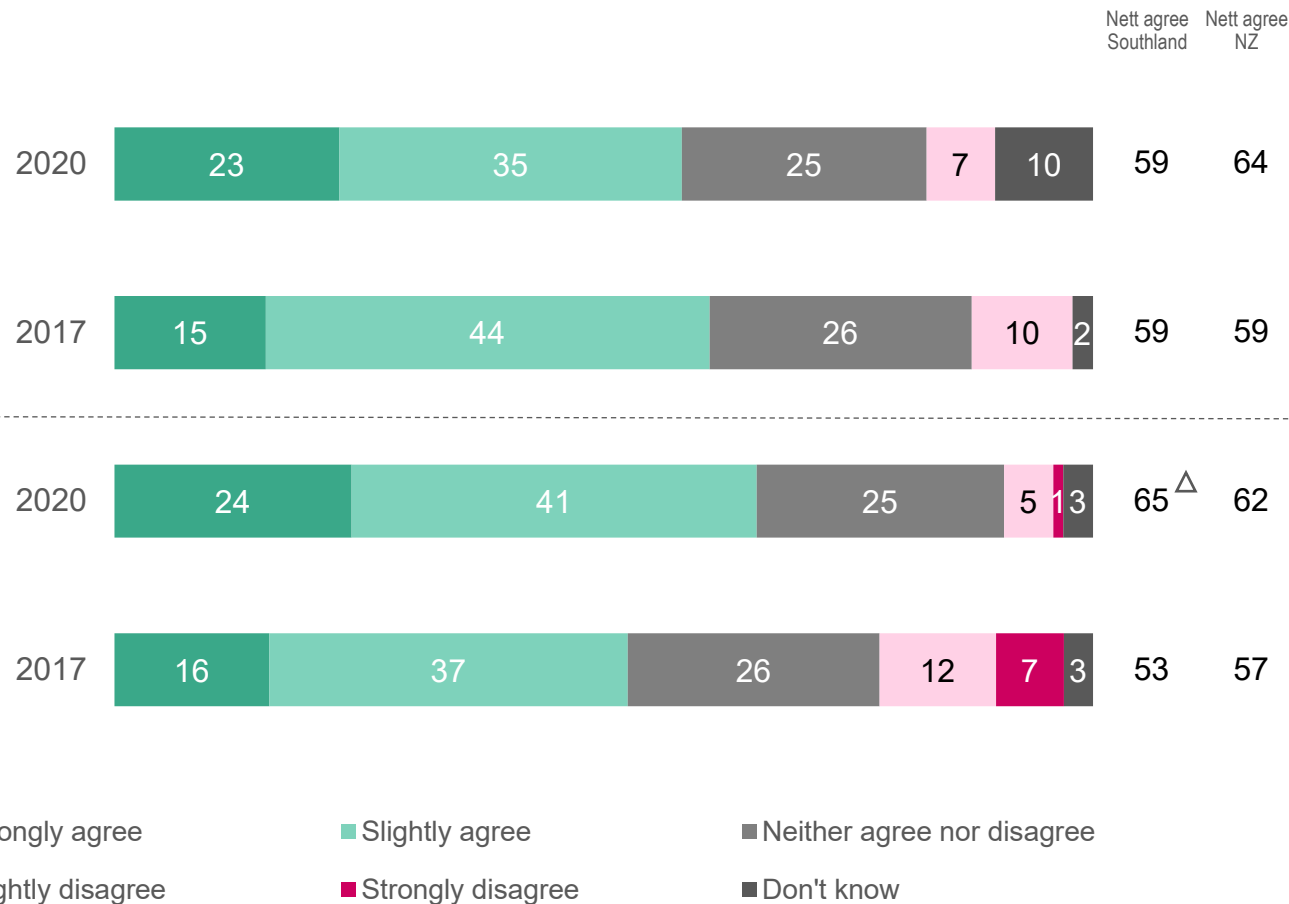
Those with household incomes between \$50,001 and \$100,000 are more likely than average to agree that while some arts events are of interest, they do not attend much (77% vs. 63%).

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



COMMENTARY

The Southland region recognises the positive impacts the arts have at a wider level.

Sixty five percent agree that the arts help improve New Zealand society, a significant increase from 53% in 2017. Fifty nine percent also agree that the arts contribute positive to our economy. Both figures are broadly consistent with the national averages.

Sub-group differences in Southland:

Those aged 60 plus (81%) are more likely than average (65%) to agree that the arts help to improve the wider society. Conversely, those aged 15-39 (51%) are less likely than average to agree with this statement.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2017 (n=381); 2020 (n=121) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

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

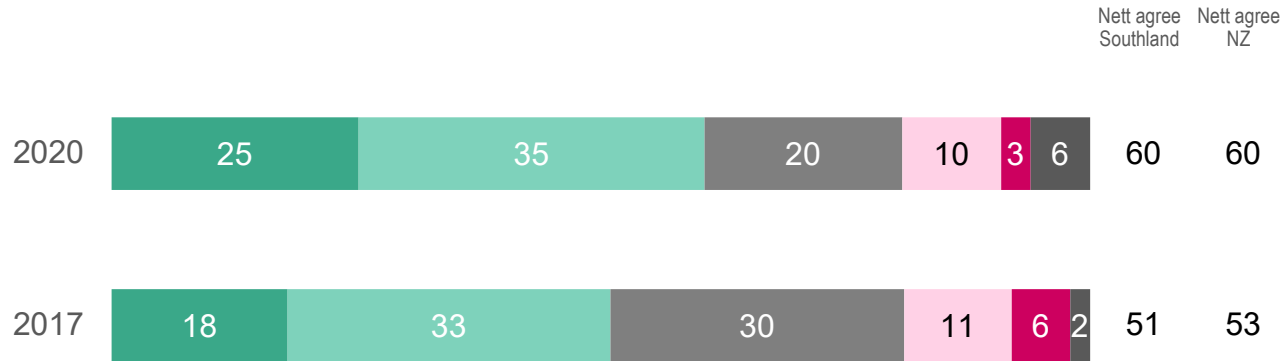
Attitudes towards the arts: Funding support for the arts

Q

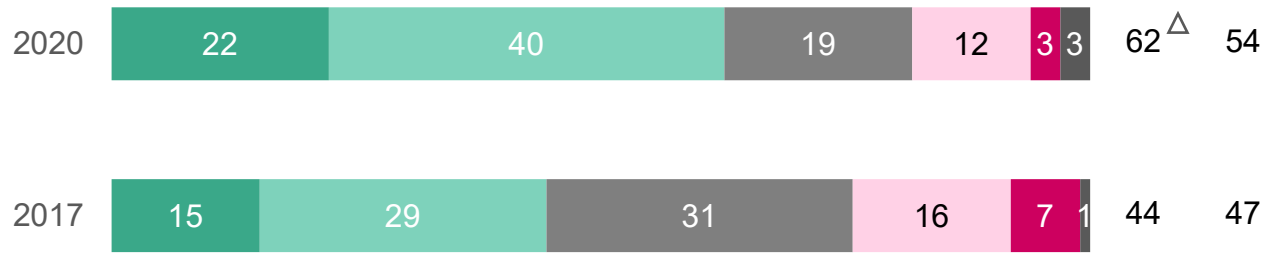
How much do you agree or disagree?

%

The arts should receive public funding



My local council should give money to support the arts



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

COMMENTARY

Southland residents' support for council funding of the arts is significantly higher than it was in 2017 (62% vs. 44%). Residents also seem more supportive of public funding of the arts per se, albeit the difference between 2020 (60%) and (51%) is not statistically significant.

Support for the public funding of arts in the Southland region is in line with the national average at 60%. Support for council funding seems somewhat higher than the national average (62% vs. 54%) albeit the difference is not statistically significant.

Sub-group differences in Southland:

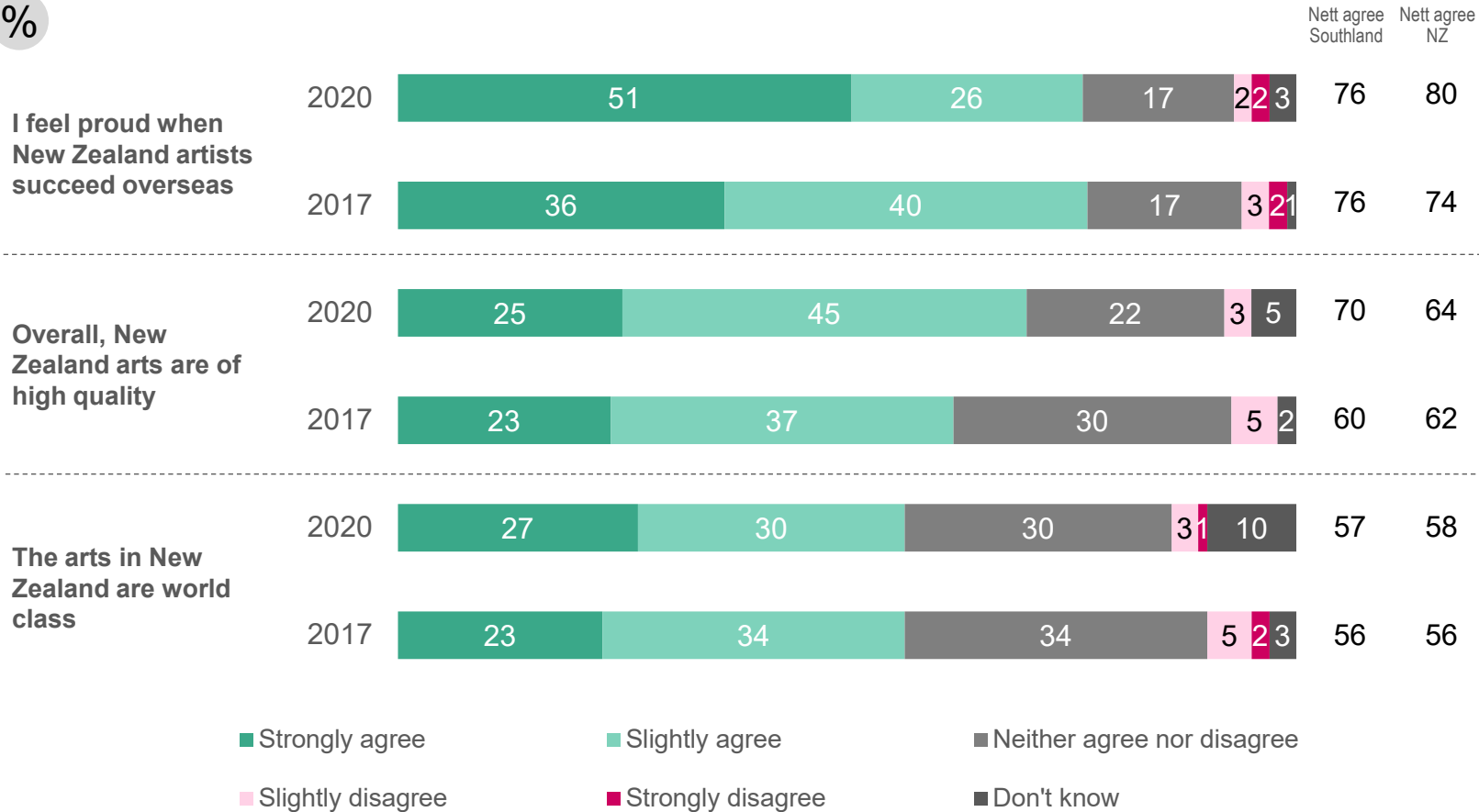
Those respondents aged 15-39 (48%) are less likely than average (60%) to agree that the arts should receive public funding.

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

Q

How much do you agree or disagree?

%



COMMENTARY

Southland 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 positive than in 2017 about the quality of the arts, but the difference is not statistically significant. Their views are also in line with the national averages.

Sub-group differences in Southland:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2017 (n=381); 2020 (n=121) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

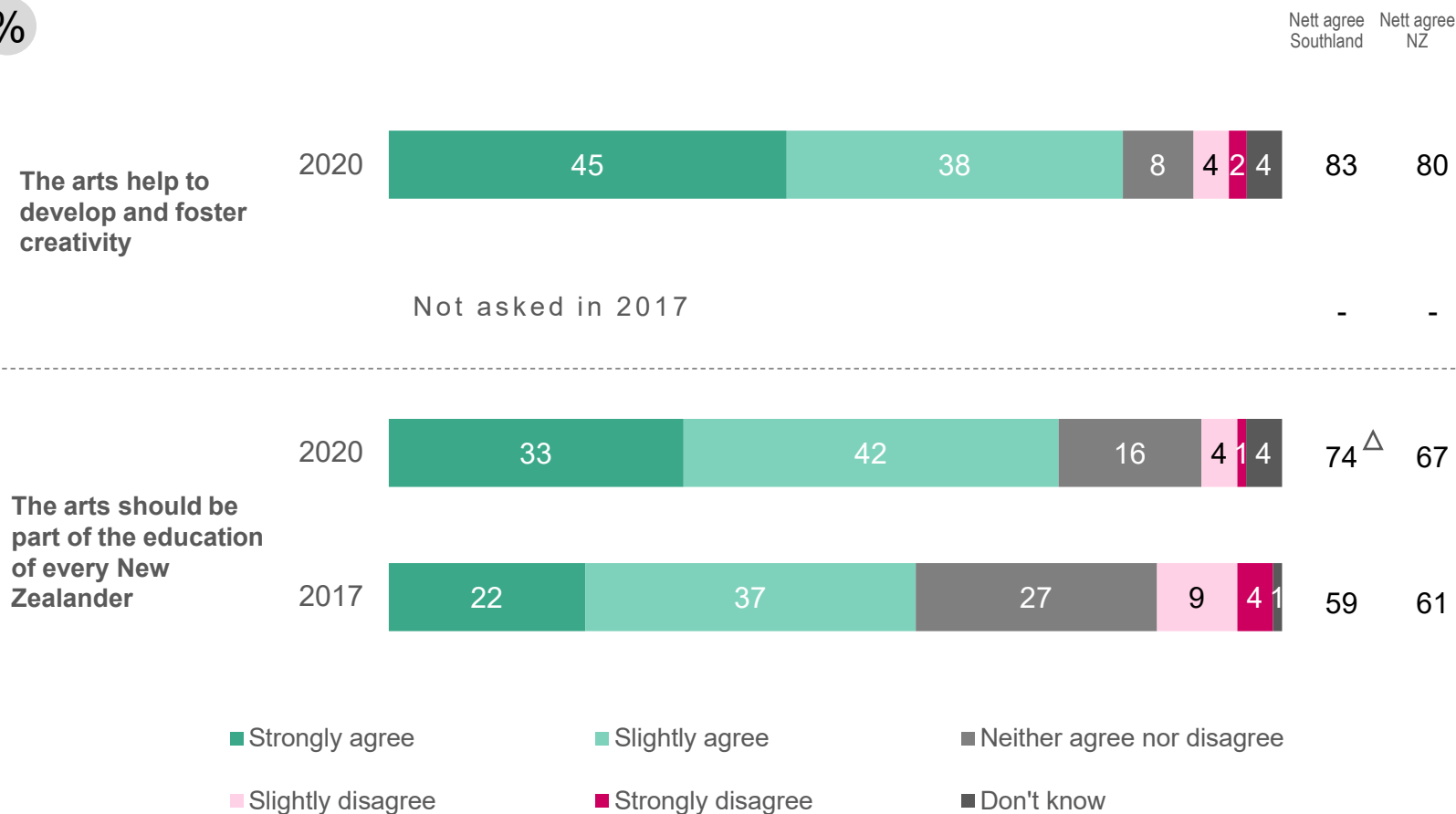
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

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

There is greater support for including the arts in everyone's education than before (74% vs. 59% in 2017).

Sub-group differences in Southland:

Residents aged 60 plus are more likely than average to agree that the arts help to develop and foster creativity (95% vs. 83%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2017 (n=381); 2020 (n=121) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

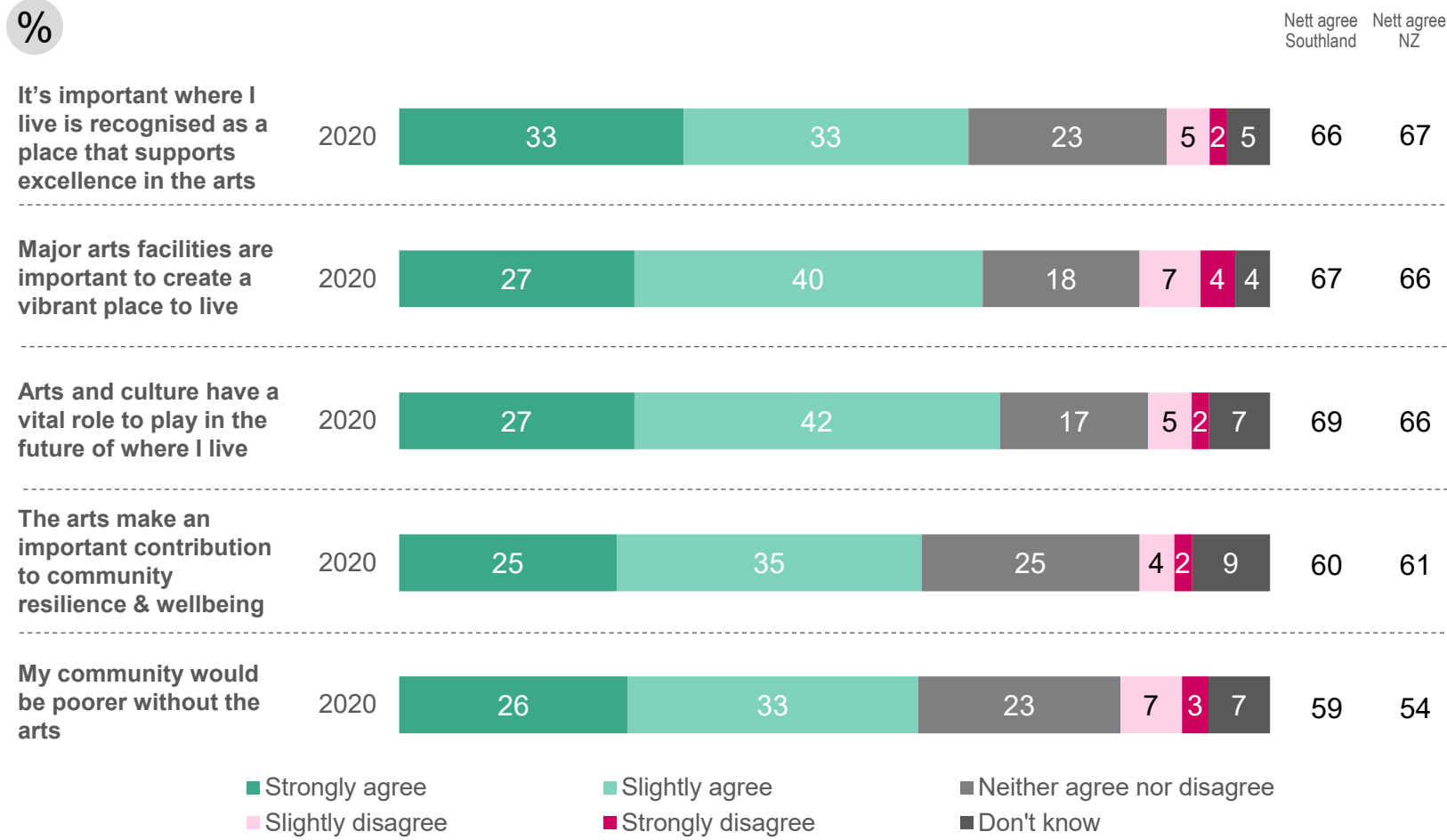
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

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.

Most residents feel the arts have a role to play in their region's identity and its vitality and wellbeing. In addition, 59% feel their community would be poorer without the arts.

The attitudes expressed are in line with the national averages.

Sub-group differences in Southland:

Those aged 60 plus (84%) are more likely than average to agree that Southland would be poorer without the arts (59%), while those aged 15-39 are less likely than average to express this sentiment (39%).

Those with household incomes between \$50,001 and \$100,000 are more likely than average to agree that arts and culture have a vital role to play in the future of Southland (88% vs. 69%).

Additionally, those aged 15-39 (53%) are less likely than average (67%) to agree that major arts facilities are important to create a vibrant place to live.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2020 (n=121); New Zealand 2020 (n=6263)

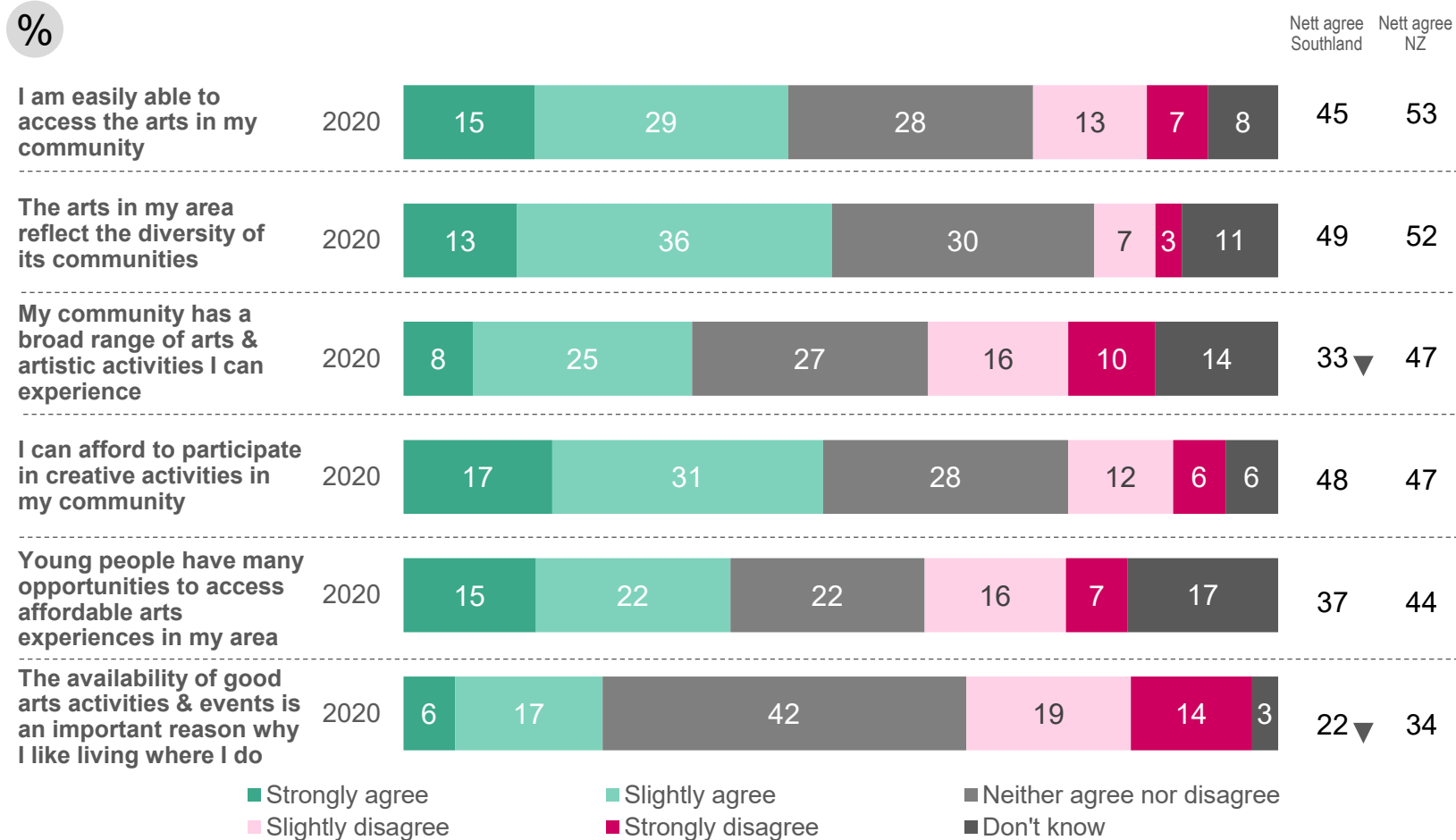
▲▼ = significantly higher / lower than all New Zealanders

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 seems less accessible in Southland than across the country overall.

Less than half of residents are able to easily access the arts in their communities (45%). In addition 33% think their community has a broad range of arts and artistic experiences, while only 22% agree the availability of good arts activities and events determines why they like living where they do. Agreement with the latter two statements is lower than average.

Cost is also a potential barrier for some, with only 48% agreeing they can afford to participate in creative activities in their community. Finally only 37% agree young people have many opportunities to access the arts in their area.

Sub-group differences in Southland:

Women are less likely than average to agree that they can afford to participate in the arts in their community (37% vs. 48%). They are also more likely than average to disagree that they are easily able to access the arts in the community (31% vs. 19%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2020 (n=121); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



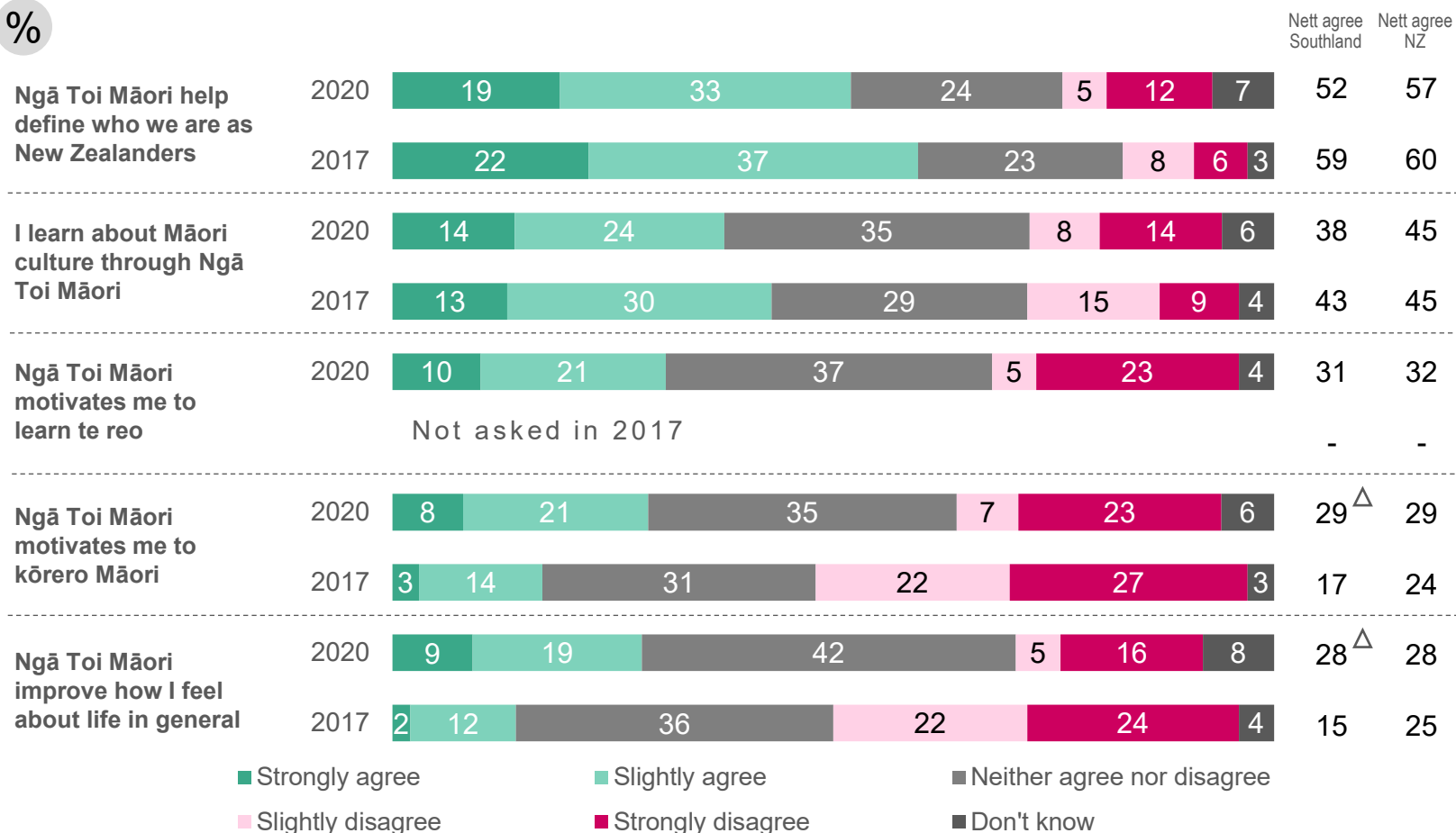
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



COMMENTARY

Residents note multiple benefits from Ngā Toi Māori to the community. Most notably 52% agree that it helps define who we are as New Zealanders, and 38% agree that is a way of learning about Māori culture. Agreement with these statements lags behind the national averages, but not significantly.

The proportion who says it motivates them to kōrero Māori is 29% in 2020, up from 17% in 2017. There is also an increase who feel Ngā Toi Māori improves their wellbeing, from 15% in 2017 to 28% in 2020.

Māori residents are broadly more likely to agree with all the attitudes than all Southland residents albeit the differences are not statistically significant due to the relatively small base size for Māori (29 respondents). Furthermore, 65% 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 Southland:

Overall, those with household incomes between \$50,001 and \$100,000 tend to hold more positive attitudes towards Ngā Toi Māori.

Women (42%) are more likely than average (29%) to agree Ngā Toi Māori motivates them to kōrero Māori, while men (16%) and those aged 60 plus (11%) are less likely to. There is a similar pattern when thinking about the extent to which Ngā Toi Māori motivates residents to learn te reo.

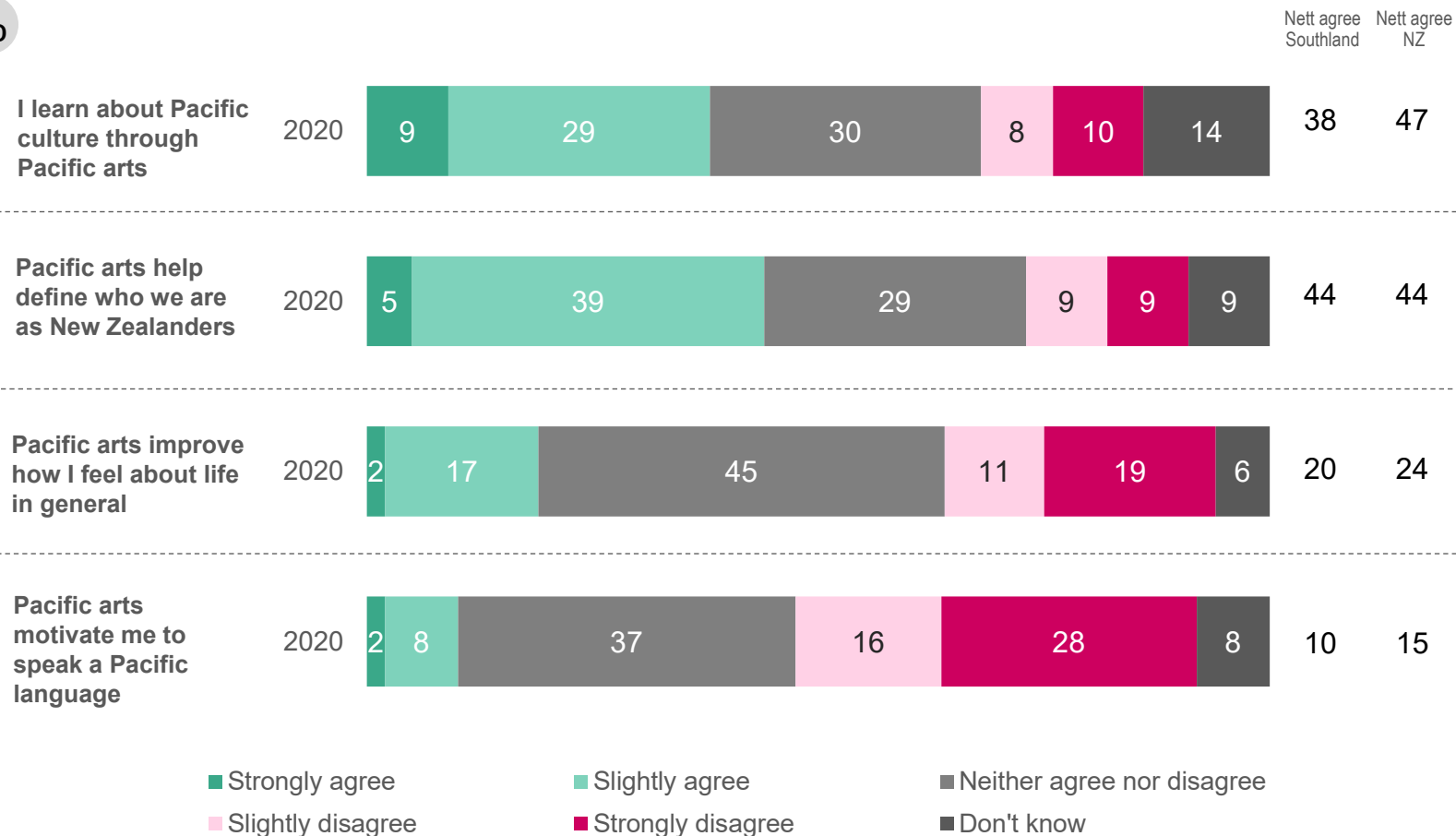
Women are also more likely than average to agree Ngā Toi Māori improve how they feel about life (41% vs. 28%).

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. Again this includes as a way to access Pacific culture (38%) and defining our national identity (44%). They have less impact than Ngā Toi Māori in motivating residents to speak a Pacific language, with only 10% of Southland respondents agreeing with this statement.

The results for the Southland region are consistent with the national average.

Sub-group differences in Southland:

Women are more likely than average to agree that they learn about Pacific culture through Pacific arts (49% vs. 38%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Southland residents 2020 (n=121); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



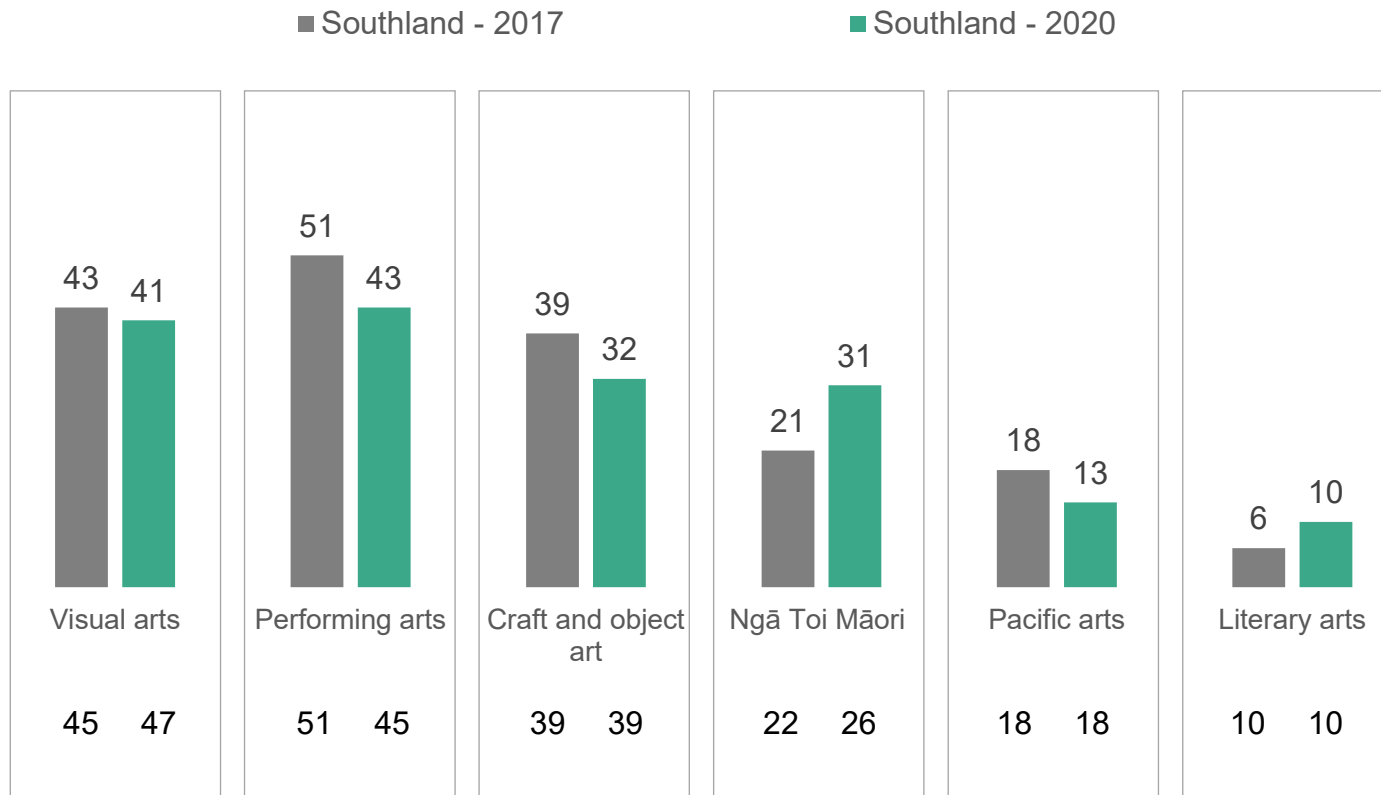
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

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

The most popular artforms for attendance are the performing arts (43%) and visual arts (41%). The drops in attendance for the performing arts and craft and object art are not statistically significant.

In addition, while attendance at Ngā Toi Māori has increased from 21% in 2017 to 31%, this difference is not significant.

There are no significant differences in attendance between Southland and the national averages.

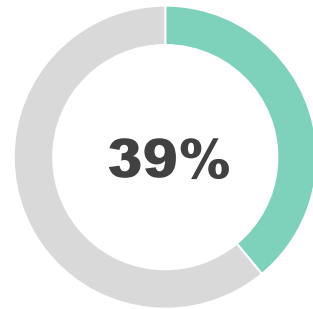
Further analysis of each art form (including sub-group differences) is presented in the following slides.

%

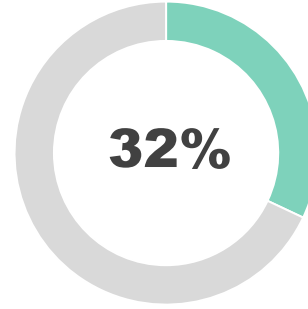
Q

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

Southland, 2017



Southland, 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

Thirty two percent of residents have attended craft and object arts in the last 12 months. This compares to 39% in 2017, albeit the decline 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 Southland:

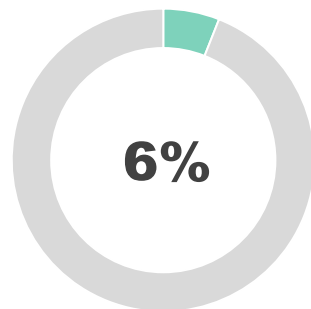
There are no sub-group differences of note.

%

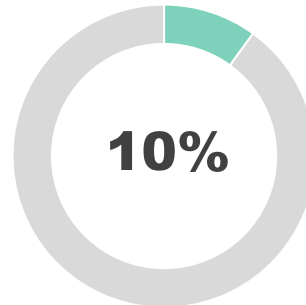
Q

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

Southland, 2017



Southland, 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

Ten percent of the Southland region have attended literary arts in the last 12 months. This is broadly 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 Southland:

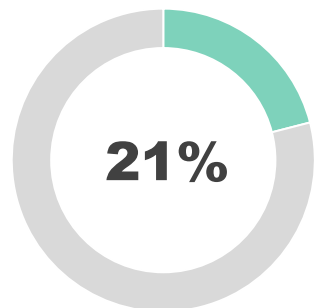
There are no sub-group differences of note

%

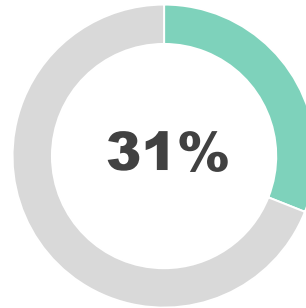
Q

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?

Southland, 2017



Southland, 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

The increase in the proportion of residents who have attended Ngā Toi Māori in the last 12 months, from 21% in 2017 to 31% in 2020 is not statistically significant. It does however, echo an upwards trend in attendance across New Zealand which is 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 Southland:

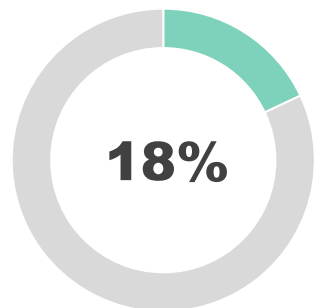
There are no sub-group differences of note.

%

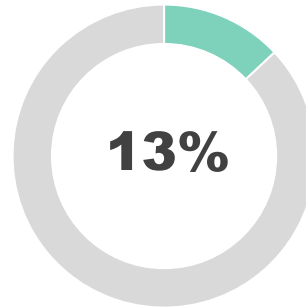
Q

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

Southland, 2017



Southland, 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

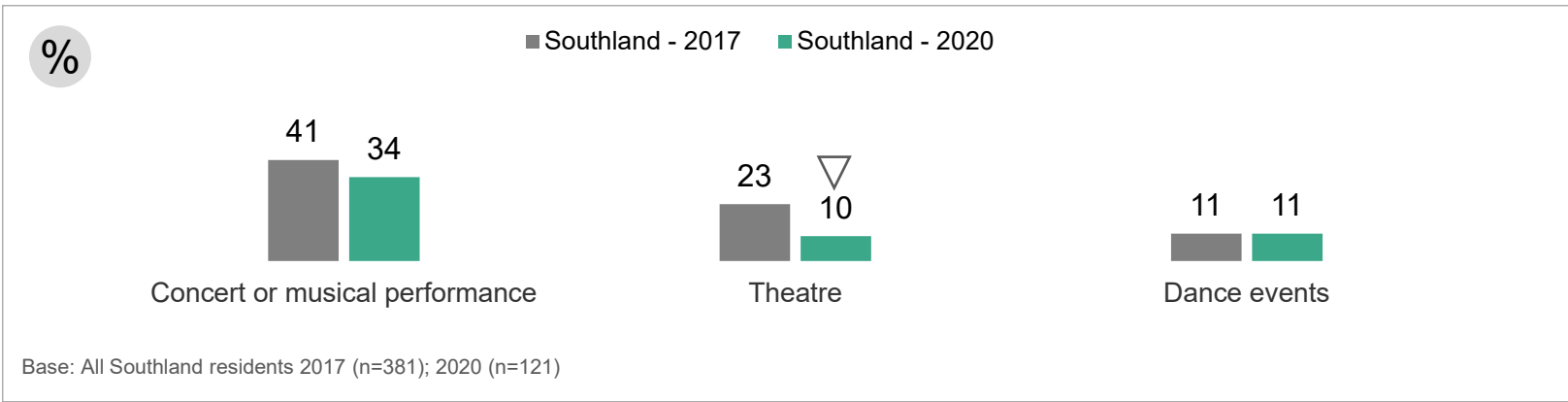
Thirteen percent of residents have attended Pacific arts in the last 12 months. This compares to 18% in 2017, albeit the difference is not statistically significant.

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 Southland:

There are no sub-group differences of note.

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



COMMENTARY

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

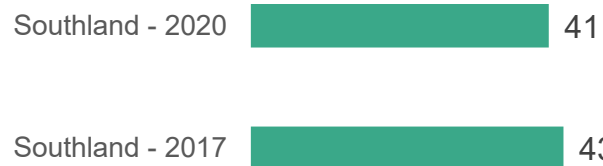
Concerts or musical performances remain the most popular type of performing arts. The decline in this artform is not statistically significant. This is in contrast to the decline in theatre attendance which is significantly lower. Attendance at dance events has remained consistent.

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 Southland:
There are no sub-group differences of note.

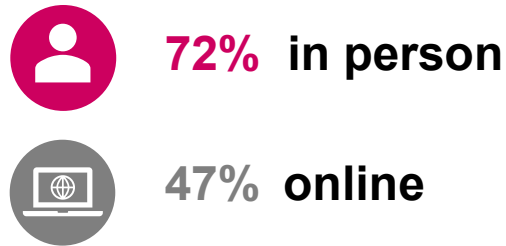
%

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



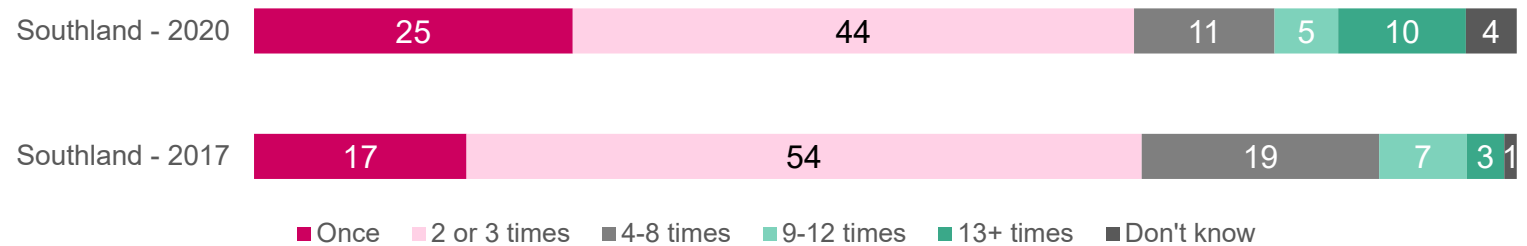
Base: All Southland residents 2017 (n=381); 2020 (n=121)

Q Did you do this...



Base: All Southland residents who have attended the visual arts 2020 (n=52)

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



Base: All Southland residents who have attended the visual arts 2017 (n=166); 2020 (n=52)

COMMENTARY

Forty one 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, with 69% attending on an infrequent basis (less than four times in the last 12 months).

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

Of the 41% of residents who had attended the visual arts 72% had done so in person, and 47% online.

Sub-group differences in Southland:

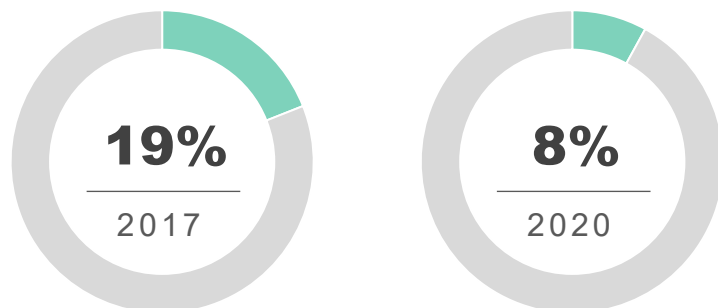
There are no sub-group differences of note.

Visual arts attendance: impact of film festivals

Q

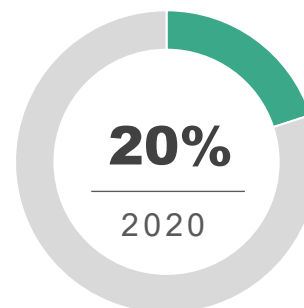
Were film festivals included among the visual arts you have visited in the last 12 months?

Southland



Base: All Southland residents who have attended the visual arts 2017 (n=166); 2020 (n=52)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Eight percent of residents who have attended the visual arts, have attended a film festival in the last 12 months. This figure is lower than the 2017 figures (19%) and the national average (20%), albeit these differences are not statistically different.

Sub-group differences in Southland:

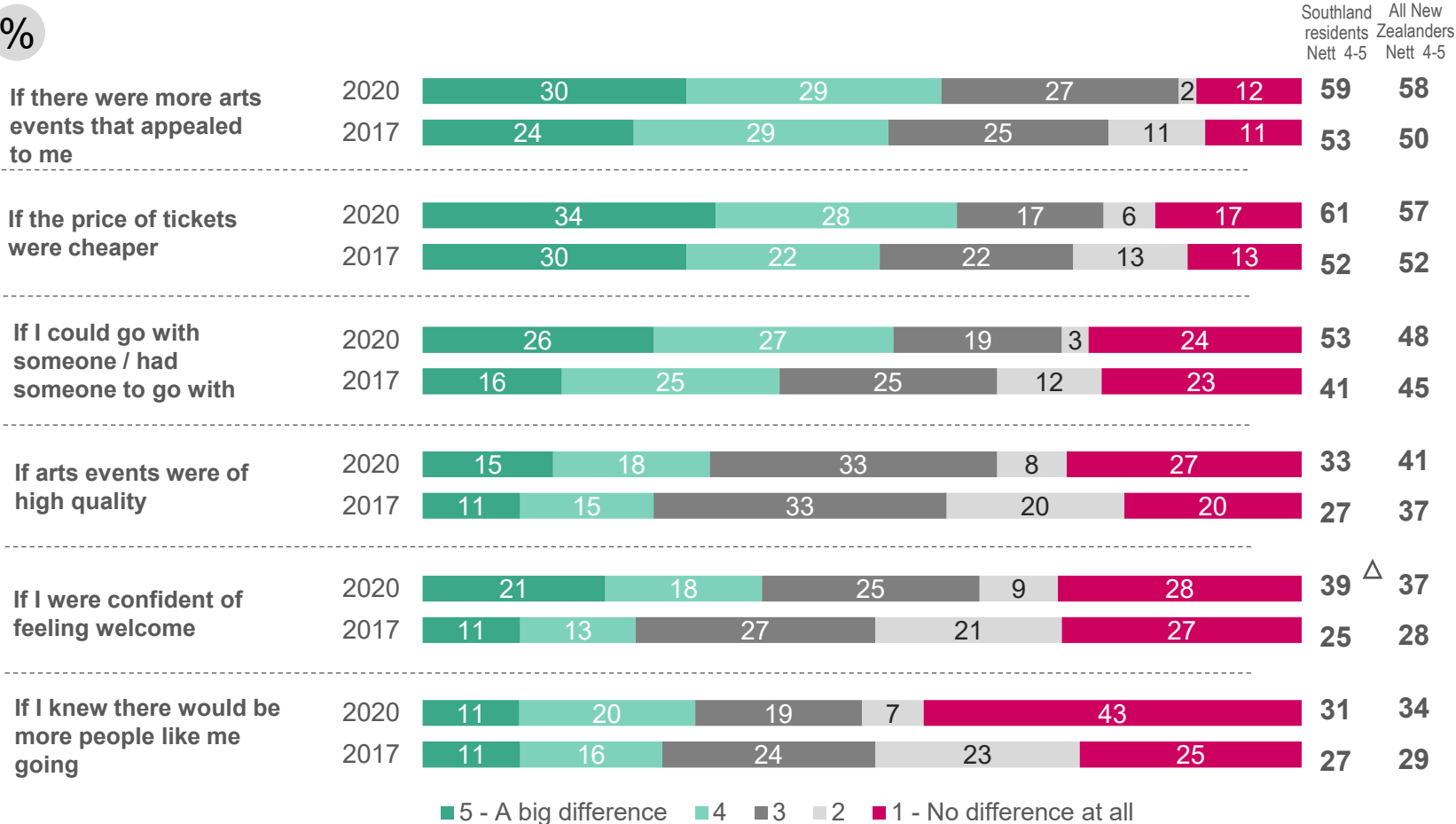
There are no sub-group differences of note.

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 three percent of Southland 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.

Ticket prices (61%) and choice (59%) remain the top two factors that influence attendance.

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

Finally, greater inclusivity needs to be promoted to encourage attendance. Indeed, there is an increase in those reporting that being confident of feeling welcome would encourage them to attend the arts (from 25% in 2017, to 39% in 2020).

Sub-group differences in Southland:

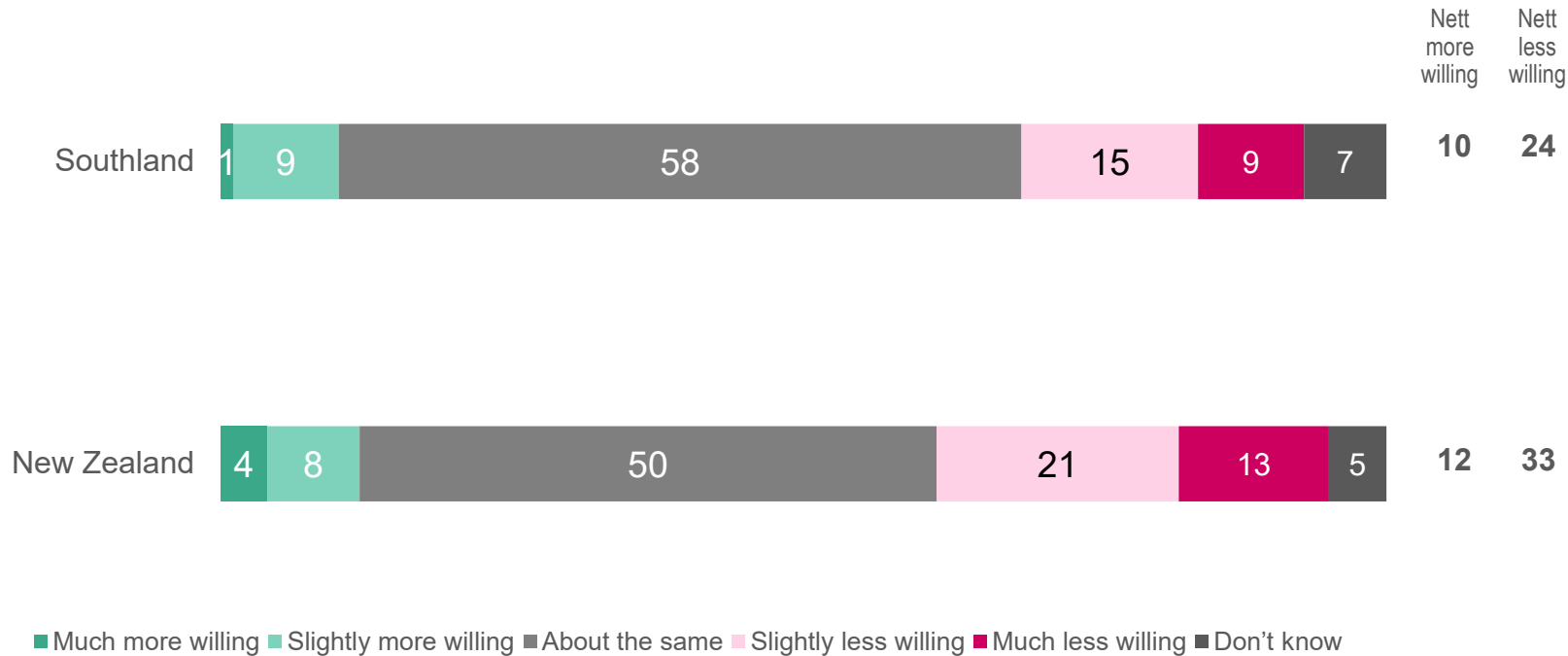
There are no sub-group differences of note.

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 quarter of residents (24%) 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, 10% are more willing to attend arts and cultural activities in light of COVID-19.

Sub-group differences in Southland:

Women (36%) are more likely than average (24%) to say they are less willing to attend arts events in person.



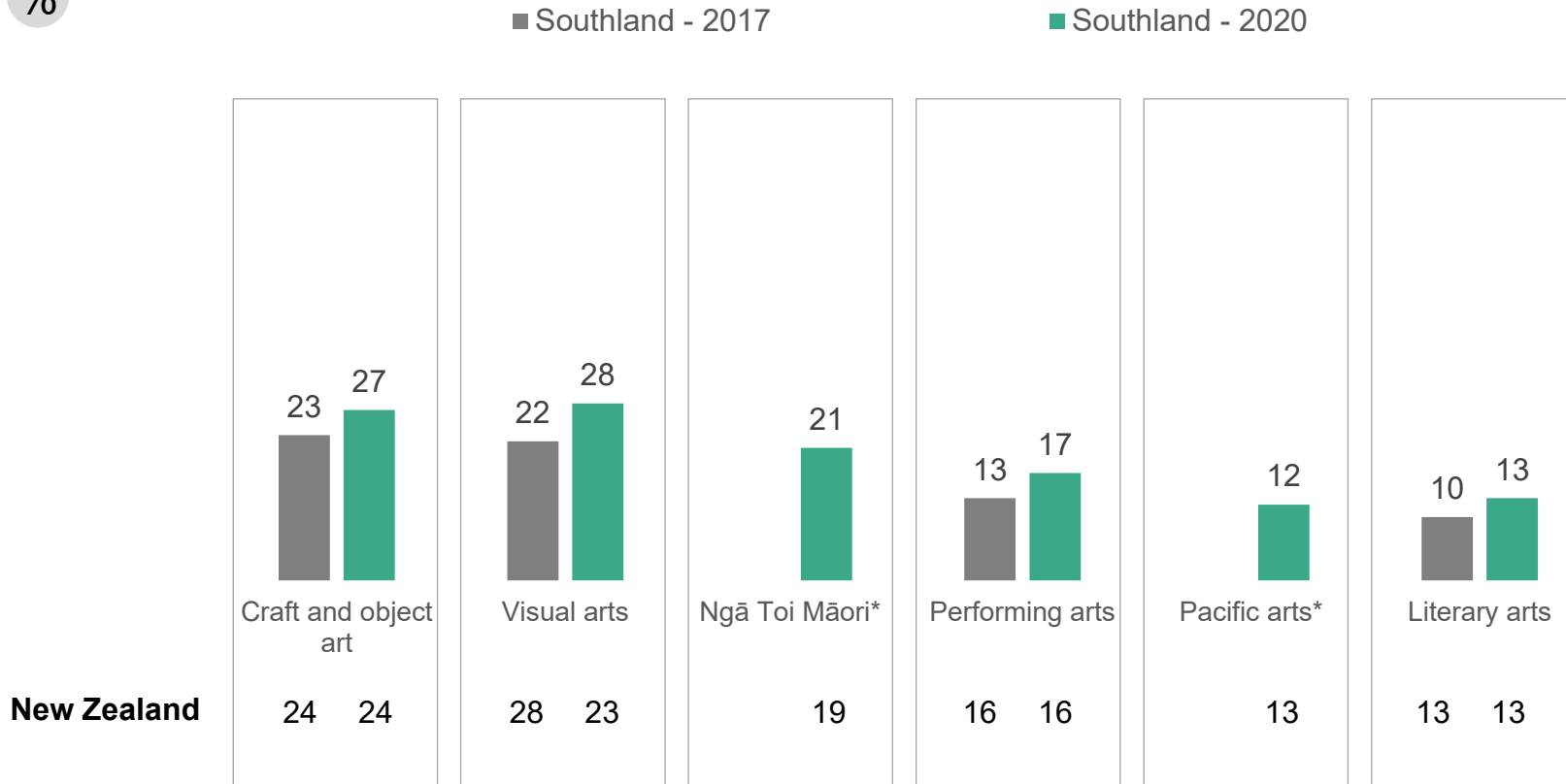
PARTICIPATION BY ARTFORM

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 Southland residents who have been actively involved in each art form at least once in the last 12 months.

The most popular forms of art continue to be visual arts (28%) and craft and object arts (27%). Participation appears to be trending upwards across the artforms, albeit none of the differences are statistically significant.

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.

The findings are largely consistent with the national averages.

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

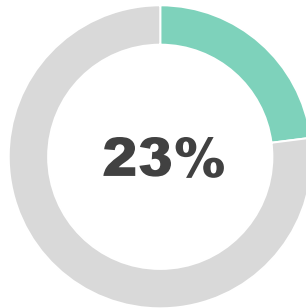
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

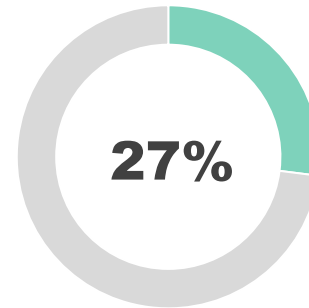
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Southland 2017



Southland 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

Twenty seven percent of Southland residents have participated in craft and object art in the last 12 months. This is broadly 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 Southland:

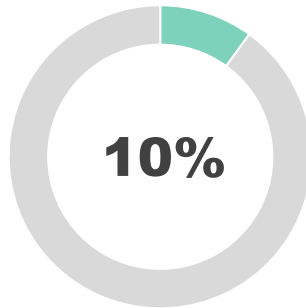
There are no sub-group differences of note.

Q

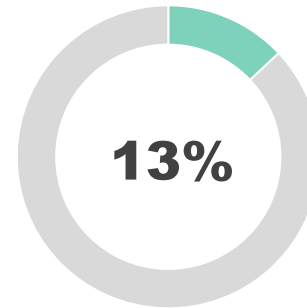
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Southland 2017



Southland 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

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.

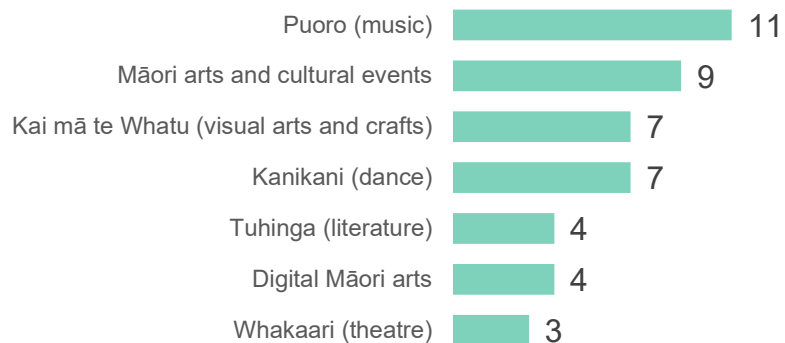
Sub-group differences in Southland:

There are no sub-group differences of note.

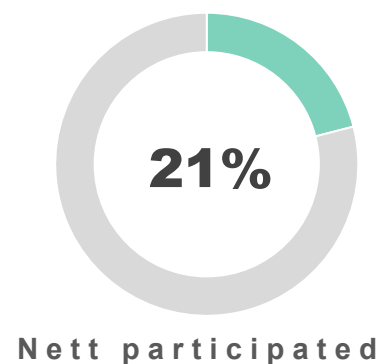
Q

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

%



Base: All Southland residents 2020 (n=121)



COMMENTARY

Twenty one percent of Southland 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 Māori arts and cultural events.

Thirty one percent of Māori in the region have participated in Ngā Toi Māori, albeit this difference is not significant 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 Southland:

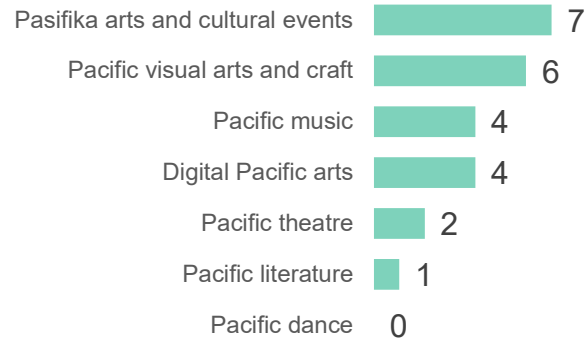
Women are more likely than average to have participated in kanikani (dance) (13% vs. 7%) while men are less likely than average to have participated in puoro (music) (4% vs. 11%).

Pacific arts participation

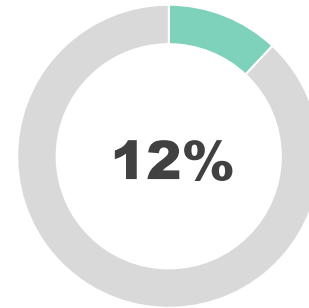
Q

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

%



Base: All Southland residents 2020 (n=121)



Nett participated

COMMENTARY

Twelve 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 Pasifika arts and cultural events, followed by the visual arts and crafts.

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

Sub-group differences in Southland:

Those aged 60 plus (0%) and New Zealand Europeans (7%) are less likely than average to participate in Pacific arts.

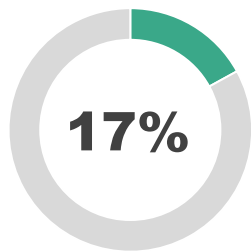
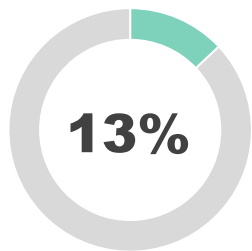
%

Q

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

Southland 2017

Southland 2020

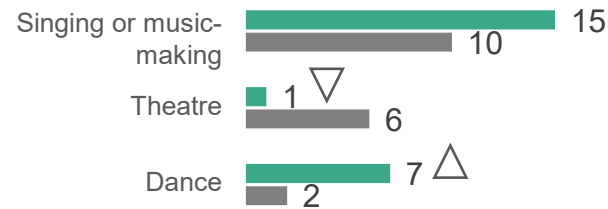


Base: All Southland residents 2017 (n=381); 2020 (n=121)

Q

Which of these were you actively involved in?

■ Southland - 2020
■ Southland - 2017



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

Seventeen percent of Southland residents have participated in performing arts in the last 12 months. This is broadly consistent with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Participation in the theatre has decreased from 6% in 2017 to 1% in 2020, while dance participation has increased over the same period from 2% to 7%.

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

Sub-group differences in Southland:

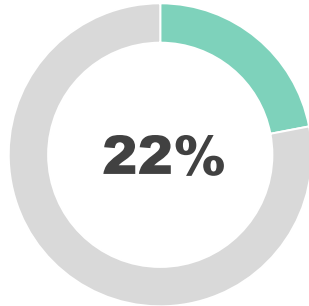
There are no sub-group differences of note.

Q

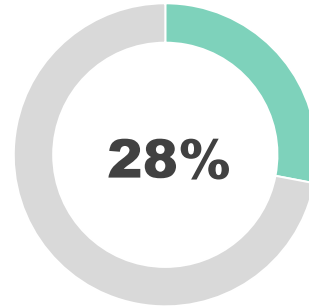
Have you created any visual artworks in the last 12 months?

%

Southland 2017



Southland 2020



Base: All Southland residents 2017 (n=381); 2020 (n=121)

COMMENTARY

Participation in the visual arts in the last 12 months is at 28%. This compares to 22% in 2017, albeit the increase is not statistically significant.

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

Sub-group differences in Southland:

There are no sub-group differences of note.

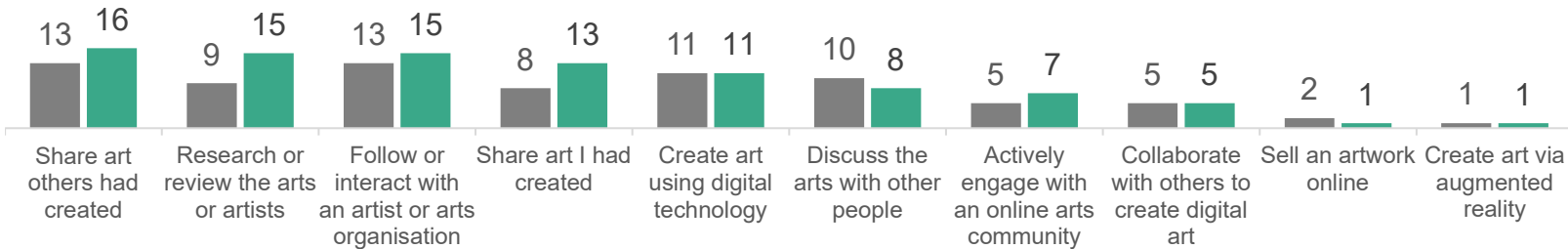
Use of digital technology for arts activities

Q

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

%

■ Southland - 2017 ■ Southland - 2020



COMMENTARY

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

Thirty five percent of residents have used digital technology for arts activities, with the most popular activity being sharing art other had created (16%), followed by researching or reviewing the arts or artists (15%) and following or interacting with artists or arts organisations (15%).

All technology activity levels are broadly in line with 2017 results.

Sub-group differences in Southland:

There are no sub-group differences of note.

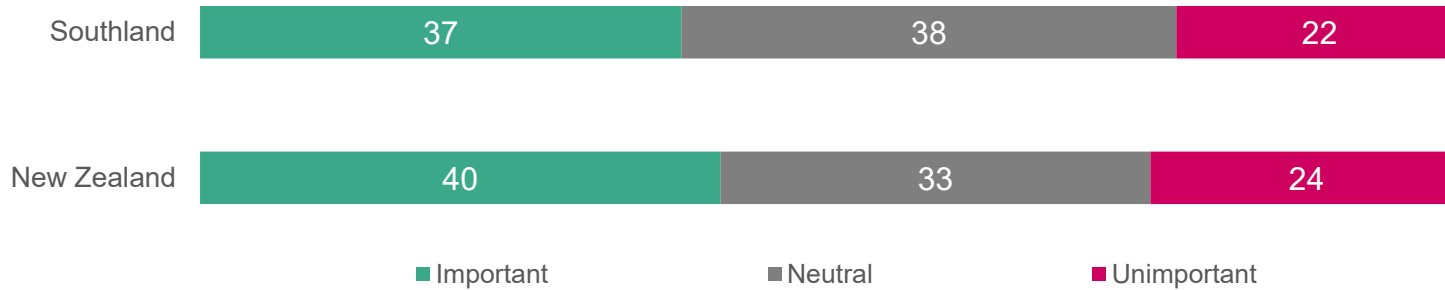


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

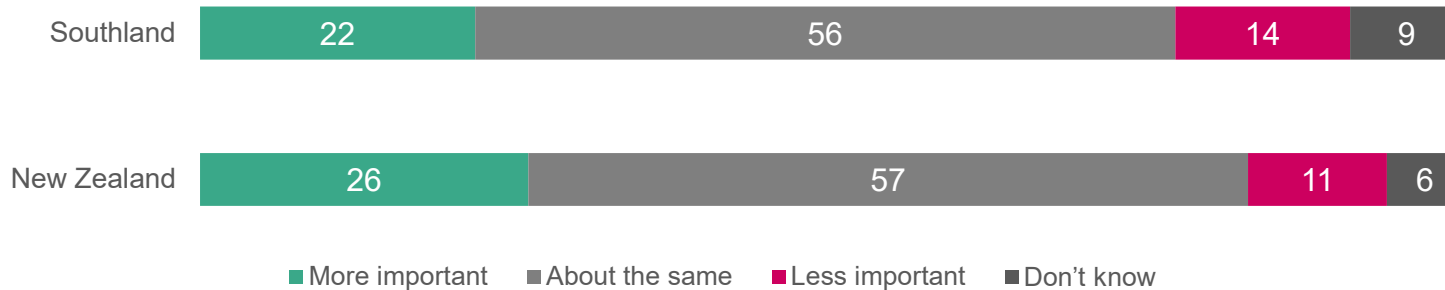
Importance of the arts to wellbeing

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 seven percent of Southland residents feel that the arts is important to their personal wellbeing. This is consistent with the average for all New Zealanders (40%).

The nett impact of COVID has been to increase the salience of the arts in terms of residents' wellbeing. Twenty two percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 14% say it is less important. This is broadly in line with the national average.

Sub-group differences in Southland:

Those with household incomes of between \$50,001 and \$100,000 (9%) are less likely than average to say that the arts are not important to their wellbeing (22%).

Men are less likely than average to agree that since the arrival of COVID-19 in New Zealand the arts have become more important to their wellbeing (12% vs. 22%).

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

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Thirty seven 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 emotional states such as being relaxing or enjoyable, 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

“Art play roles in our everyday life”

Man, 30-39, Asian New Zealander, Southland

“Gives me something to focus on when I'm stressed, and gives me a sense of achievement when I finish an art project”

Woman, 50-59, New Zealand European, Southland

“I feel the arts in Invercargill is a strong factor to have, relating to our mental state and positive wellbeing especially when the statistics show a high percentage of suicide in our region... Creativity also allows us to have our own diversity and individual aspects to a high achievement in our own businesses or everyday lives.”

Woman, 30-39, New Zealand European, Pacific peoples, Southland

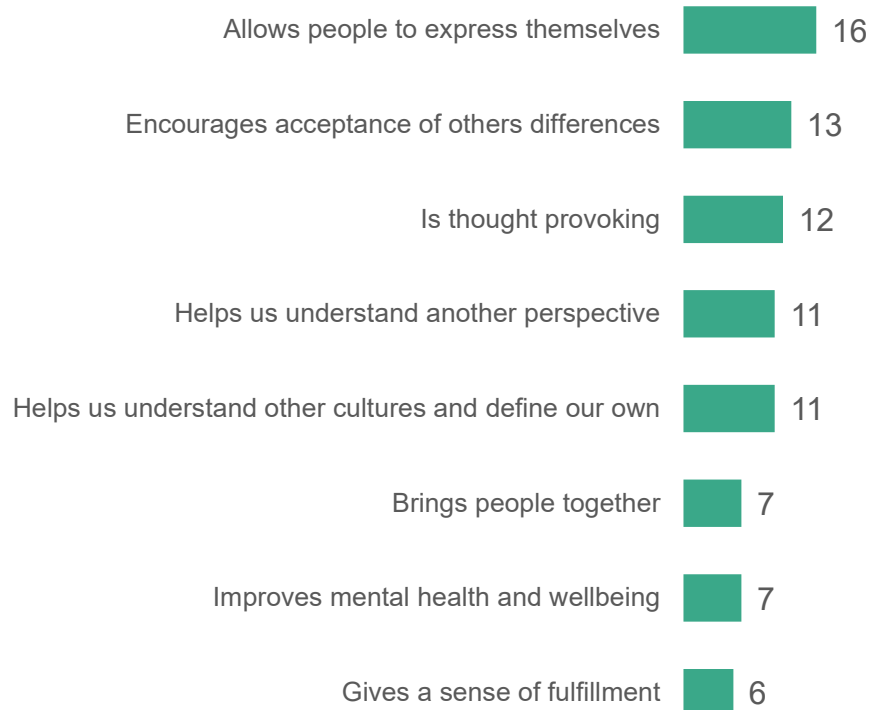
Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Sixty five percent of Southland 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, appreciation of different points of view cultures and community building.

Quotes

“Allowing people to express themselves and communicate in a variety of ways is important.”

Woman, 60-69, New Zealand European, Southland

“Creating awareness of diversity & encouraging people to enjoy and perhaps get involved.”

Man, 70+, New Zealand European, Southland

“Encourage free thinking”

Woman, 30-39, New Zealand European, Southland

“Recognising other cultures broadens horizons and perceptions.”

Woman, 40-49, Māori, Pacific peoples, Southland



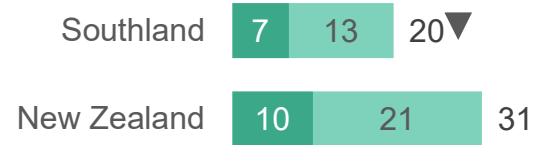
IMPACT OF COVID-19

Getting through COVID-19

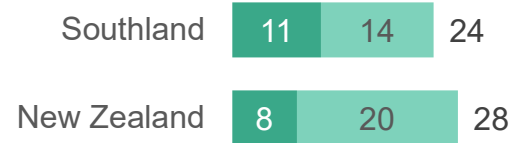
Q How much do you agree or disagree with the following?

%

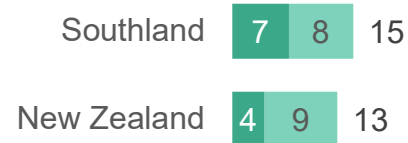
Arts and culture have supported my wellbeing during the COVID-19 crisis



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



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



■ Strongly agree ■ Slightly agree

COMMENTARY

Twenty percent of residents say the arts have supported their wellbeing to get them through COVID-19. This is lower than the national figure of 31%.

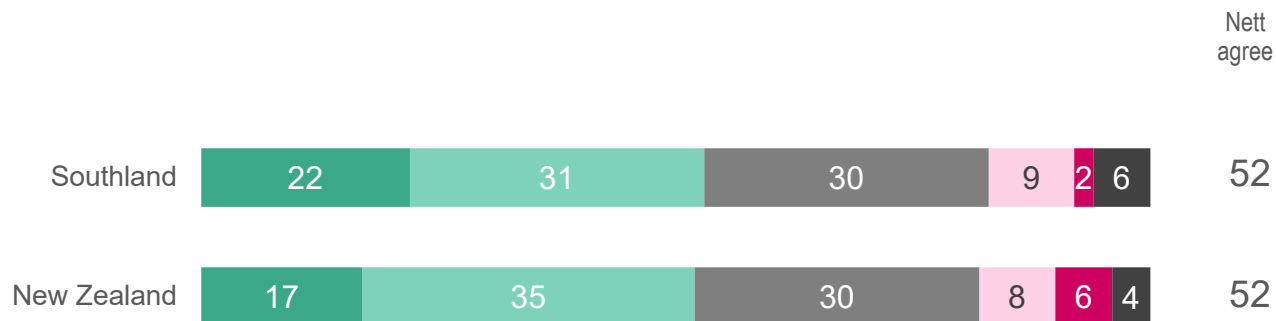
The pandemic has also pushed people to watch more activities online since the lockdown (24%). Finally, COVID-19 has provided a spur for some residents (15%) to attend or participate in new arts activities. Both these findings are in line with the national averages.

Sub-group differences in Southland:

There are no sub-group differences of note.

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

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



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



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

COMMENTARY

Forty four 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, 52% 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 Southland:

Those with households incomes between \$50,001 and \$100,000 (68%) are more likely than average (52%) to want the choice to view arts online or in person.



FOR FURTHER INFORMATION PLEASE CONTACT

EDWARD LANGLEY or KATELYNN FULLER



Colmar Brunton, a Kantar Company
Level 9, 101 Lambton Quay
Wellington 6011
Phone (04) 913 3000
www.colmarbrunton.co.nz

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