

# Survey findings for Taranaki 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 Taranaki. 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.



## 115

### ONLINE INTERVIEWS

With adults aged 15+ living in Taranaki



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

Weighting was also applied to ensure the final sample profile was representative of the Taranaki 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 115 respondents the margin of error is up to +/- 9.1 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Taranaki 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 Taranaki 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

**Method:** Online survey of 6,263 New Zealanders aged 15+ including 115 Taranaki residents

**Fieldwork:** 2 October to 2 November 2020

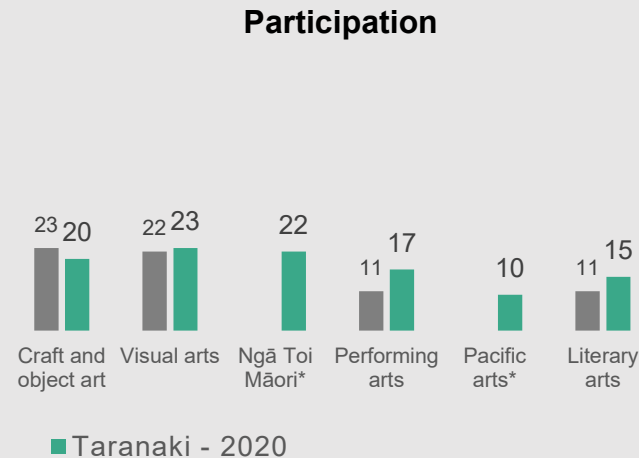
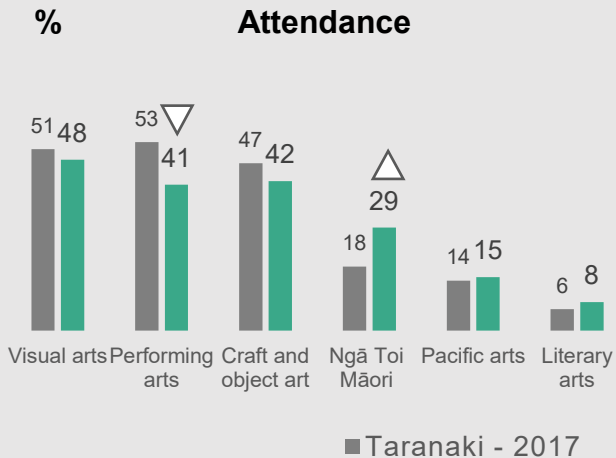
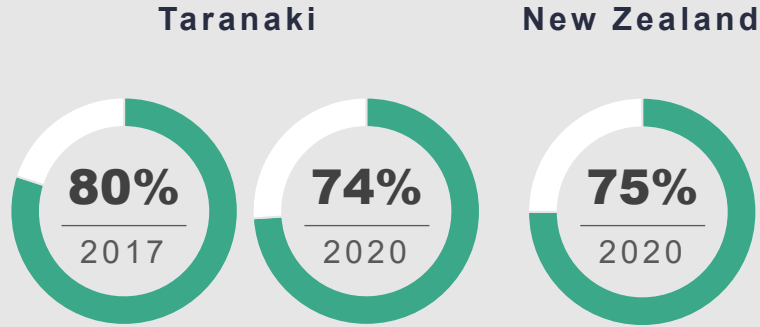
**Margin of error for Taranaki :** +/- 9.1%

## ENGAGEMENT WITH THE ARTS IN TARANAKI

Seventy four percent of Taranaki residents have attended or participated in the arts in the last 12 months.

This compares to 80% in 2017 albeit the decline is not statistically significant. That said it does reflect the decline in engagement at the national level (from 80% to 75%) which is significant.

The decline in attendance appears to be driven by a decline in attendance at the performing arts. On the flip side attendance at Ngā Toi Māori has increased. Attendance and participation levels for all other artforms are broadly consistent with 2017.

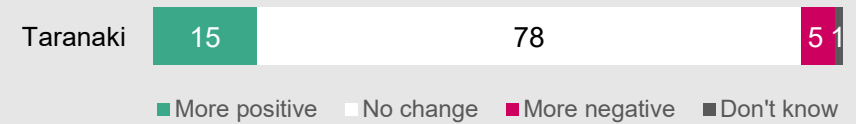


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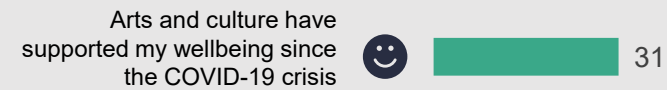
## TARANAKI'S RELATIONSHIP WITH THE ARTS

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

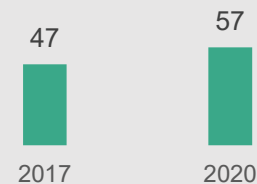
**Has your view of the arts changed in the last 12 months?**



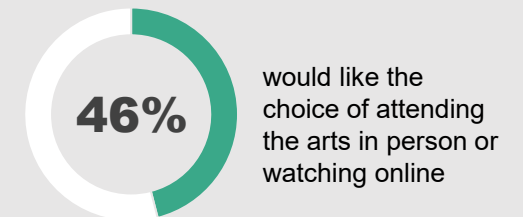
**2** For some the arts are critical at a personal level, while the majority recognise the wider societal benefits



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



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





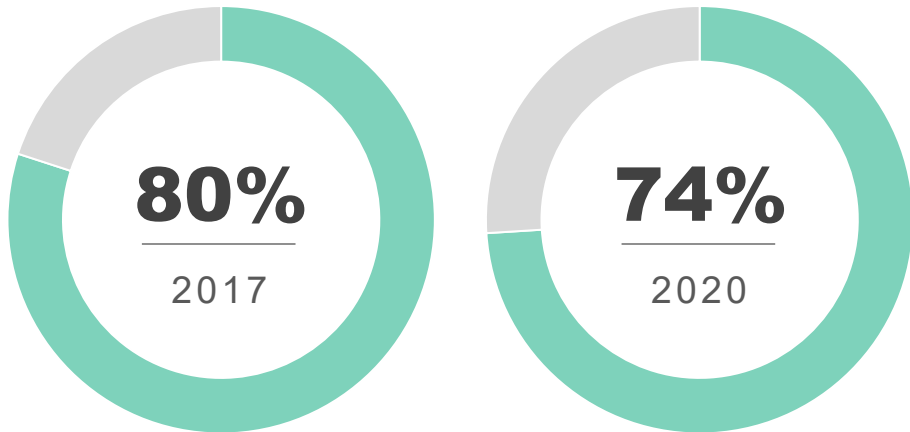
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

# Overall engagement

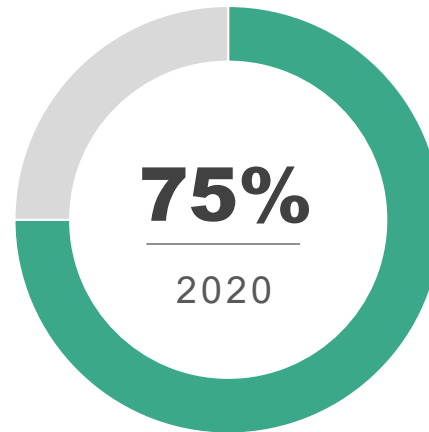
Q

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*

## Taranaki



## 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 four percent of Taranaki residents have engaged with the arts in the last 12 months. This compares to 80% in 2017 albeit the decline is not statistically significant. That said it does reflect the decline in engagement at the national level (from 80% to 75%) which is significant.

### Sub-group differences in Taranaki:

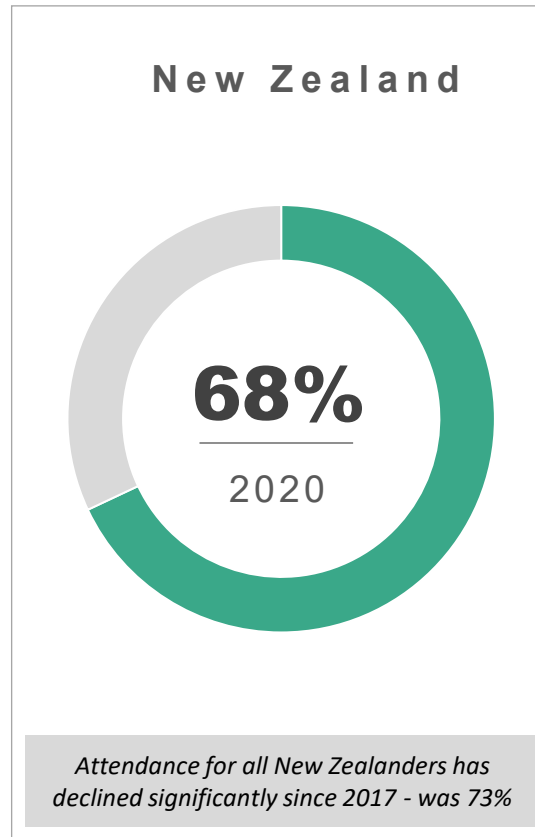
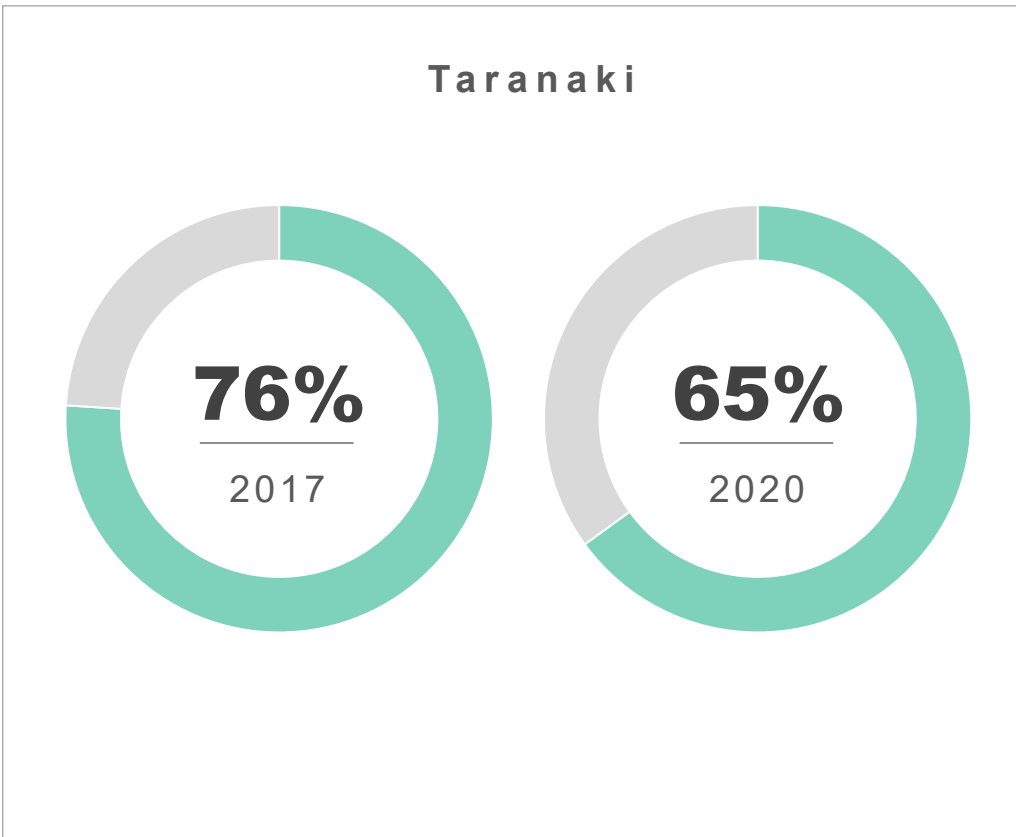
Women are more likely to be engaged with the arts (81% vs. 74%).



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*

## COMMENTARY



A total of 65% of Taranaki residents have attended at least one arts event or location in the last 12 months. This compares to 76% in 2017, albeit the difference is not statistically significant.

This indicative decline in attendance is likely due to a lack of opportunity rather than a growing disinterest in the arts.

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

#### Sub-group differences in Taranaki:

Women are more likely to have attended at least one arts event or location in the last 12 months (78%, vs 65%).

# 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.

The majority of Taranaki residents attend arts events or locations reasonably frequently. Fifty five percent attend more than three times a year, and 35% attend more than ten times a year. It is notable that the overall decline in attendance in Taranaki is due to significant declines in 'occasional' attendees.

The proportion of residents attending more than 10 times a year (35%) is higher than in 2017 (21%) and higher than the national average (24%).

### Sub-group differences in Taranaki:

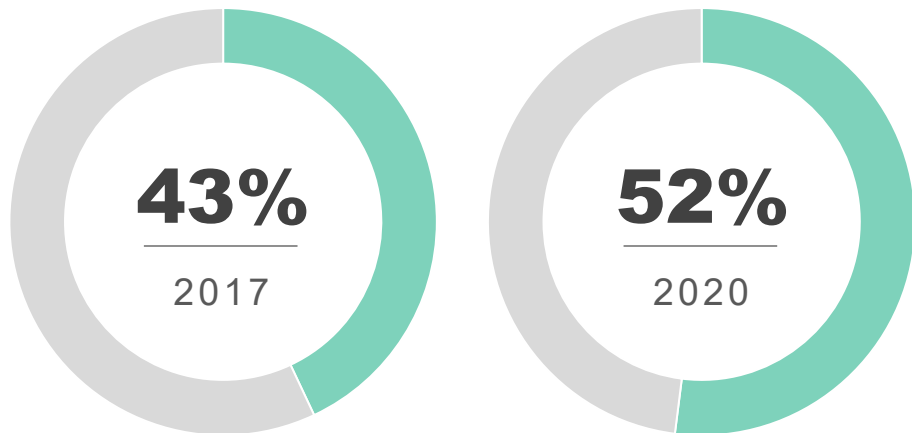
Younger residents (aged 15-39) are less likely than average to have high attendance at arts events or locations (24% vs. 35%).

# Overall participation

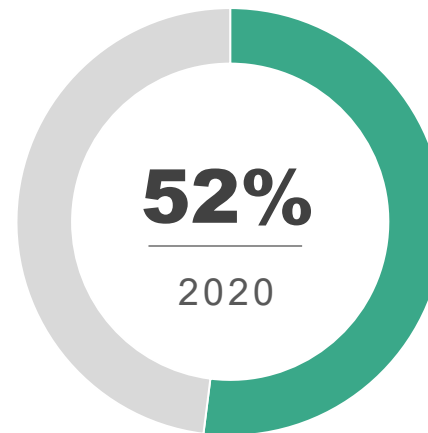
Q

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*

## Taranaki



## New Zealand



## COMMENTARY

A total of 52% of Taranaki residents have participated in the arts over the last 12 months. This compares with 43% in 2017, albeit the difference is not statistically significant.

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.

Arts participation in Taranaki is line with New Zealand overall.

### Sub-group differences in Taranaki:

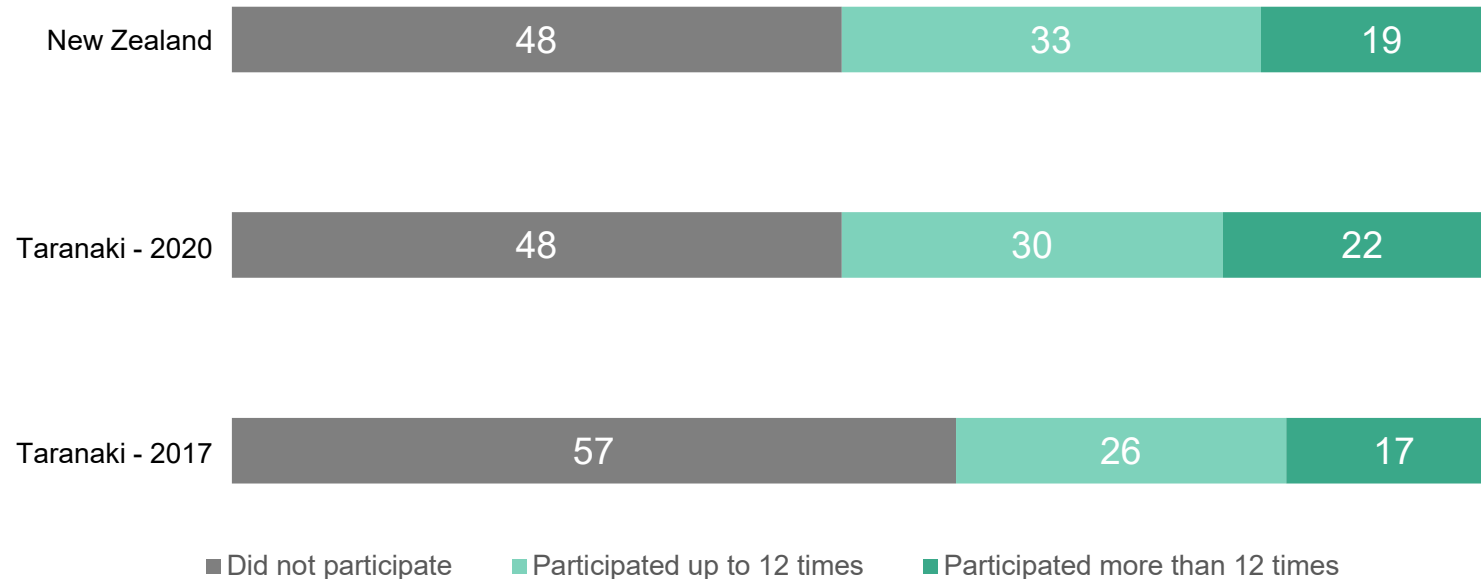
There are no sub-group differences of note.

# 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 two percent of Taranaki residents participate in the arts on a regular basis (more than 12 times a year). This compares to 17% in 2017, albeit the difference is not statistically significant.

The proportion of residents attending more than 12 times a year is broadly consistent with the national average (19%).

### Sub-group differences in Taranaki:

Women are more likely than average to participate in the arts more than 12 times a year (33% vs. 22%).



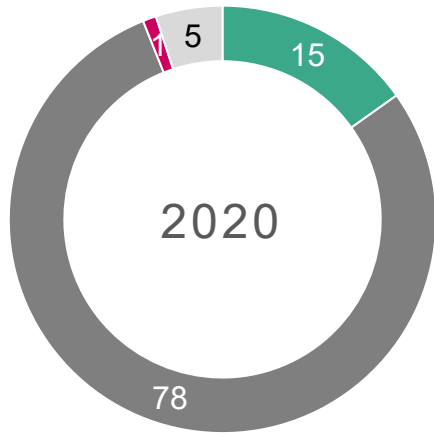
# ARTS ATTITUDES

# Change in overall perception of the arts

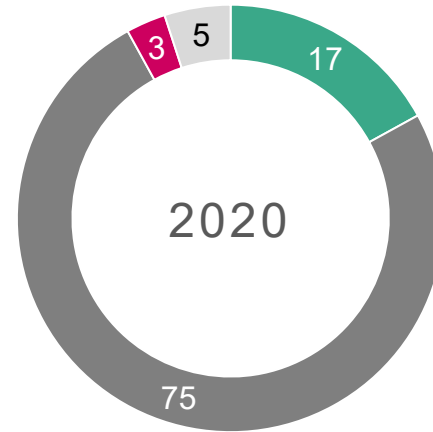
Q

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

## Taranaki



## New Zealand



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

## COMMENTARY

Overall, Taranaki residents are feeling increasingly positive about the arts, as evidenced by some of the attitudes included in this section. The changes are not necessarily statistically significant but there is a clear trend that echoes the upwards trend seen at national level.

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 (78%), 15% are more positive and only 1% are more negative. This is broadly consistent with the national picture.

### Sub-group differences in Taranaki:

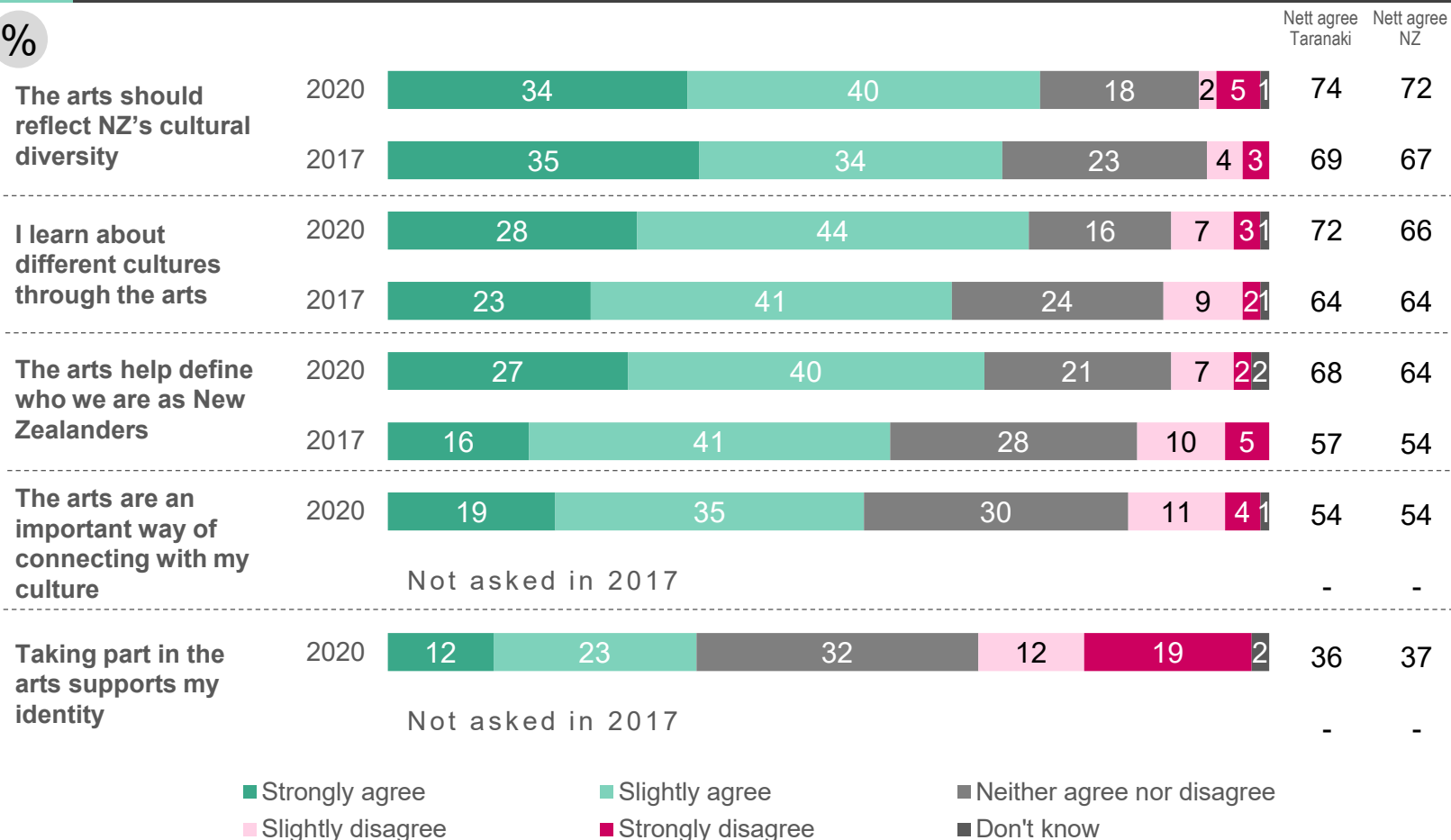
There are no sub-group differences of note.

# 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 four percent agree the arts should reflect New Zealand's cultural diversity, 72% say they learn about difference cultures through the arts and 68% agree the arts help define who we are as New Zealanders.

In addition, over half (54%) of all residents in Taranaki feel the arts are an important way of connecting with their culture while one in three feel that taking part in the arts supports their identity.

While attitudes are generally more positive than 2017, none of the differences are statistically significant. The results are also broadly consistent with New Zealand overall.

### Sub-group differences in Taranaki:

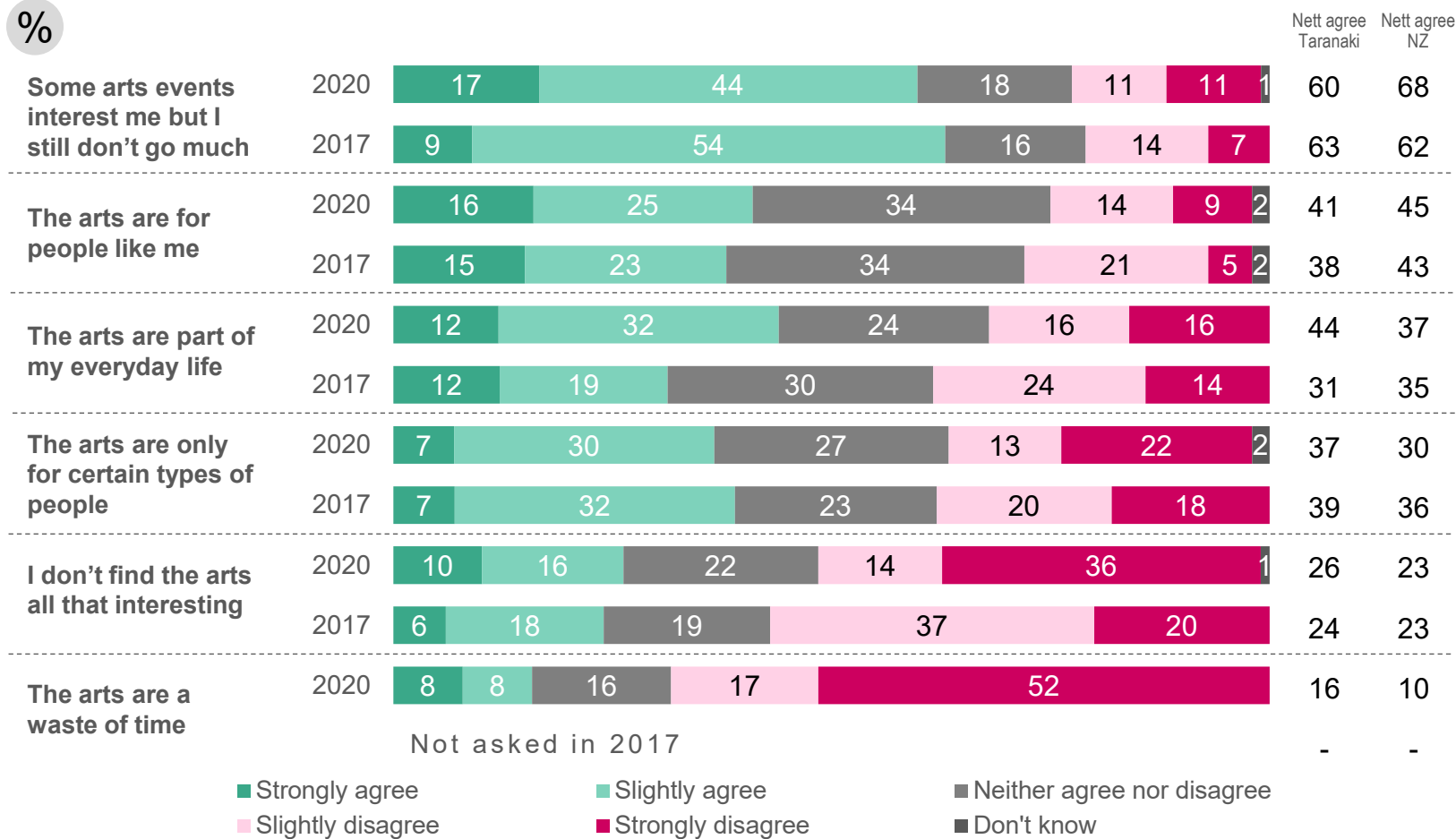
Residents on lower incomes (up to \$50,000) are more likely than average to agree the arts are an important way of connecting with my culture (74% vs. 54%).

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

Q

How much do you agree or disagree?

%



## COMMENTARY

There is a growing proportion of Taranaki residents who feel the arts are a part of everyday life. Forty four percent agree with this statement. This compares with 31% in 2017 and 37% in New Zealand overall, albeit these differences are not statistically significant.

In addition, only a minority say the arts are not that interesting (26%) or a waste of time (16%), while most residents disagree with these attitudes.

Thirty seven percent think the arts are only for certain types of people, indicating more could be done to make them more inclusive.

Sixty percent of residents say they are interested in arts events but still don't go much. This is broadly consistent with 2017 and lower than the national average, albeit not significantly.

### Sub-group differences in Taranaki:

Younger residents (aged 15-39) are more likely than average to say some arts events interest me but I still don't go much (79% vs. 60%).

Those on lower incomes (up to \$50,000) are more likely than average to say the arts are a part of everyday life (63% vs. 44%).

Women (16%) are less likely than average to say they don't find the arts all that interesting (16% vs. 26%), while males are more likely than average to feel the arts are a waste time (29% vs. 16%).

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Taranaki residents 2017 (n=153); 2020 (n=115) |  
 New Zealand 2017 (n=6101); 2020 (n=6263)

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

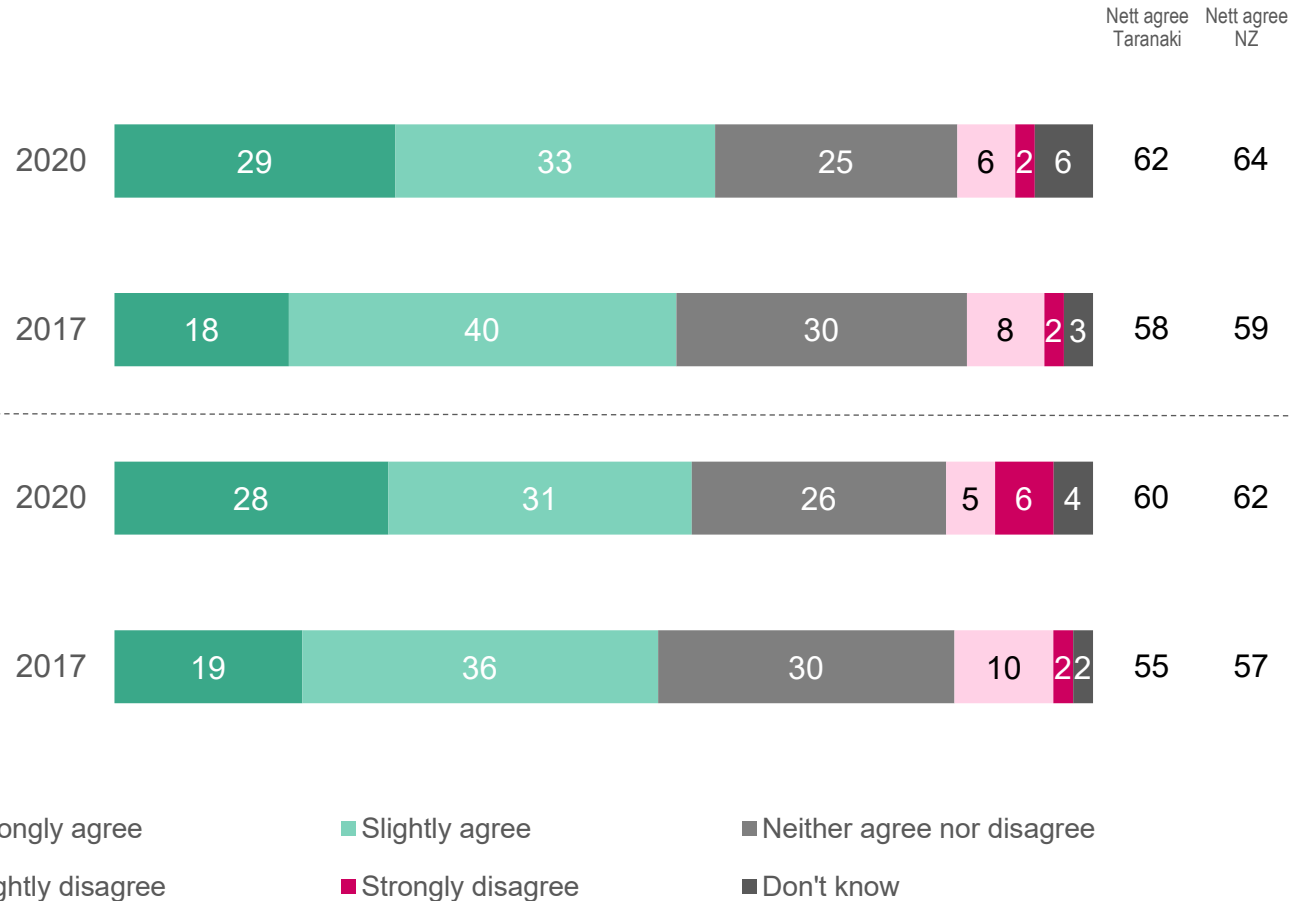


# Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



## COMMENTARY

Taranaki residents recognise the social and economic benefits of the arts.

Sixty two percent agree the arts contribute positively to our economy and 60% agree the arts help improve New Zealand society. These figures are broadly consistent with 2017, although sentiment for both is deeper than before, with an increase in the proportion who strongly agree.

Agreement with both statements is in line with the national average.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Taranaki residents 2017 (n=153); 2020 (n=115) |  
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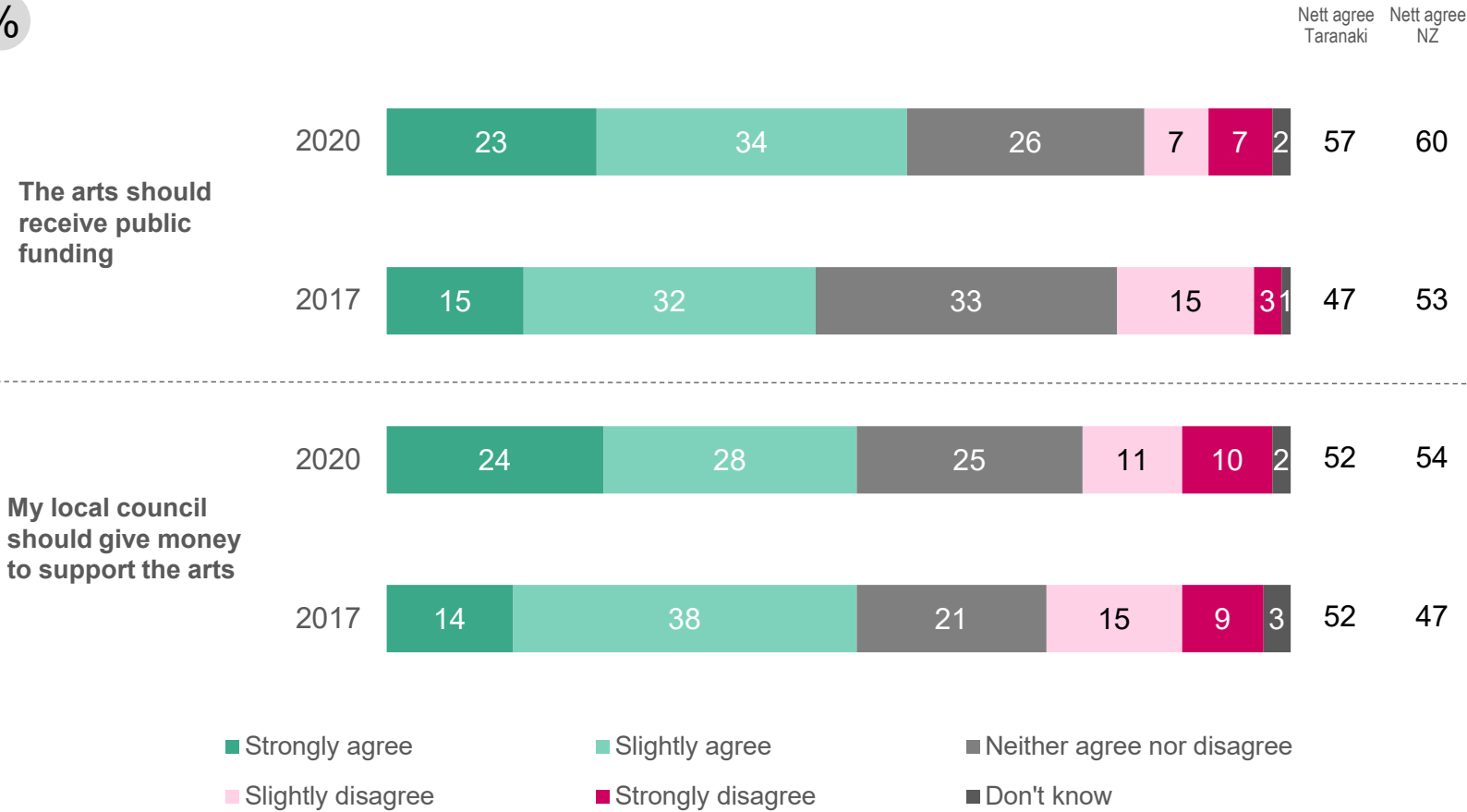
△▽ = significantly higher / lower than 2017  
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# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

Fifty seven percent of Taranaki residents agree the arts should receive public funding. This compares with 47% in 2017, albeit the difference is not statistically significant.

Fifty two percent agree the local council should give money to support the arts and this is in line with 2017. That said, sentiment is deeper than before, with the proportion who strongly agree increasing from 14% to 24%.

Agreement with both statements is consistent with all New Zealanders.

### Sub-group differences in Taranaki:

Women are more likely than average to agree the arts should receive public funding (67% vs. 57%), while those on lower incomes (up to \$50,000) are more likely to agree local councils should give money to support the arts (69% vs. 52%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Taranaki residents 2017 (n=153); 2020 (n=115) |  
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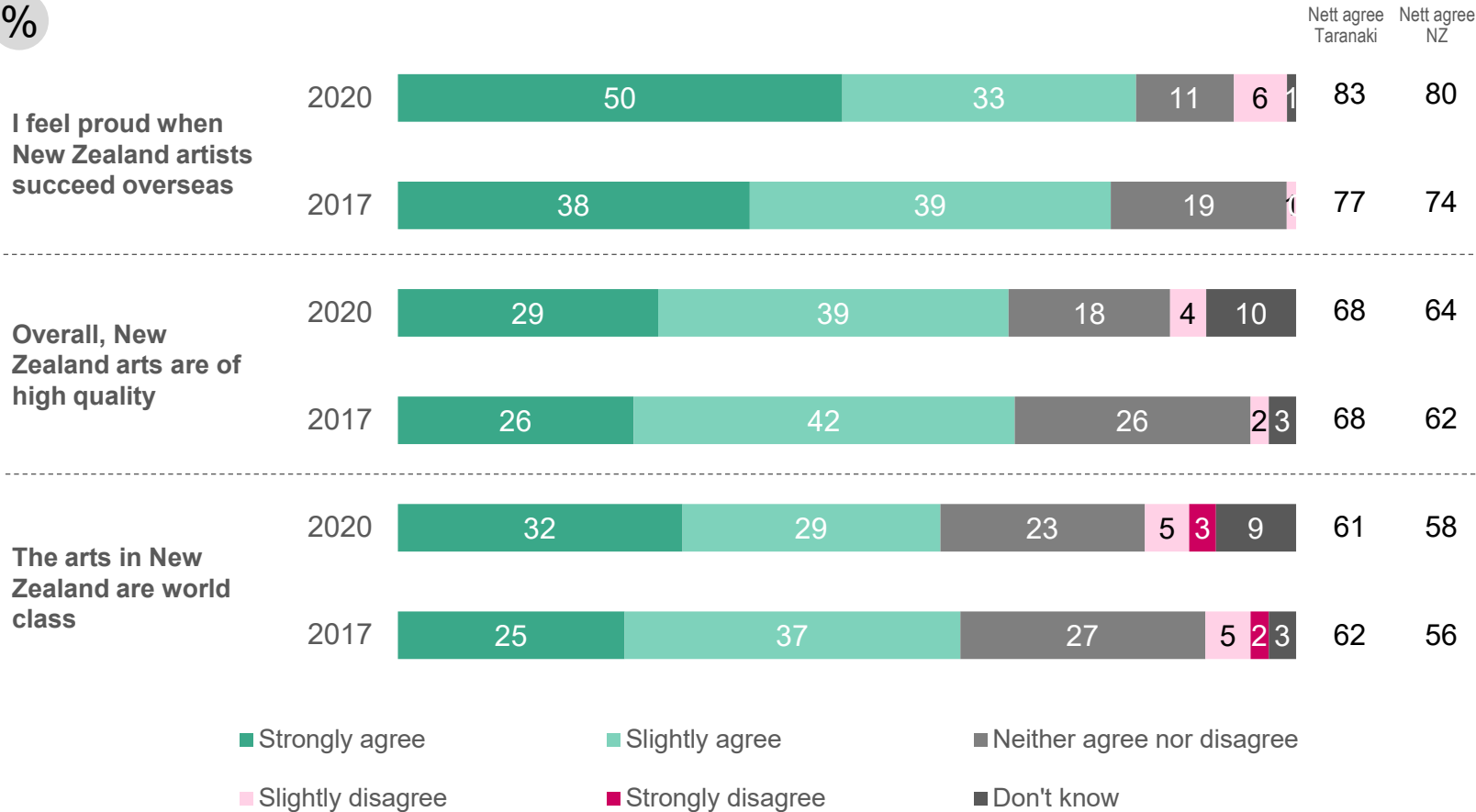
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# Attitudes towards the arts: New Zealand arts on the international stage

Q

How much do you agree or disagree?

%



## COMMENTARY

Taranaki residents are positive about the quality of the arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas.

Eighty three percent feel proud of New Zealand artists success overseas. This compares with 77% in 2017, albeit the difference is not statistically significant. That said, sentiment is deeper than before, with the proportion who strongly agree increasing from 38% to 50%.

The attitudes expressed are broadly consistent with the national average.

### Sub-group differences in Taranaki:

Women are more likely than average to say they feel proud when New Zealand artists succeed overseas (95% vs. 83%).

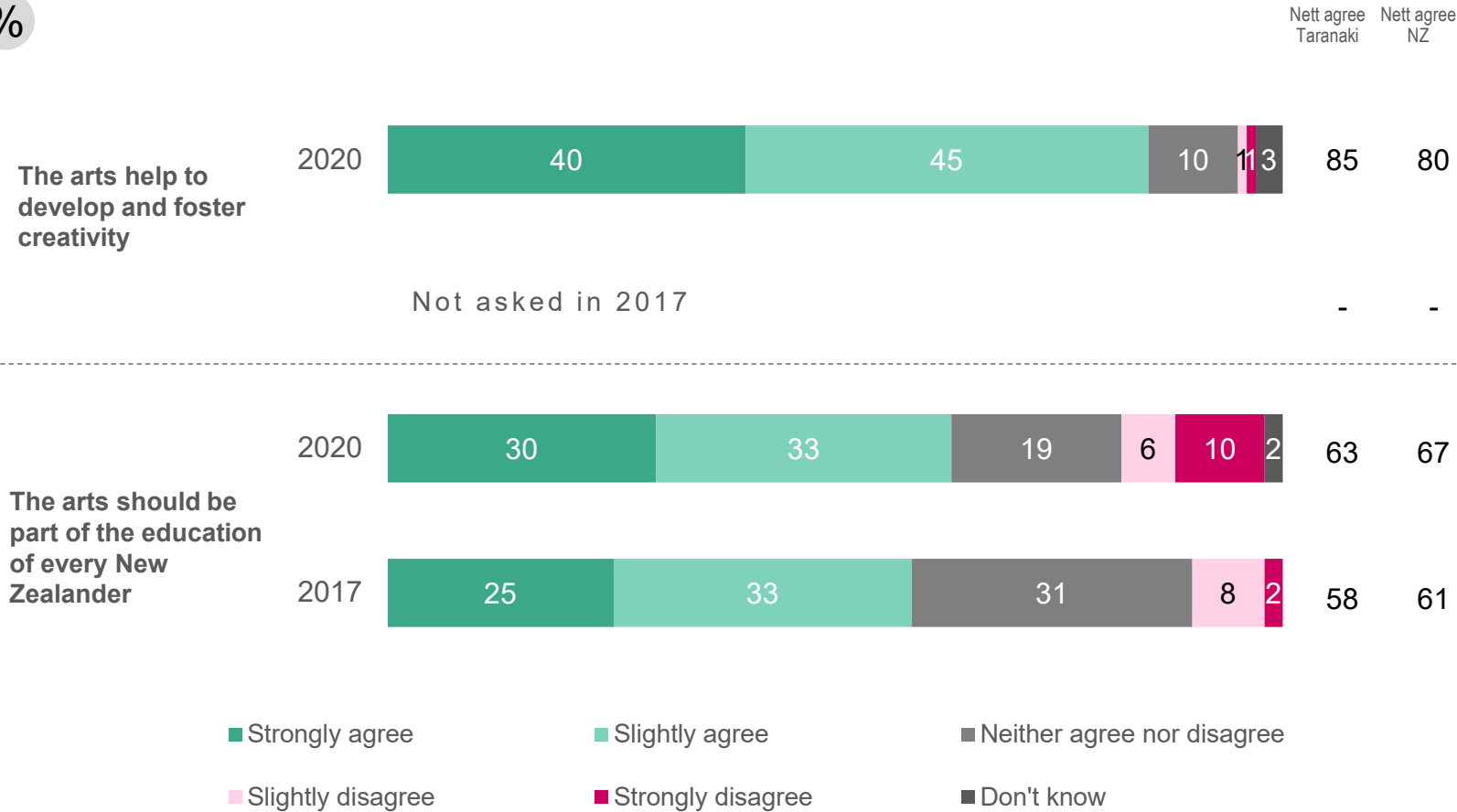
Residents aged 40-59 years are less likely than average to agree that New Zealand arts of a high quality (48% vs. 68%).

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

Most Taranaki residents recognised the value of the arts in developing and fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders.

Sixty three percent agree the arts should be part of the NZ education. This compares with 58% in 2017, albeit the difference is not statistically significant.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Taranaki residents 2017 (n=153); 2020 (n=115) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

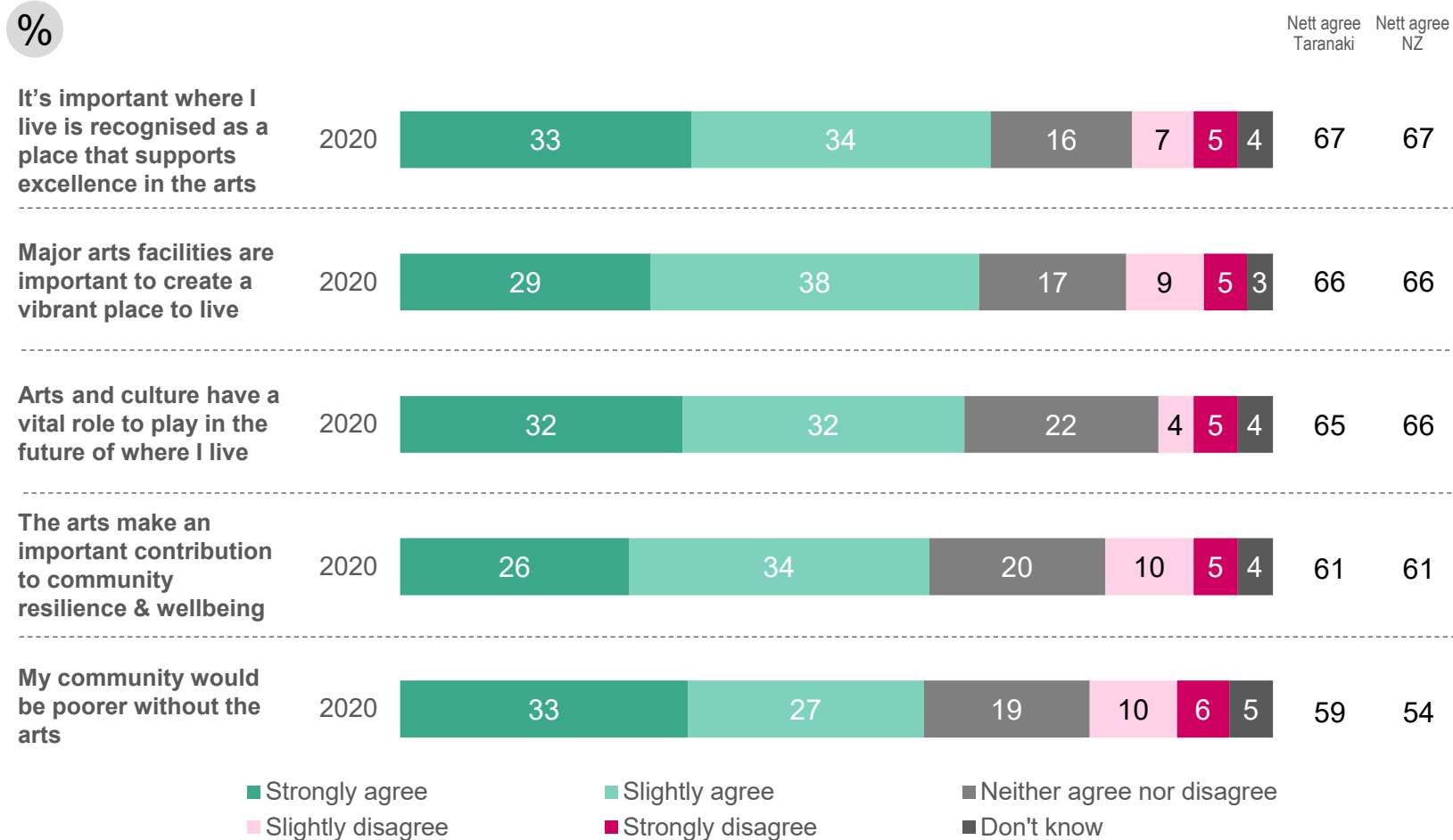
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

# 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 Taranaki residents agree that the arts is a key part of their community and want where they live to be recognised as a place that supports excellence in the arts.

They also feel the arts makes an important contribution to community resilience and wellbeing and that arts & culture have a vital role to play in the future of where they live.

Most also agree their community would be poorer without the arts.

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

### Sub-group differences in Taranaki:

Women are more likely than average to agree it is important that where they live is recognised as a place that supports excellence in the arts (76% vs. 61%).

Residents on lower incomes (up to \$50,000) are more likely than average to agree the arts make an important contribution to community resilience and wellbeing (77% vs. 61%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Taranaki residents 2020 (n=115); New Zealand 2020 (n=6263)

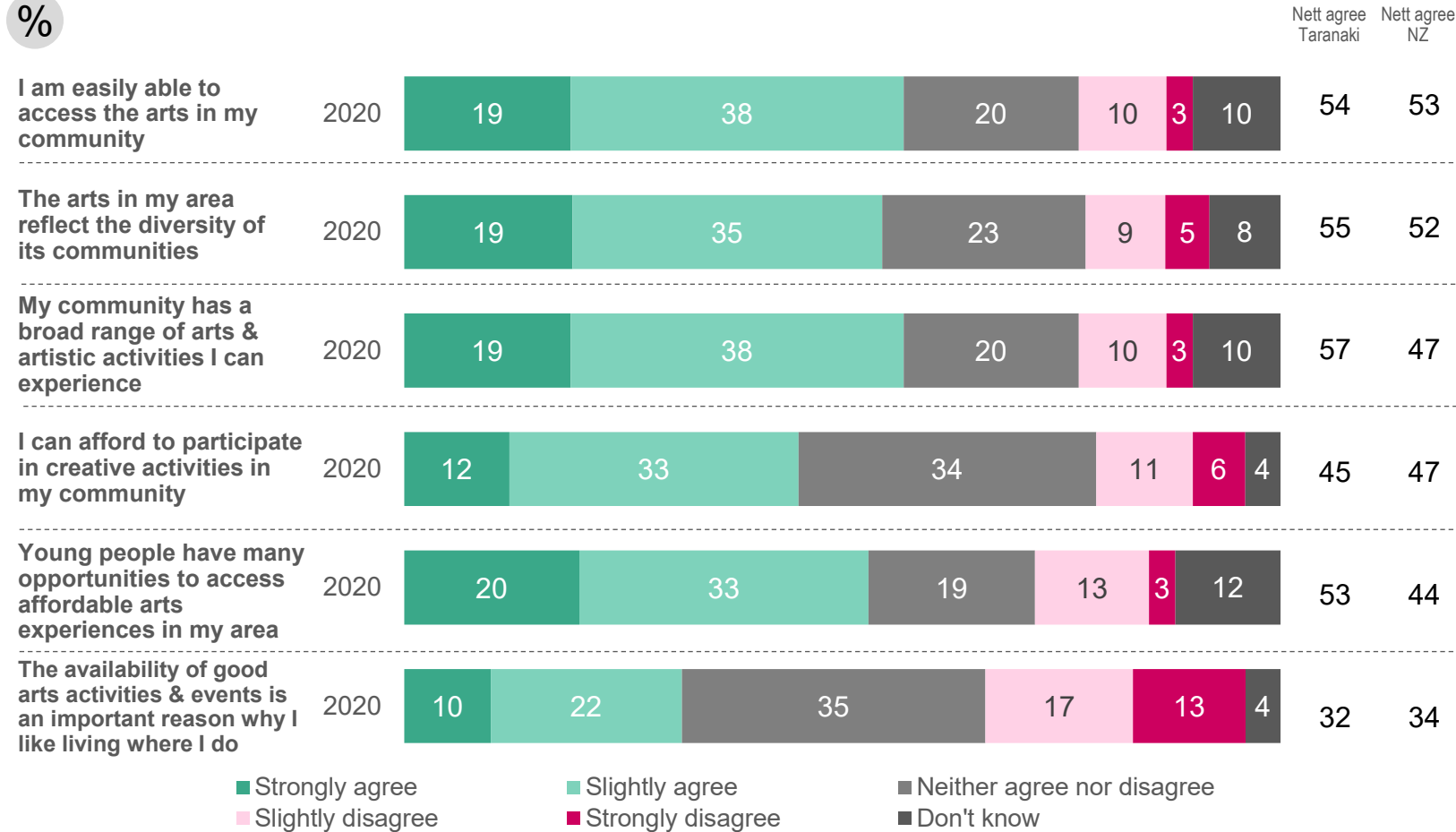
▲▼ = significantly higher / lower than all New Zealanders

# 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.

Most Taranaki residents are positive about the extent to which the arts in their community are accessible and inclusive.

Fifty seven percent agree their community has a broad range of arts and arts activities they can experience. This compares with 47% nationally, although the difference is not statistically significant.

For 32% of people the availability of good arts events and activities is an important reason why they like living where they do. This is consistent with the national average.

However, affordability is an issue for some with 17% disagreeing they can afford to participate in creative activities in their community and 16% disagreeing young people have many opportunities to access affordable arts experiences.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.



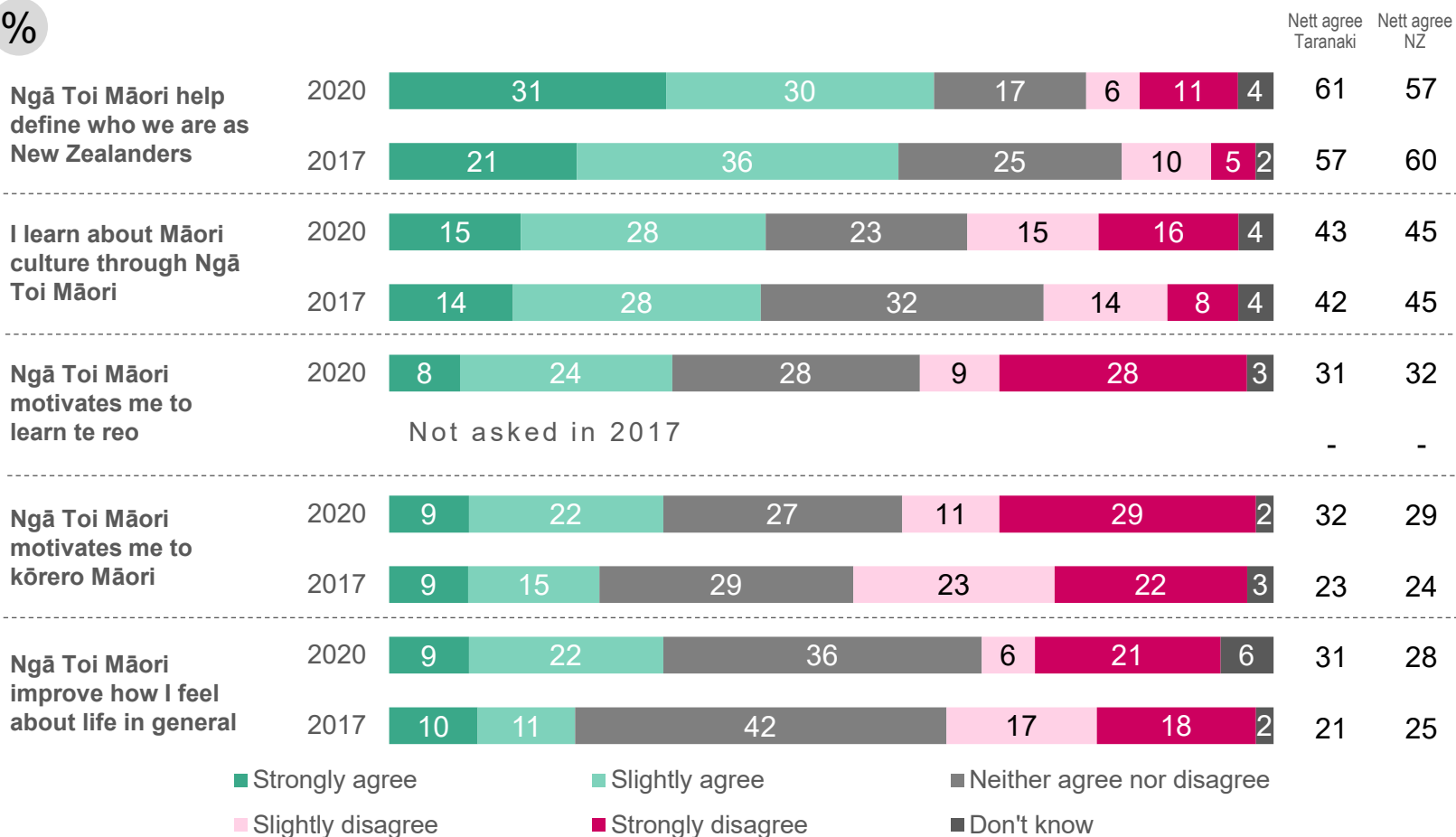
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

# 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

Taranaki residents recognise some of the benefits from Ngā Toi Māori.

Sixty one percent agree Ngā Toi Māori help define who we are as New Zealanders, and 43% agree they learn about Māori culture through Ngā Toi Māori. These views are broadly consistent with 2017.

Nearly a third (31%) believe Ngā Toi Māori improve how they feel about life in general. This compares with 21% in 2017, albeit the difference is not significant.

Ngā Toi Māori also acts as a catalyst for learning or conversing in te reo for nearly a third of people. In addition the proportion who say it motivates them to kōrero Māori has increased from 23% to 32%, although again his increase is not statistically significant.

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

Due to relatively a low base size we cannot comment in depth on the results for the Māori sample in Taranaki, but indicatively they feel more positive about Ngā Toi Māori and have higher levels of motivation to learn te reo and kōrero Māori than all residents.

### Sub-group differences in Taranaki:

Younger residents (aged 15-39) are more likely than average to feel motivated to kōrero Māori (44% vs. 32%) and learn about Māori culture through Ngā Toi Māori (55% vs. 43%).

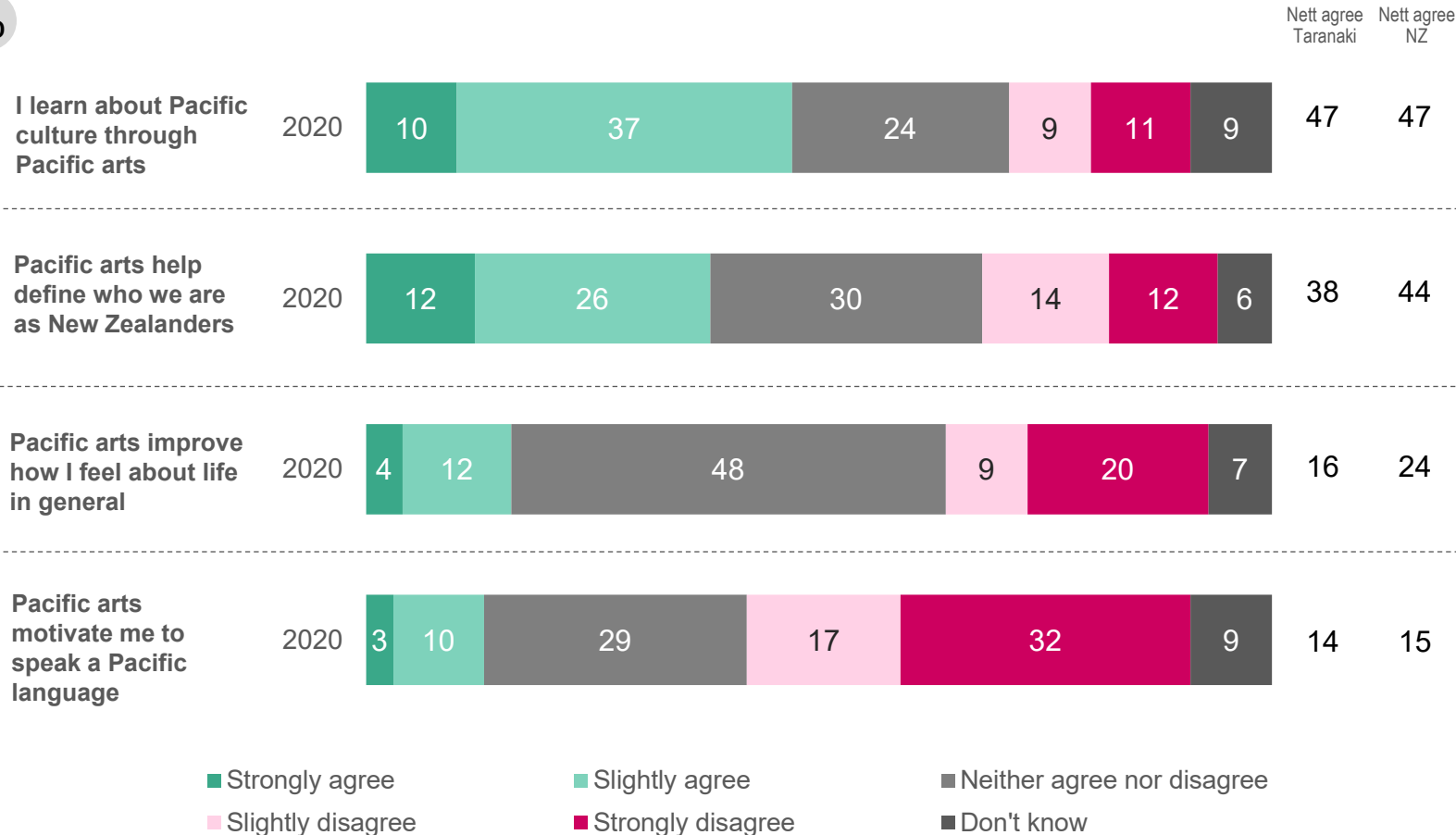


# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

Nearly half of Taranaki residents learn about Pacific culture through Pacific arts (47%). This is in line with the national average.

Thirty eight percent agree Pacific arts help define who we are as New Zealanders. This is lower than the national average of 44%, albeit the difference is not statistically significant. More broadly 16% agree Pacific arts improve how they feel about life in general. This is also lower than the national average (24%), although again this is not significant.

Fourteen percent of Taranaki residents say Pacific arts motivates them to speak a Pacific language and this is consistent with the national average.

Due to a low base size we cannot comment on the results for the Pacific sample in Taranaki.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree  
 Base: All Taranaki residents 2020 (n=115); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



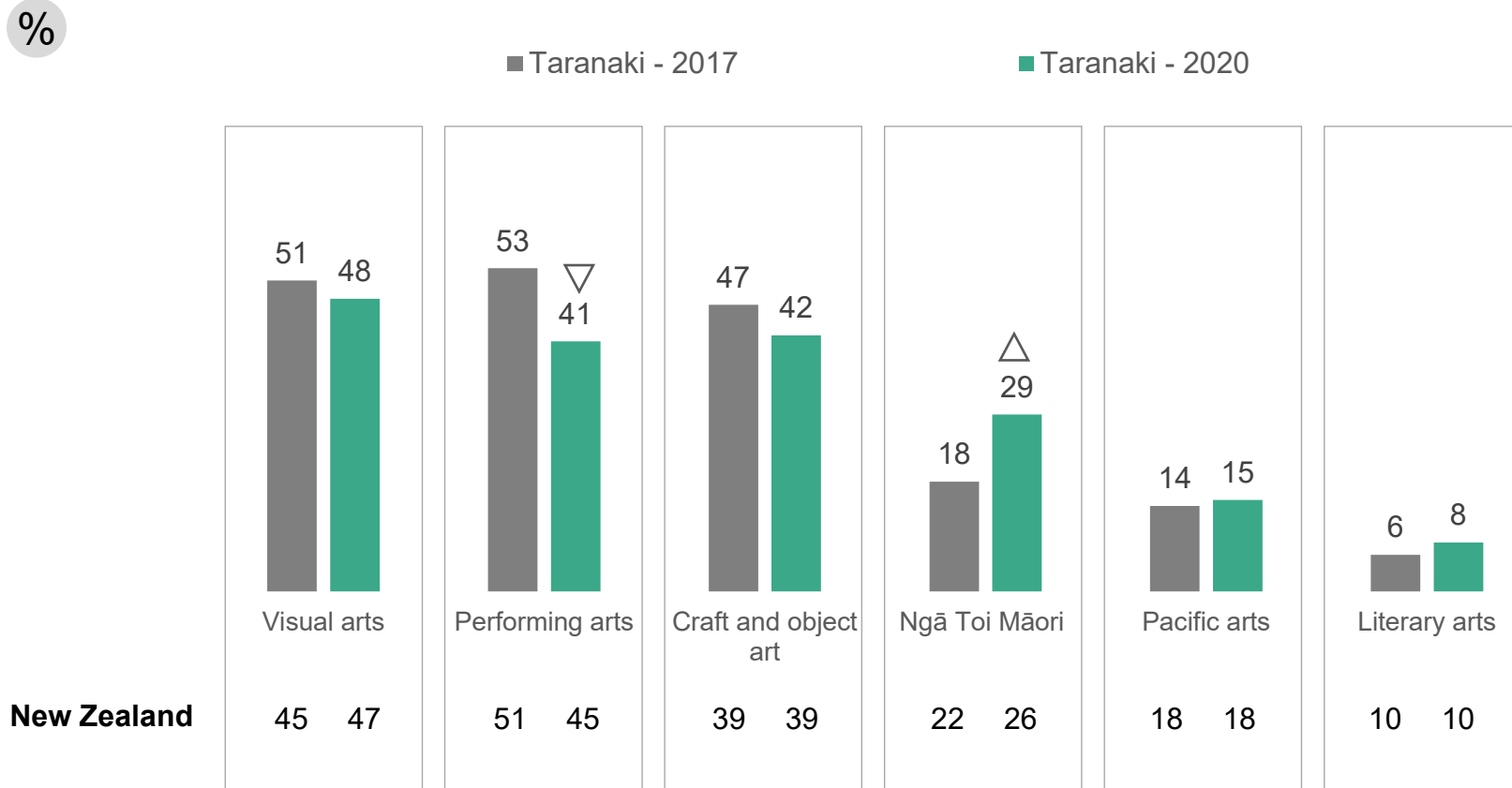
# ATTENDANCE BY ARTFORM

# Attendance by art form

Q

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

%



## COMMENTARY

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

The most popular art forms for attendance are visual arts, craft & object art and performing arts. However attendance at the performing arts has declined since 2017 (presumably in response to COVID-19). In contrast attendance at Ngā Toi Māori has increased. None of the other differences in attendance are statistically significant.

Attendance at all art forms is broadly consistent with the national average.

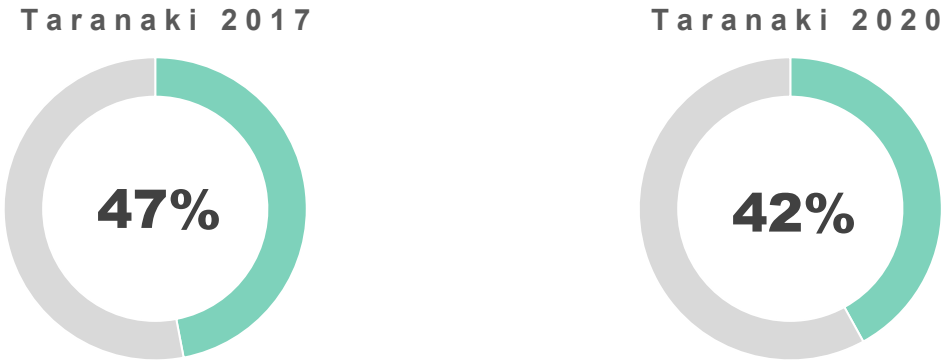
Further analysis of each art form (including sub-group differences) is presented in the following slides.

# Craft and object art attendance

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 Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Forty two percent of Taranaki residents have attended craft and object art in the last 12 months. This compares with 47% in 2017, albeit the difference is not statistically significant.

Due to a relatively low base size we cannot comment on the frequency with which residents attend craft and object art or how they attend.

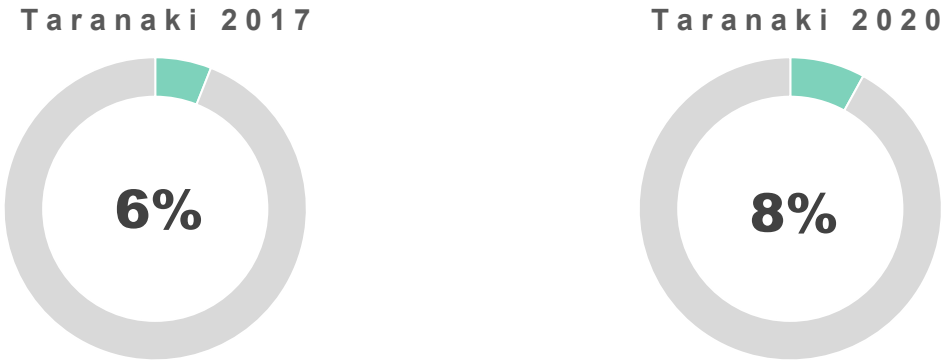
### Sub-group differences in Taranaki:

Women are more likely than average to have attended craft and object art in the last 12 months (52% vs. 42%), while residents aged 15-39 are less likely (29%).

Q

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

%



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

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

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

### Sub-group differences in Taranaki:

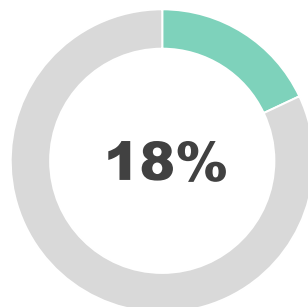
There are no sub-group differences of note.

Q

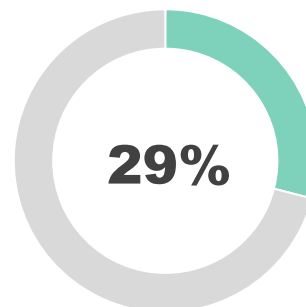
Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?

%

Taranaki 2017



Taranaki 2020



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Attendance at Ngā Toi Māori has increased from 18% of residents in 2017 to 29% in 2020.

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

### Sub-group differences in Taranaki:

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?

%



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

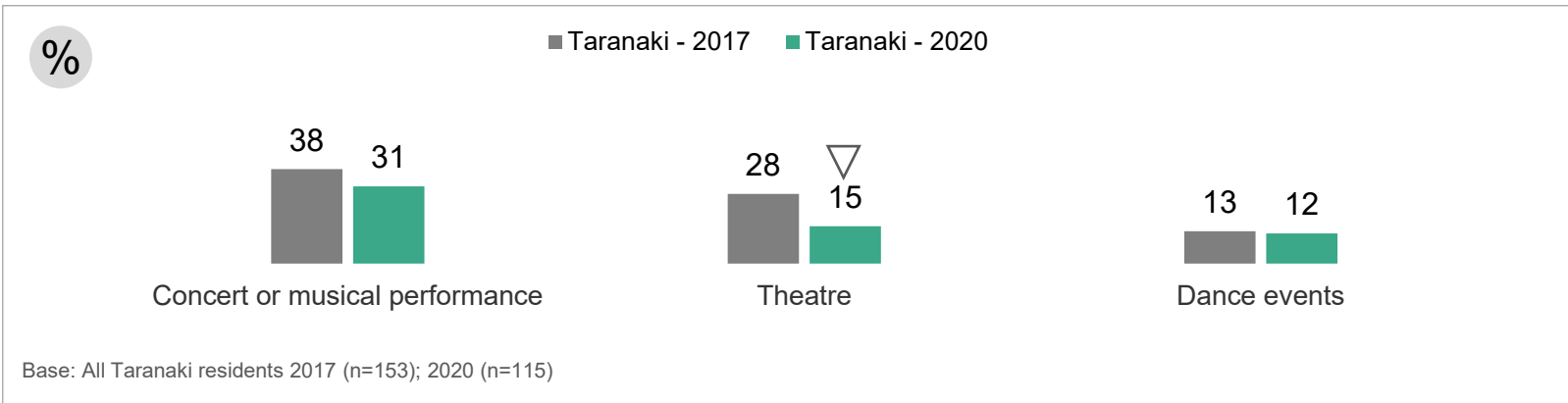
Fifteen percent of Taranaki residents have attended Pacific arts in the last 12 months. This is in line with 2017.

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

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

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



## COMMENTARY

Overall 41% of Taranaki residents have attended the performing arts in the last 12 months. The chart opposite shows how this breaks down across different types.

Concerts or musical performances remain the most popular type of performing arts. Thirty one percent of Taranaki residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (15%) and dance (12%). Attendance at theatre has declined significantly since 2017. The decline in attendance of concerts or musical performance is not statistically significant.

We cannot comment on attendance frequency or platform due to low base sizes.

### Sub-group differences in Taranaki:

Women are more likely than average to have attended a dance event in the last 12 months (21% vs. 12%).

Residents on lower incomes (up to \$50,000) are less likely than average to have attended a concert or musical performance in the last 12 months (16% vs. 31%).



%

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



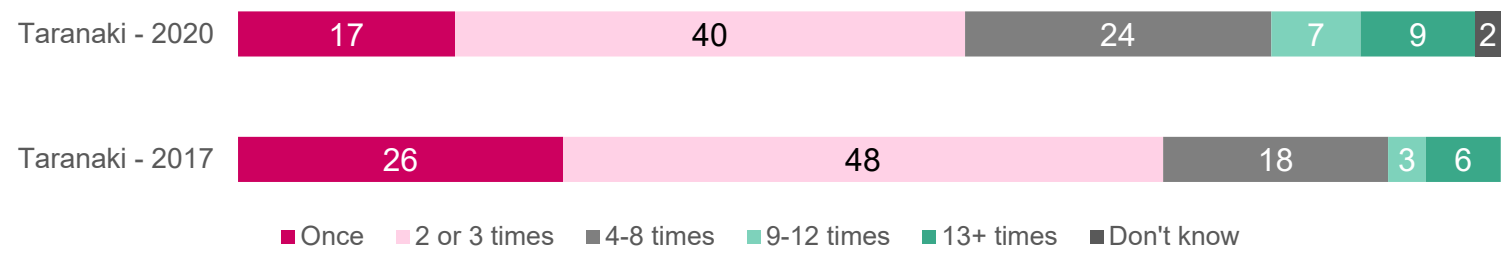
Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

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



Base: All Taranaki 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 Taranaki residents who have attended the visual arts 2017 (n=83); 2020 (n=52)

## COMMENTARY

Forty eight percent of Taranaki residents have attended the visual arts in the last 12 months. This is broadly consistent with 2017.

Residents are attending visual arts more frequently than they were in 2017. Forty percent attend regularly (more than three times in the last 12 months). This compares to 27% in 2017, albeit the difference is not statistically significant.

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

Of the 48% who had attended the visual arts 79% had done so in person, and 48% online.

### Sub-group differences in Taranaki:

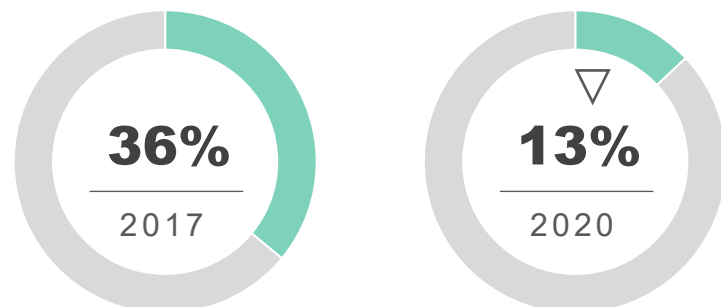
Younger residents (aged 15-39) are less likely to have attended visual arts in the last 12 months (36% vs. 48%).

# Visual arts attendance: impact of film festivals

Q

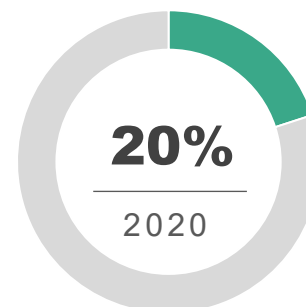
Were film festivals included among the visual arts you have visited in the last 12 months?

## Taranaki



Base: All Taranaki residents who have attended the visual arts 2017 (n=83); 2020 (n=52)

## New Zealand



Base: New Zealand (n=3032)

## COMMENTARY

Thirteen percent of Taranaki residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format. Attendance is also below the national average, albeit the difference is not statistically significant.

### Sub-group differences in Taranaki:

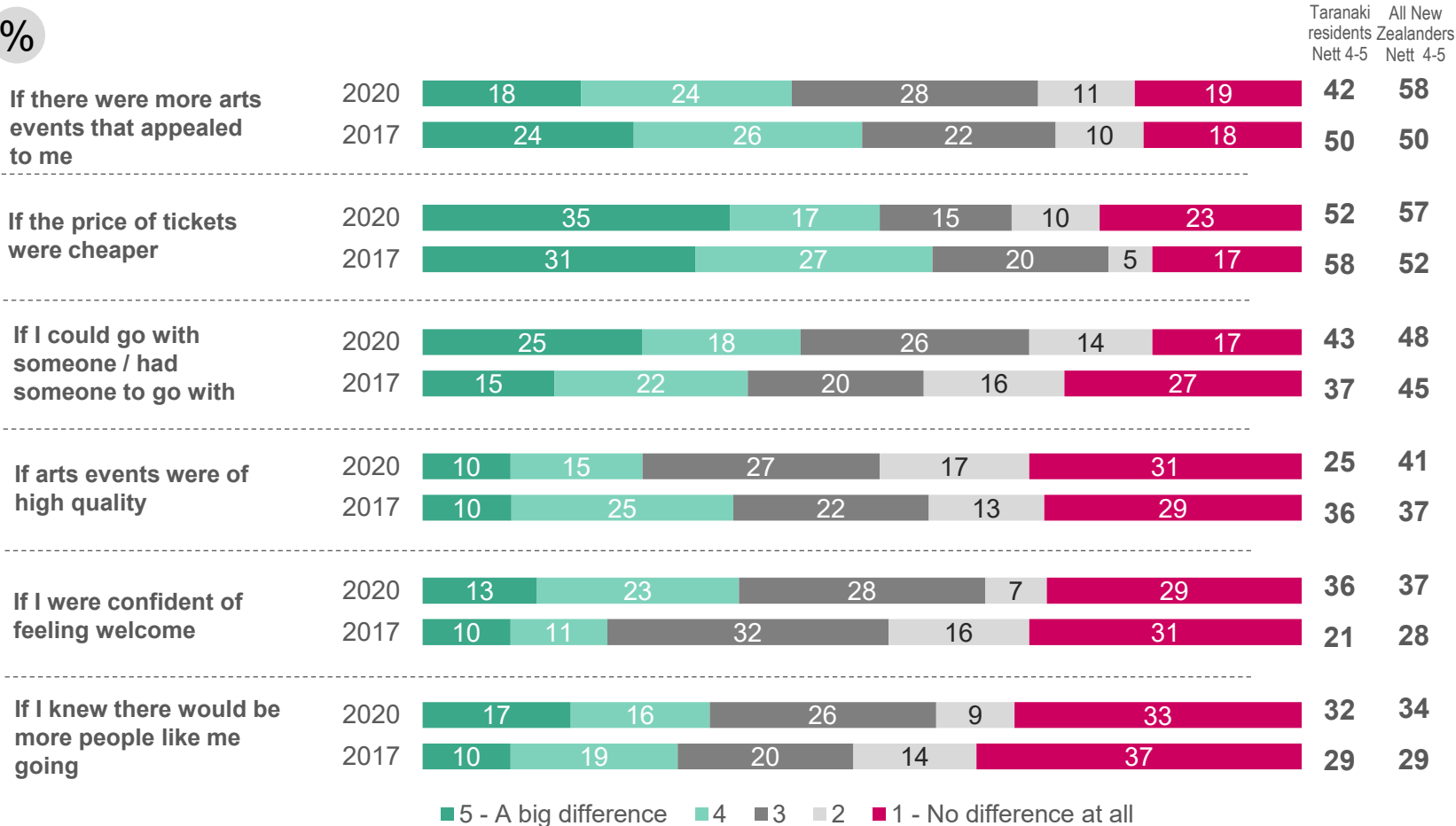
There are no sub-group differences of note.

# 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 percent of Taranaki 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 remains the top factor that influences attendance. Fifty two percent say cheaper ticket prices would make a difference in encouraging them to go more often. This is followed by the social norm of needing someone to go with (43% say it would make a big impact).

Greater choice appears to be a less impactful driver to increase attendance than in 2017, albeit the difference is not significant.

Finally, greater inclusivity needs to be promoted to encourage attendance for around one in three respondents to this question.

### Sub-group differences in Taranaki:

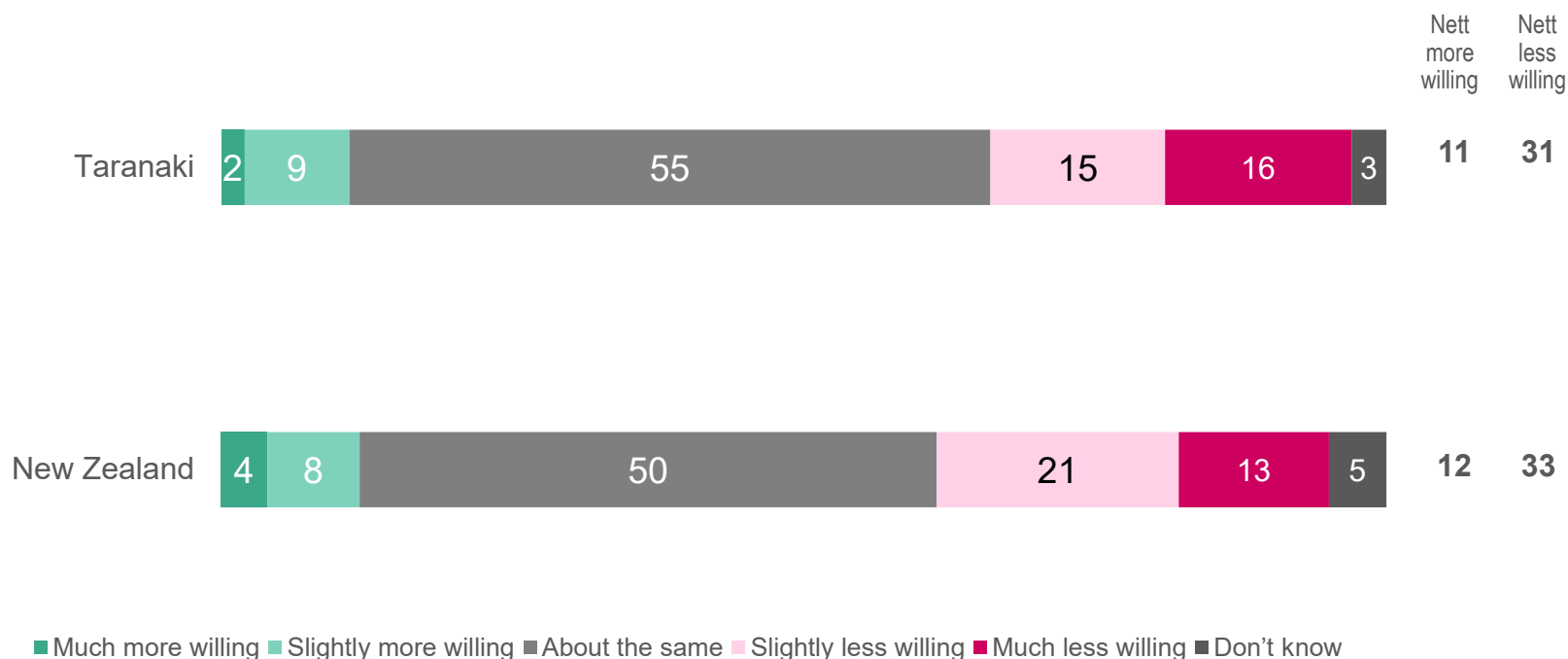
Women are more likely than average to say cheaper ticket prices would make the difference to their attending arts events (64% vs. 52%).

# 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 Taranaki residents (31%) 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, 11% 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 in line with the national average.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.



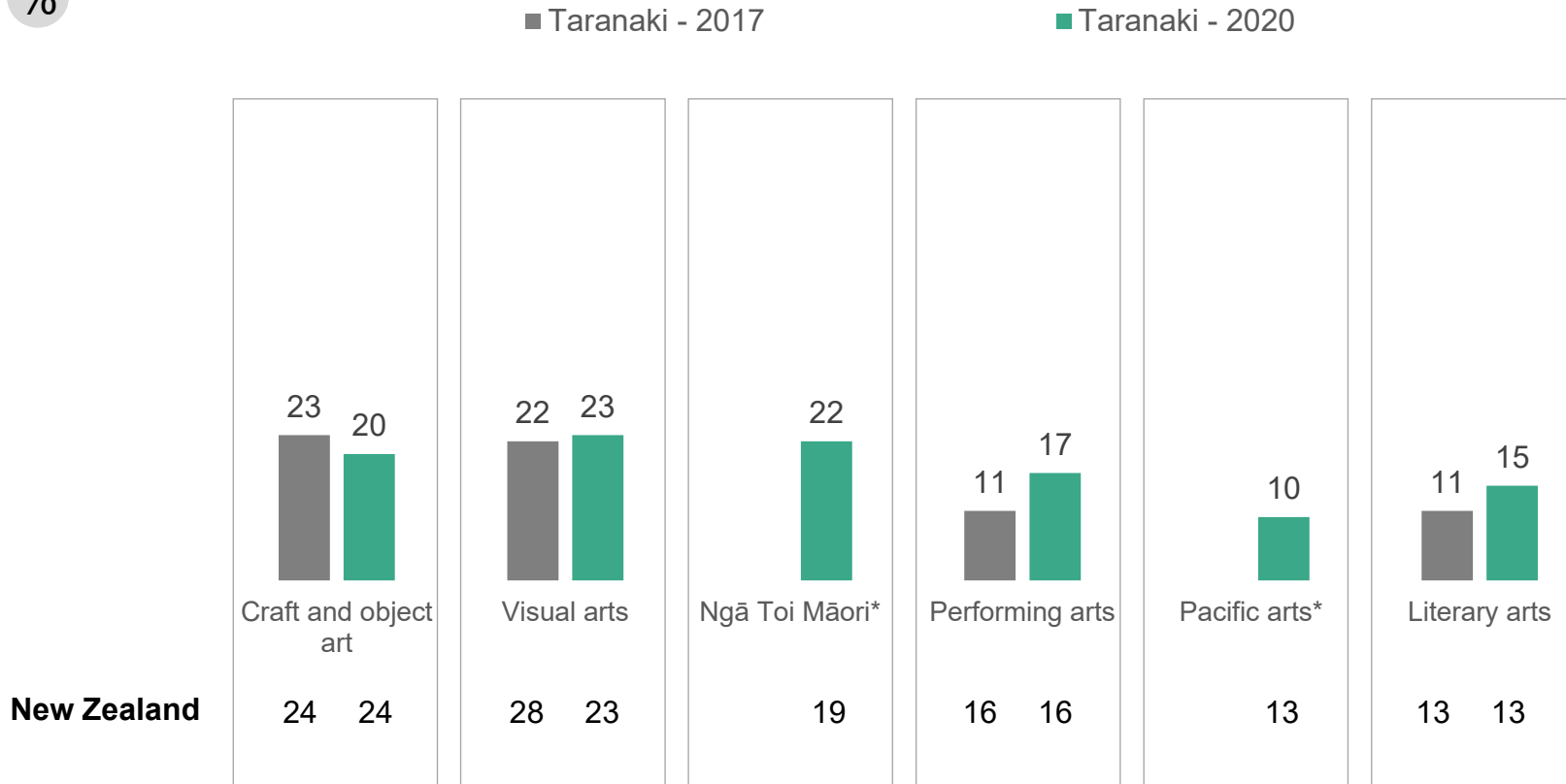
# PARTICIPATION BY ARTFORM

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

Visual arts, followed by Ngā Toi Māori and craft and object art are the most popular art forms to participate in. Participation in all art forms is broadly 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 in line with the national average.

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

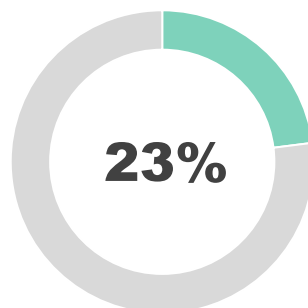
\*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

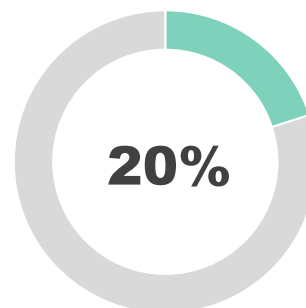
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Taranaki 2017



Taranaki 2020



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Twenty percent of Taranaki residents have participated in craft and object art in the last 12 months. This is broadly consistent with 2017.

Due to low base size we cannot comment on frequency of participation.

### Sub-group differences in Taranaki:

Women are more likely than average to have participated in craft and object art in the last 12 months (32% vs. 20%), while men are less likely (7%).

# Literary arts participation

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?

%



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Fifteen percent of Taranaki residents have participated in literary arts in the last 12 months. This is broadly consistent with 2017.

Due to a low base size we cannot comment on frequency of participation.

### Sub-group differences in Taranaki:

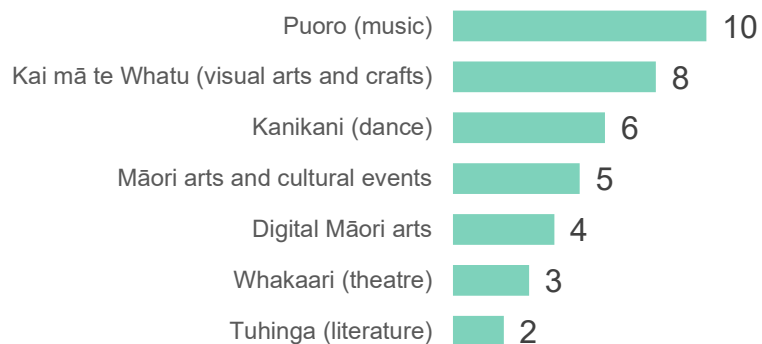
There are no sub-group differences of note.



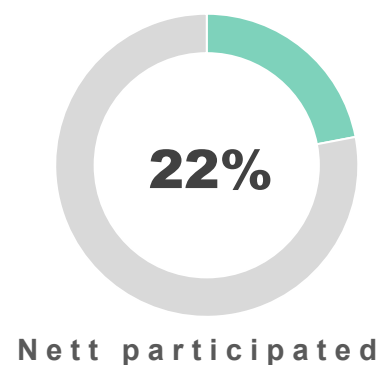
Q

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

%



Base: All Taranaki residents 2020 (n=115)



## COMMENTARY

Twenty two percent of Taranaki 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).

Due to relatively low base size we cannot comment in depth on the results for the Māori sample in Taranaki, but indicatively they have higher participation in Ngā Toi Māori arts than all residents (43% vs. 22%). Nineteen percent of New Zealand Europeans are also participating in Ngā Toi Māori arts.

Due to a relatively low base size we cannot comment on frequency of participation.

### Sub-group differences in Taranaki:

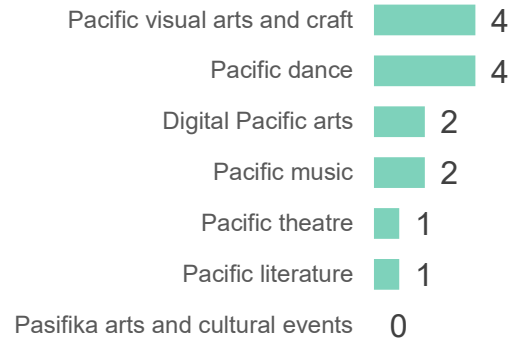
There are no sub-group differences of note.

# Pacific arts participation

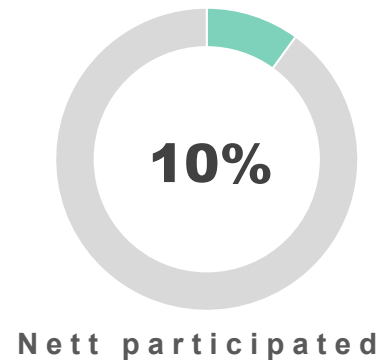
Q

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

%



Base: All Taranaki residents 2020 (n=115)



## COMMENTARY

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

The most popular Pacific arts activities are visual arts and craft and dance.

Due to a low base size we cannot comment on the frequency of participation, nor can we comment on the results for the Pacific sample in Taranaki.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

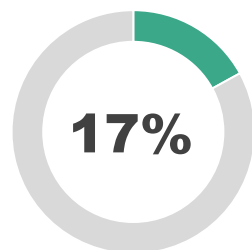
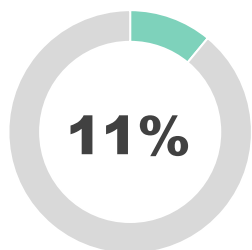
%

Q

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

Taranaki 2017

Taranaki 2020

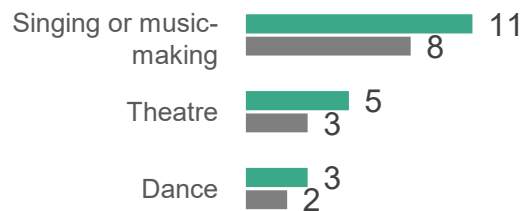


Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

Q

Which of these were you actively involved in?

Taranaki - 2020 Taranaki - 2017



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Seventeen percent of Taranaki residents have participated in performing arts in the last 12 months. This compares with 11% in 2017, albeit the difference is not statistically significant.

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

Due to a low base size we cannot comment on the frequency of participation.

### Sub-group differences in Taranaki:

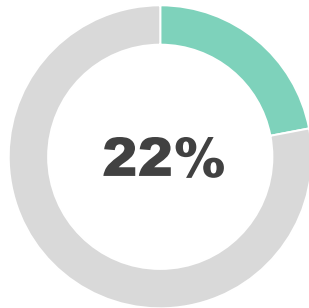
There are no sub-group differences of note.

Q

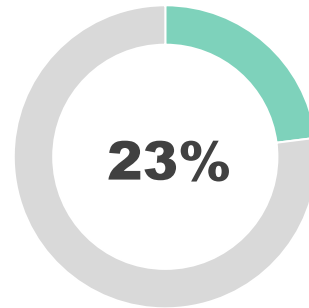
Have you created any visual artworks in the last 12 months?

%

Taranaki 2017



Taranaki 2020



Base: All Taranaki residents 2017 (n=153); 2020 (n=115)

## COMMENTARY

Twenty three percent of Taranaki residents have participated in visual arts in the last 12 months. This is consistent with 2017.

Due to a low base size we cannot comment on the frequency of participation.

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

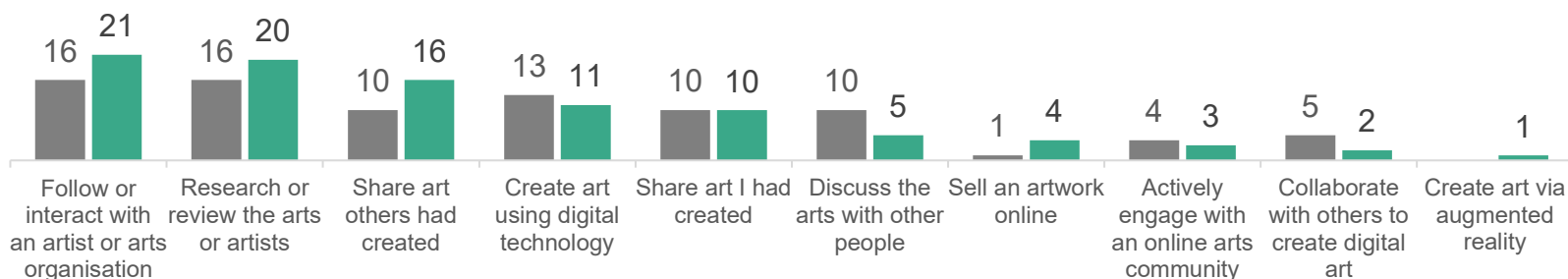
# Use of digital technology for arts activities

Q

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

%

■ Taranaki - 2017 ■ Taranaki - 2020



## COMMENTARY

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

Forty percent of residents have used digital technology for arts activities.

Levels of participation in all activities are broadly consistent with 2017.

The most popular activities remain following or interacting with an artist or arts organisation (21%) and researching or reviewing the arts or artists (20%).

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

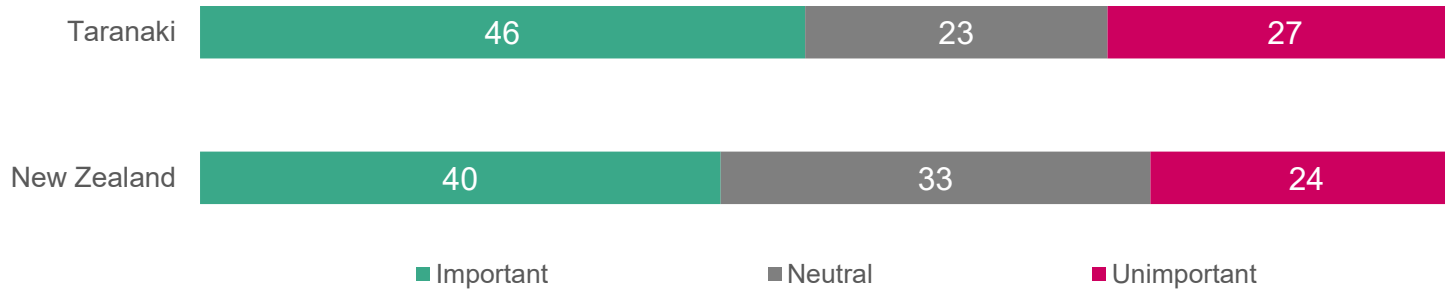


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY

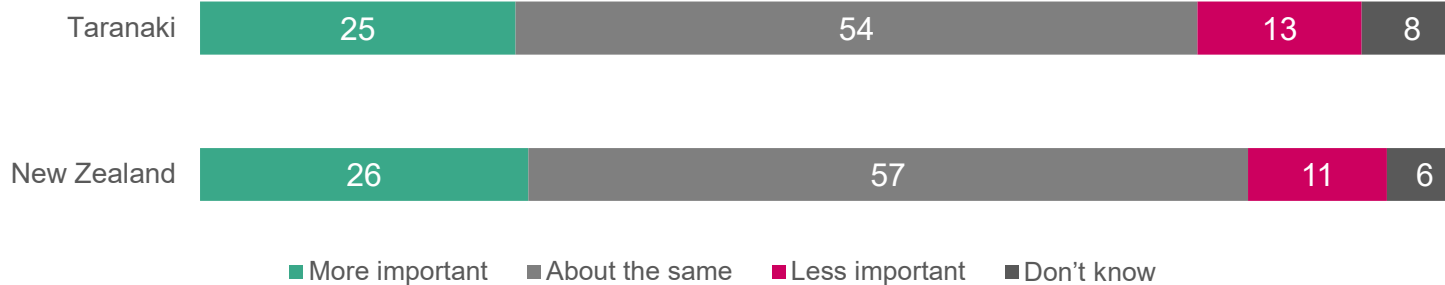
# Importance of the arts to wellbeing

## 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.

Forty six percent of Taranaki residents feel that the arts is important to their personal wellbeing. This compares to a national average of 40%, albeit the difference is not statistically significant.

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

### Sub-group differences in Taranaki:

Women are less likely than average to feel the arts are unimportant to their wellbeing (20% vs. 27%). This is also true for people on incomes up to \$50,000 (11% vs. 27%).

# Reasons why the arts is important for personal wellbeing

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

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

These reasons relate to positive emotions such as feeling good or happy, relaxation or the arts being an important part of life. Some respondents talked about the therapeutic benefits of the arts, associated positive impacts on mental health and connecting to their culture.

## Quotes

*Art is an important form of expression, identity, culture, well-being.*

Man, 15-17, Māori, Taranaki

*Because I know I need to enjoy different forms of the arts to feel fulfilled.*

Woman, 60-69, NZ European, Taranaki

*As someone who experiences depression, I use creativity to express my emotions.*

Woman, 40-49, NZ European, Taranaki



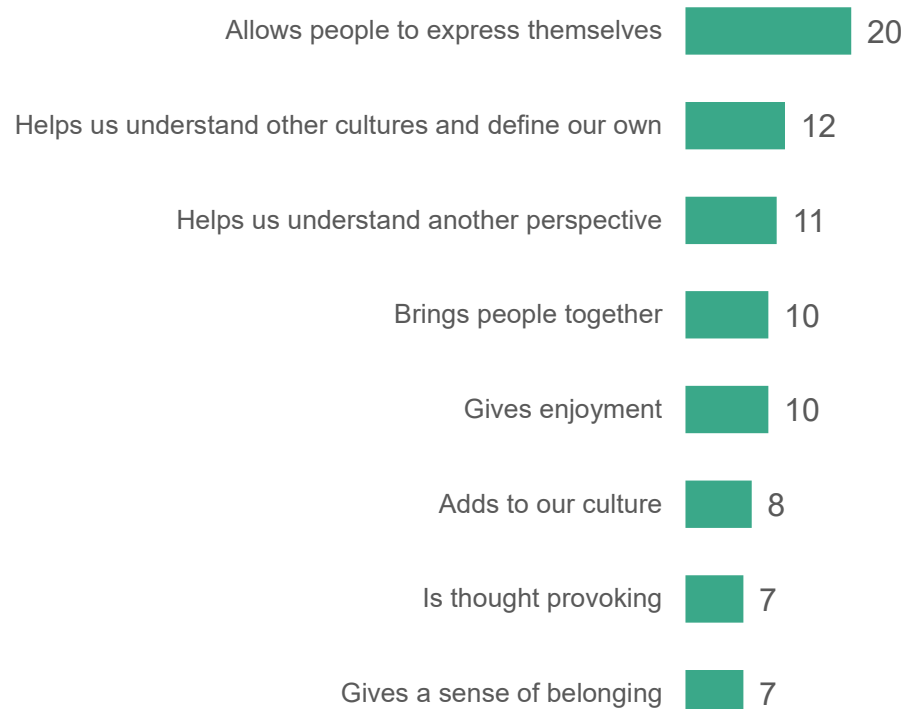
# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

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

Key themes include self-expression, understanding and defining culture, compassion, community cohesion and enjoyment.

## Quotes

*Arts can promote discussion, introduce new points of view and often uplift the mood.*

Woman, 50-59, NZ European, Taranaki

*Give opportunity for people to express themselves and helps others understand different cultures.*

Man, 30-39, NZ European, Taranaki

*Help to create connections and importance and respect for our past.*

Woman, 15-17, Asian New Zealander, Taranaki



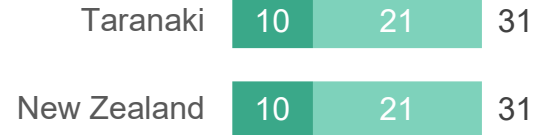
# IMPACT OF COVID-19

# Getting through COVID-19

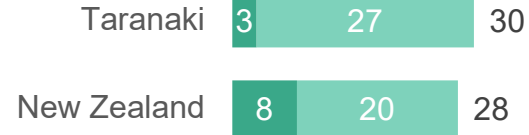
Q How much do you agree or disagree with the following?

%

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

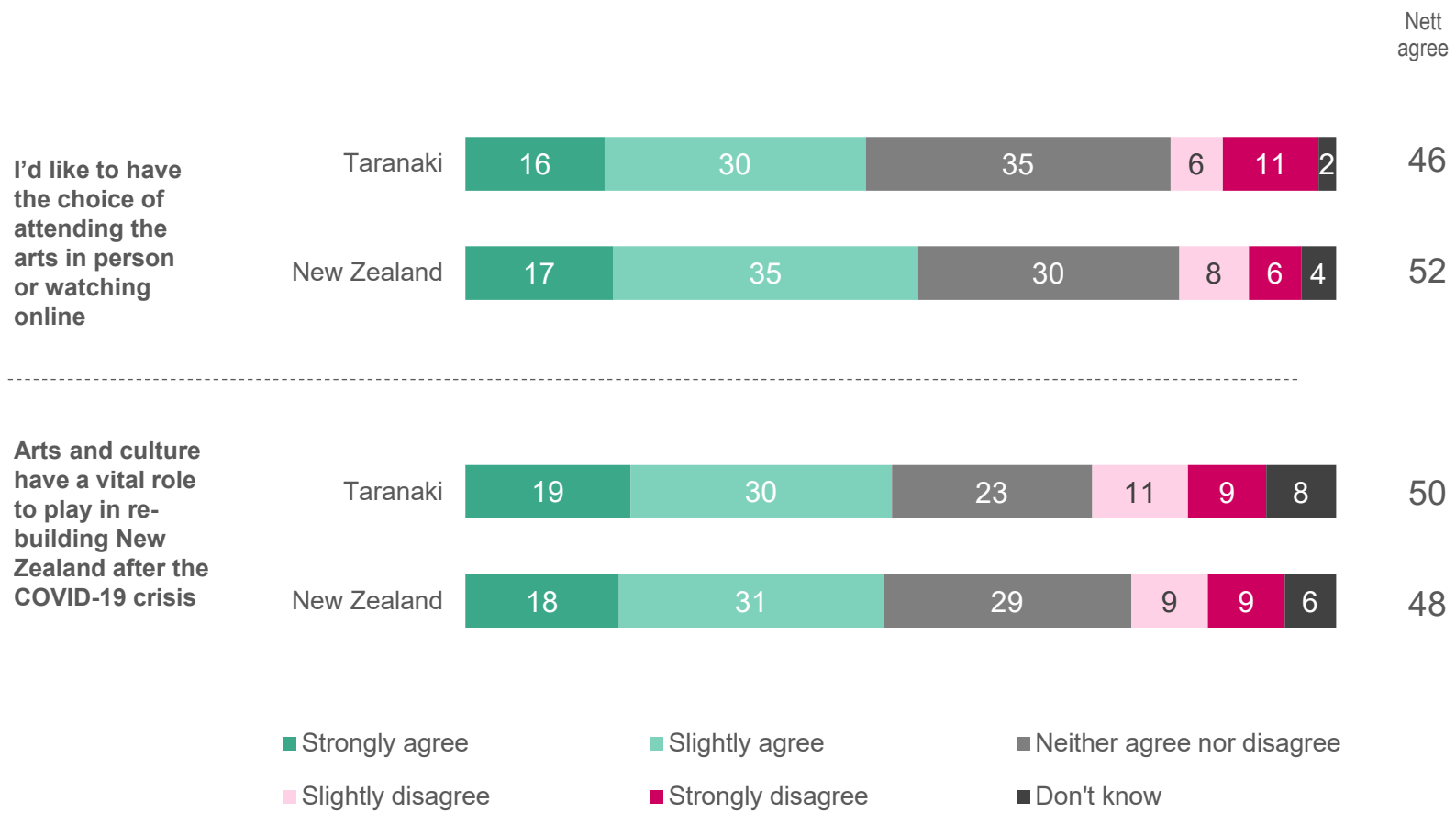
Thirty one percent of residents say the arts have supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (30%). These views are in line with the national average.

Only 5% of Taranaki residents have been spurred to attend or participate in new art and cultural activities because of the pandemic. This is significantly lower than the national average (13%).

### Sub-group differences in Taranaki:

There are no sub-group differences of note.

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



## COMMENTARY

Fifty percent of Taranaki residents see the arts playing a vital role in the COVID-19 recovery. This is consistent with the national average.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 46% would like to have the choice of attending the arts in person or watching them online. This compares with 52% for New Zealand overall, albeit the difference is not statistically significant.

**Sub-group differences in Taranaki:**  
 There are no sub-group differences of note.





FOR FURTHER INFORMATION PLEASE CONTACT

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