

Survey findings for Waikato 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 Waikato. 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.



543

ONLINE INTERVIEWS

With adults aged 15+ living in Waikato



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

Weighting was also applied to ensure the final sample profile was representative of the Waikato 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 543 respondents the margin of error is up to +/- 4.2 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Waikato 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 Waikato 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 543 Waikato residents

Fieldwork: 2 October to 2 November 2020

Margin of error for Waikato: +/- 4.2%

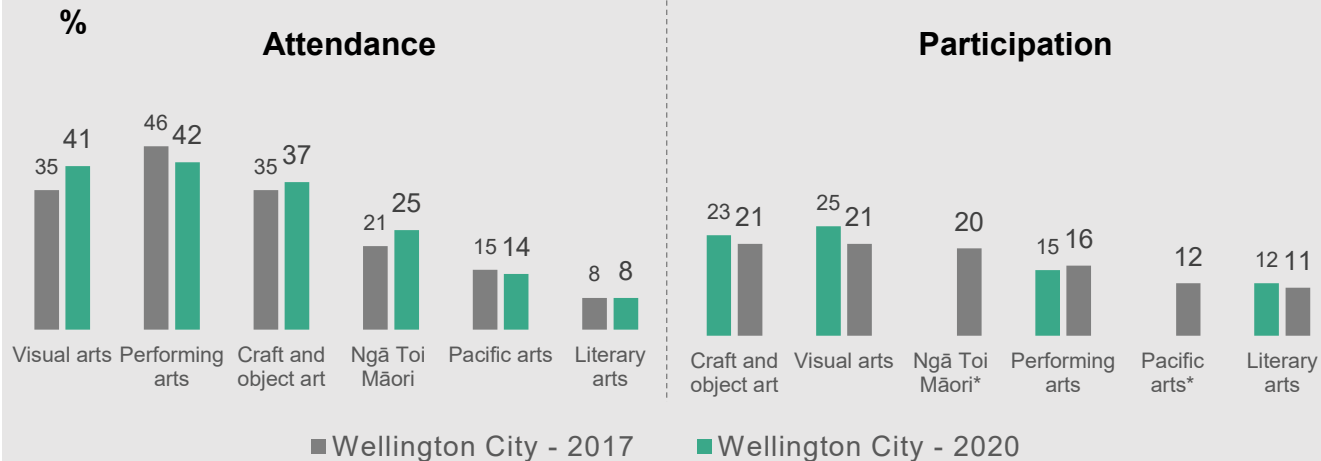
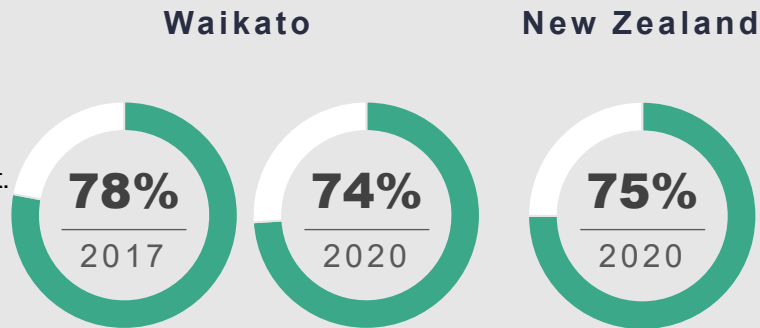
ENGAGEMENT WITH THE ARTS IN WAIKATO

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

This is slightly lower than 2017, albeit the decline is not statistically significant. It does however, reflect the decline in engagement at the national level (from 80% to 75%) which is significant.

The level of engagement remains in line with the national average (75%).

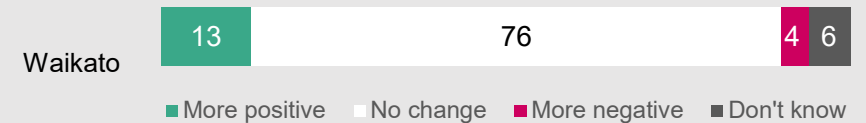
There are no statistically significant differences in either attendance or participation across the various artforms.




WAIKATO'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?

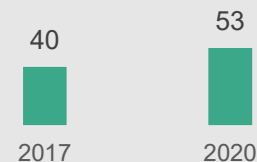


2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits

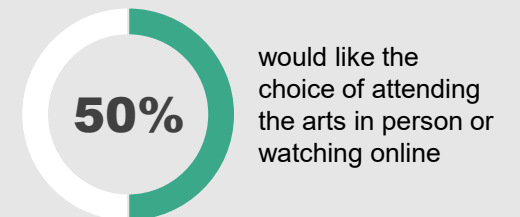
Arts and culture have supported my wellbeing since the COVID-19 crisis  27

The arts help improve New Zealand society  56

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



4 As well as demand for greater accessibility





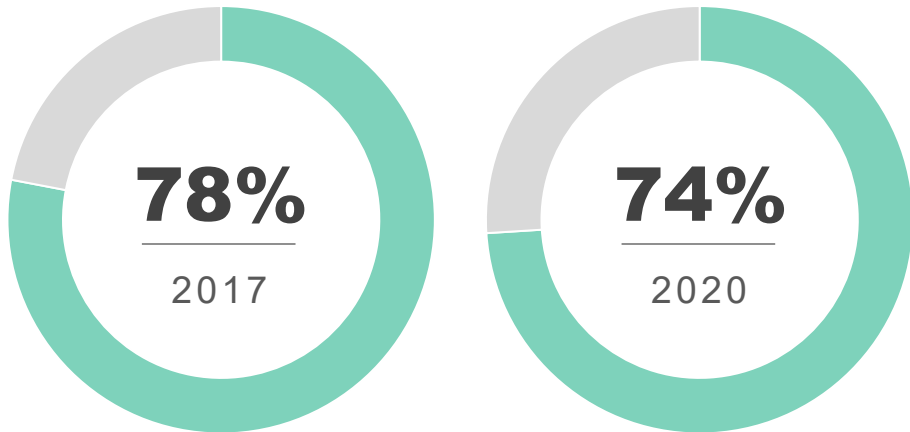
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

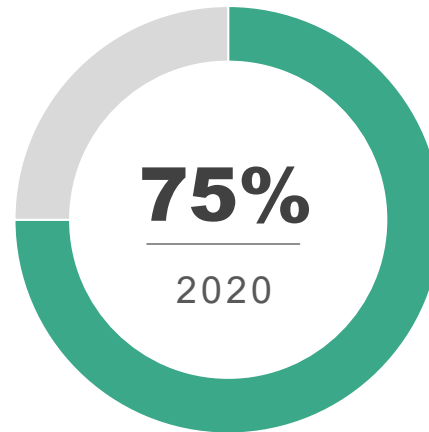
Q

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*

Waikato



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 Waikato residents have engaged with the arts in the last 12 months. This is slightly lower than 2017, albeit the decline is not statistically significant. It does however, reflect the decline in engagement at the national level (from 80% to 75%) which is significant.

The level of engagement remains in line with the national average (75%).

Sub-group differences Waikato:

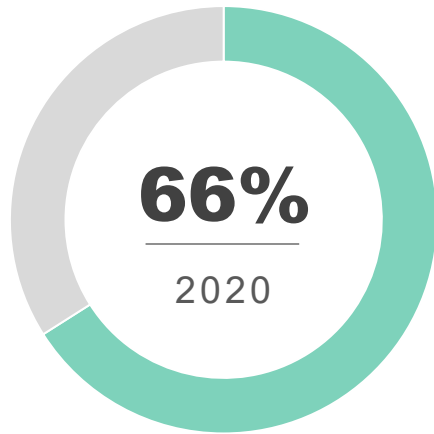
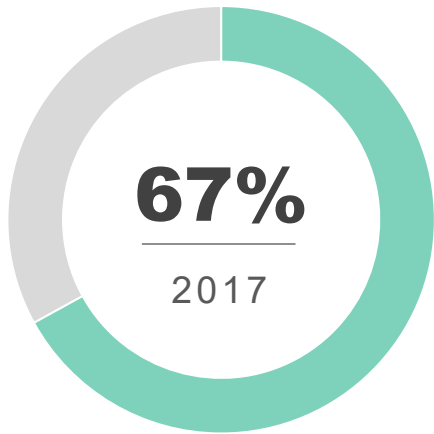
Māori (82%) in Waikato are more likely than average (74%) to have engaged with the arts in the last 12 months, while those on lower household incomes (up to \$50,000) are less likely to do so (65%).

Overall attendance

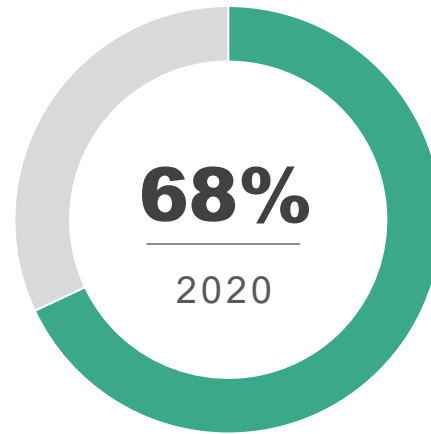
Q

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

Waikato



New Zealand



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

COMMENTARY

A total of 66% of Waikato residents have attended at least one arts event or location in the last 12 months. This is in line with 2017 and attendance for all New Zealanders.

Sub-group differences in Waikato:

Māori (77%) and those on a household income of \$80,001 to \$120,000 (74%) are more likely than average (66%) to have attended at least one arts event or location in the last 12 months.

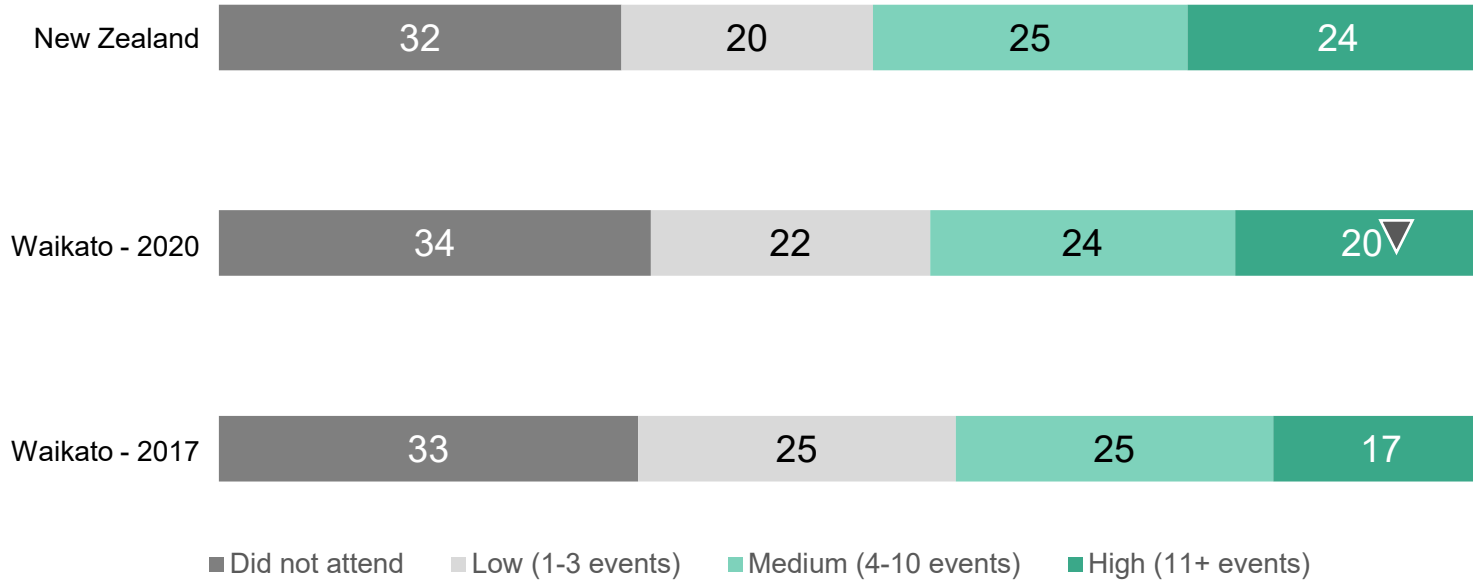
Those on lower household incomes (up to \$50,000) are less likely than average to do so.

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 Waikato residents continue to attend arts events or locations reasonably frequently. Forty four percent attend more than three times a year, with one fifth attending more than ten times a year.

However, the proportion of residents attending more than 10 times a year is lower than the national average (24%).

Sub-group differences in Waikato:

Māori are more likely than average to be high attendees (34% vs. 20%).

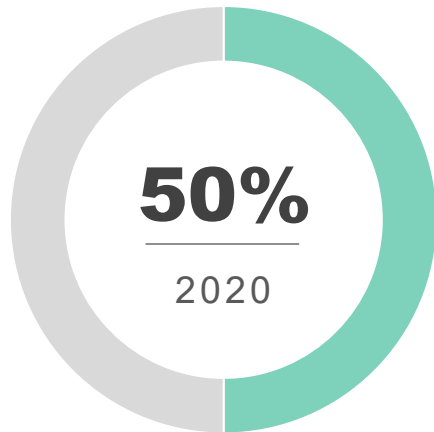
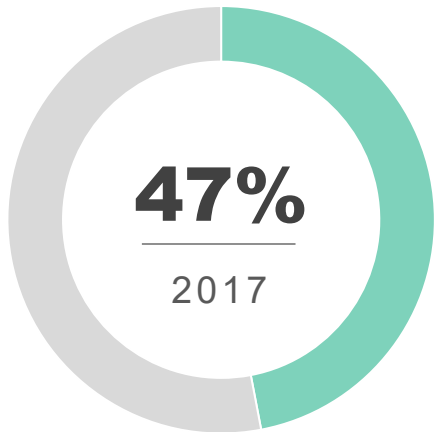
Those aged 15-29 are less likely than average to be high attendees (11% vs. 20%).

Overall participation

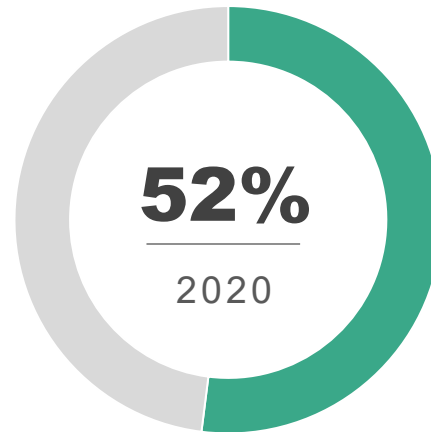
Q

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*

Waikato



New Zealand



COMMENTARY

Fifty percent of residents have participated in the arts in the last 12 months. This is broadly in line with 2017 and the national average.

It should be noted that 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.

Subgroup differences in Waikato:

The following groups are more likely than average (50%) to participate in the arts:

- Pacific peoples (76%)
- Māori (68%)
- People with the lived experience of disability (64%)
- Young people aged 15-29 (57%)
- Women (57%).

The following groups are less likely than average (50%) to be participate in the arts:

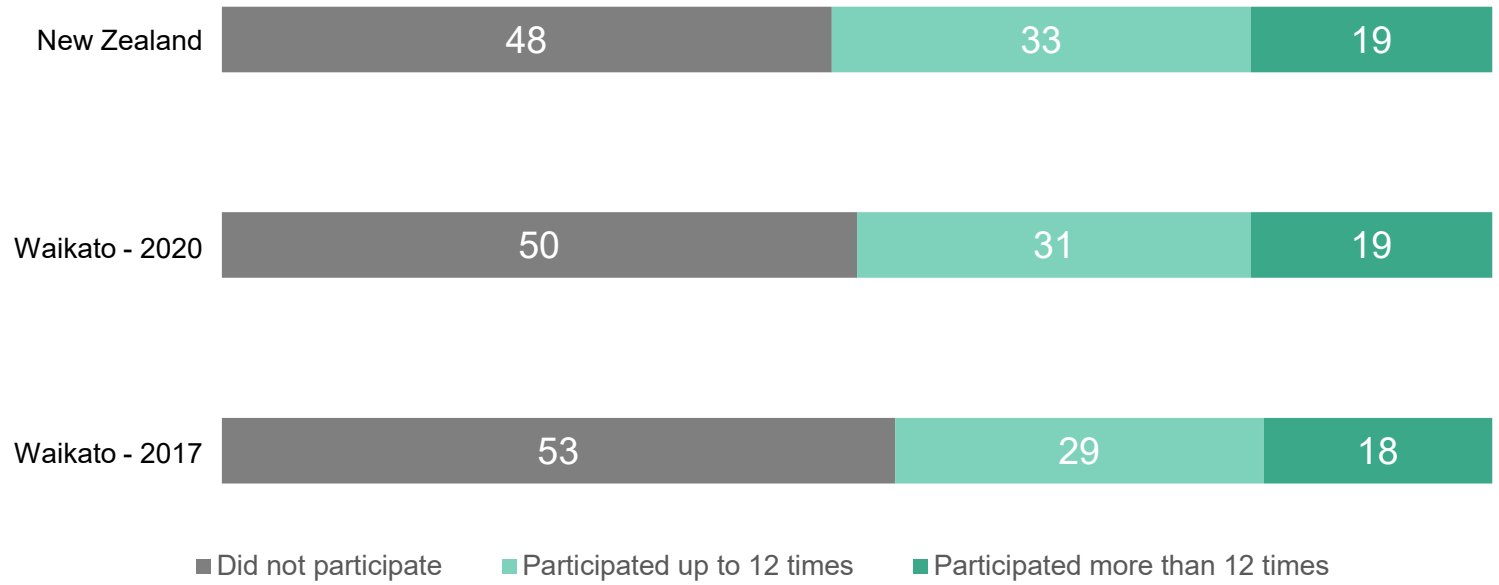
- Men (42%)
- Those aged 70+ (34%).

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.

One in five Waikato residents participate in the arts on a regular basis (more than 12 times a year). This is consistent with 2017 and the national average.

Sub-group differences in Waikato:

Māori (31%) and Women (25%) are more likely than average (19%) to be regular participants in the arts.

In contrast, Men are less likely than average to be regular participants in the arts (13% vs. 19%).



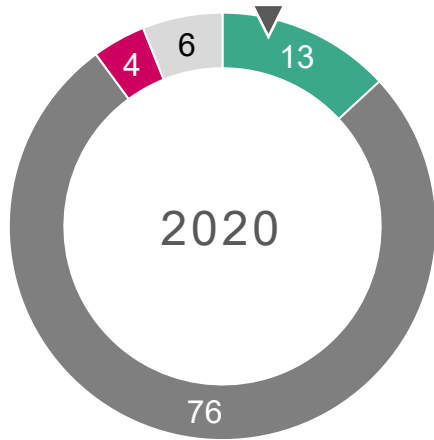
ARTS ATTITUDES

Change in overall perception of the arts

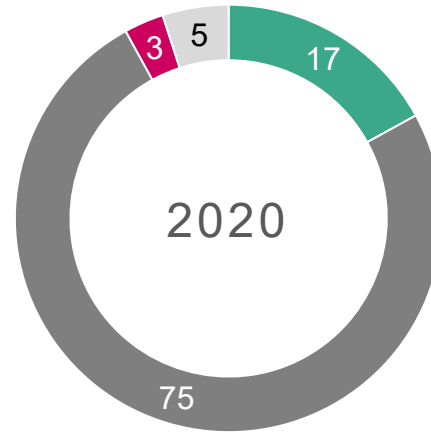
Q

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

Waikato



New Zealand



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

COMMENTARY

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

It seems that COVID-19 has encouraged a renewed appreciation of the arts for some Waikato residents, although possibly not quite to the same extent as all New Zealanders.

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 (76%), 13% are more positive and only 4% are more negative.

The proportion of Waikato residents who say they view the arts more positively is lower than the national average (13% vs. 17% of all New Zealanders), but the general pattern of response is similar.

Sub-group differences in Waikato:

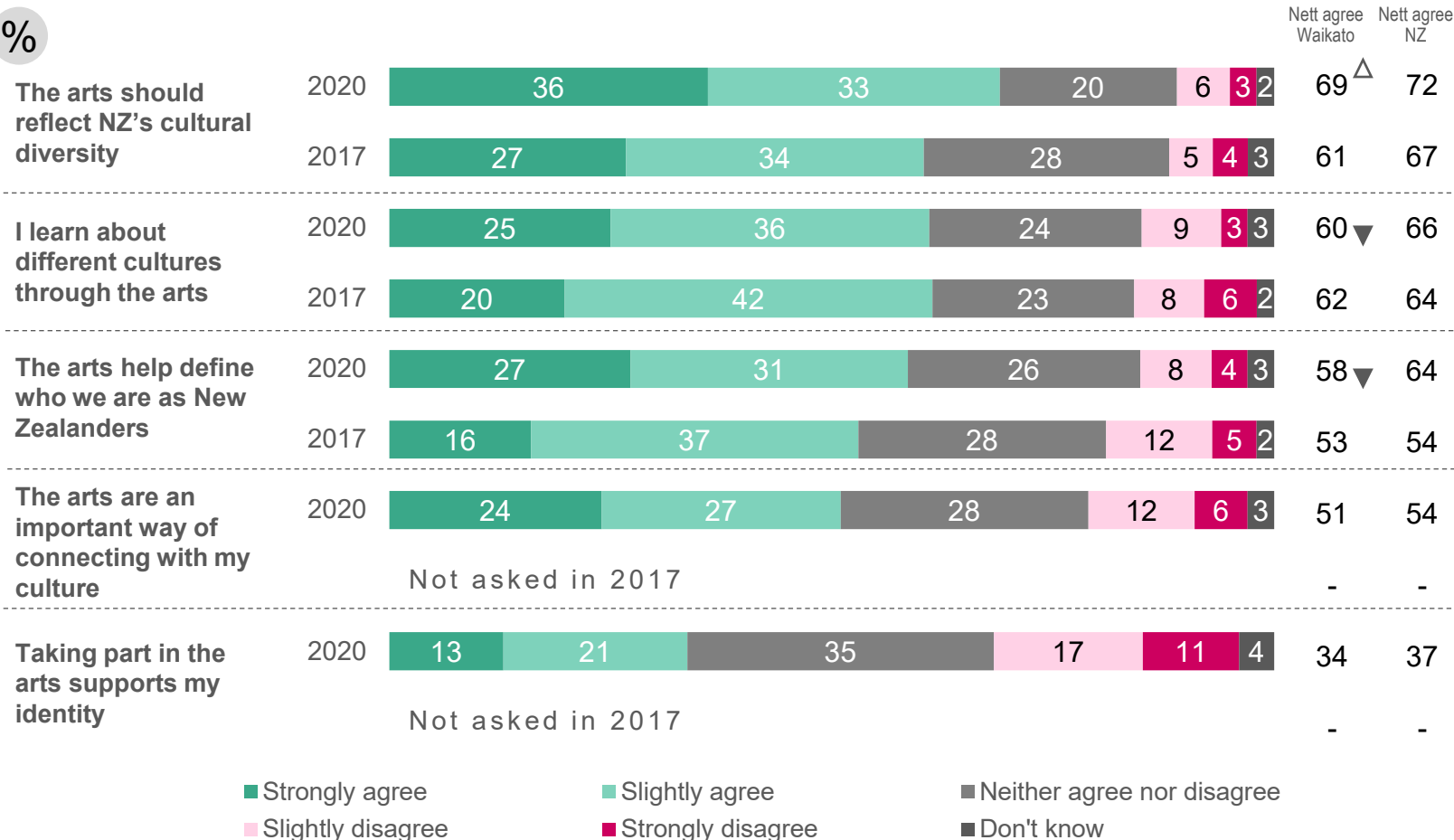
Asian New Zealanders (24%) and Māori (20%) are more likely than average (13%) to say they feel more positive about the arts than they did 12 months ago. New Zealand Europeans (10%) are less likely than average to say so.

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our identity as both individuals and as New Zealanders, and how we understand and relate to others.

There is a growing sense that the arts play an important role in celebrating each others' differences. More Waikato residents agree that the arts should reflect New Zealand's cultural diversity than in 2017, an increase from 61% to 69%. This is broadly in line with the national average.

Waikato residents are less likely than all New Zealanders to recognise the value of the arts in learning about other cultures and the way in which the arts supports our understanding of who we are as New Zealanders. That said a majority of residents still hold these views.

The arts are also important for a notable proportion in connecting with their culture (51%) or supporting their identity through participation (34%).

Sub-group differences in Waikato:

Women are more likely than average to learn about different cultures, or connect with their own culture, through the arts.

Māori are more likely than average to feel that the arts support their identity (43% vs. 34%). Māori (71%) and Asian New Zealanders (63%) are also more likely than average (51%) feel the arts are an important way of connecting with their culture.

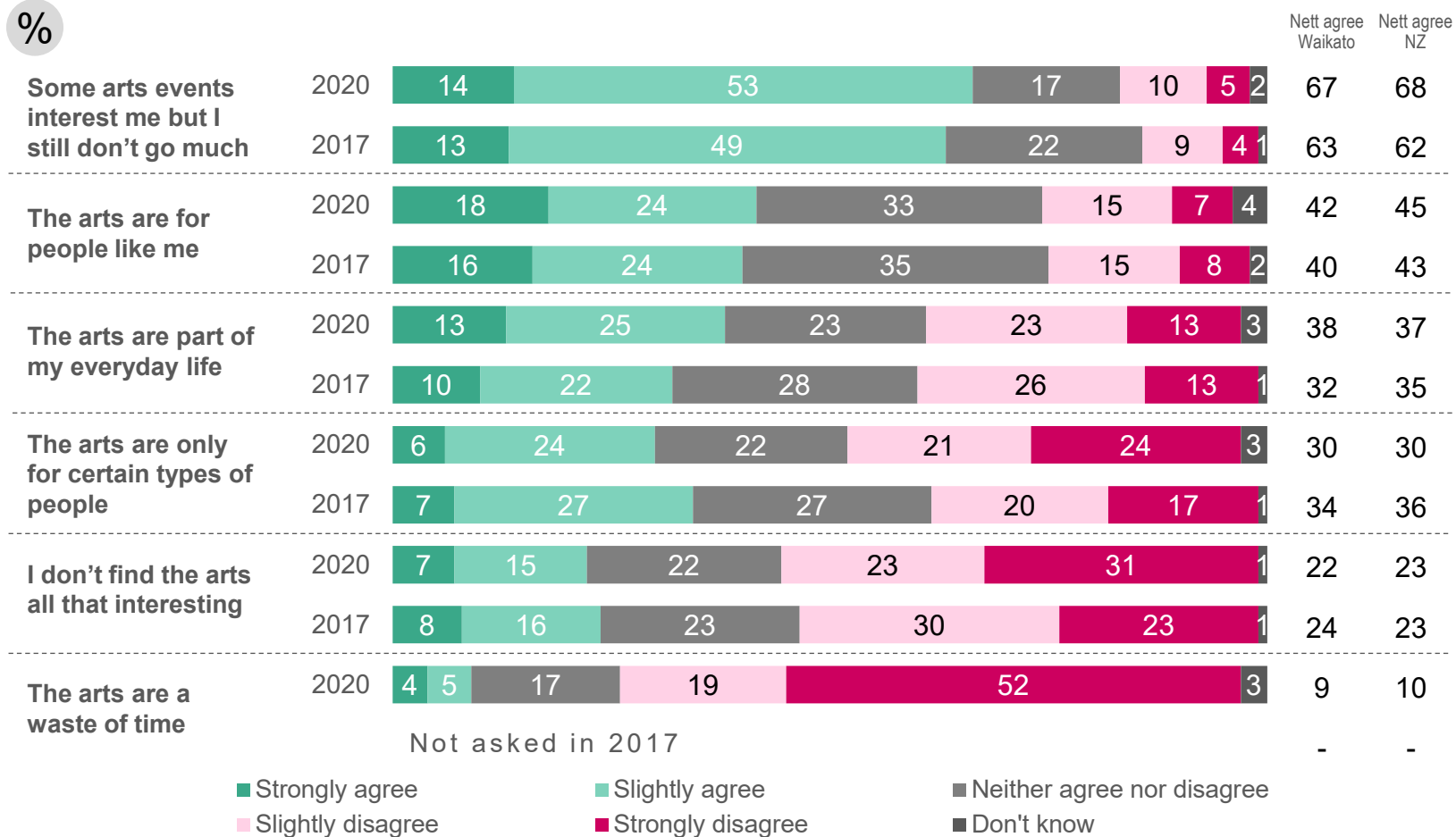
Those aged over 70 are more likely than average to agree that the arts should reflect cultural diversity within New Zealand (81% vs. 69%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

Some Waikato residents have a strong personal connection to the arts. Forty two percent feel the arts are for people like me, while 38% say they are part of their everyday life. This is line with the national averages.

In addition, only a small proportion of residents say the arts aren't that interesting (22%) or are waste of time (9%).

Thirty percent believe the arts are only for certain types of people. The proportion who disagree with this statement has increased from 37% in 2017 to 45%. This suggests that people feel the arts are becoming more inclusive.

That said, there remains an opportunity to improve attendance at arts events. Two thirds of Waikato residents are interested in some arts events but often don't end up attending. This is broadly in line with 2017, and the average for all New Zealanders.

Sub-group differences in Waikato:

Women tend to have a stronger personal connection to the arts. In contrast, men are more likely than average to say that the arts are a waste of time, or aren't very interesting.

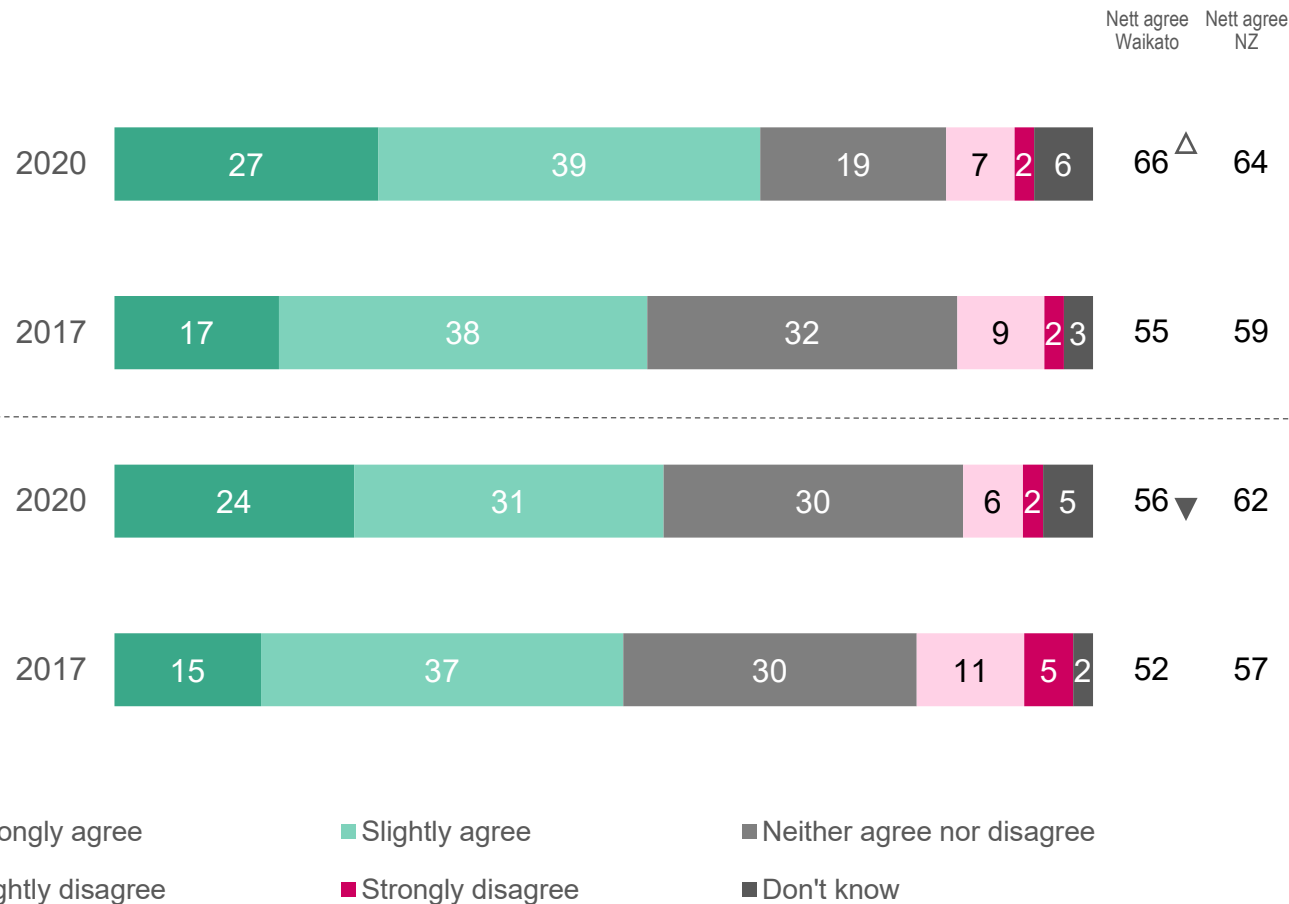
There is evidence the arts could be made more inclusive with Asian New Zealanders more likely than average to feel the arts are only for certain types of people.

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



COMMENTARY

Waikato residents continue to widely recognise the positive impacts which the arts can have on society and the economy.

Two thirds agree the arts contribute positively to our economy, which is a significant improvement since 2017. This is largely because of an increase in Waikato residents who strongly agree with this statement (27% vs. 17% in 2017).

In addition, the proportion who strongly agree the arts help improve society has increased from 15% to 24%, albeit the overall increase in agreement from 52% to 56% is not statistically significant. The proportion who agree is also lower than the national average (62%).

Sub-group differences in Waikato:

Asian New Zealanders are less likely than average to agree the arts contribute positively to our economy (56% vs. 66%).

Those aged 70+ (69%) are more likely than the average (56%) to feel the arts help improve New Zealand society. Those aged 30 to 39 are less convinced, and less likely than average to agree (45%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Waikato residents 2017 (n=513); 2020 (n=543) |
New Zealand 2017 (n=6101); 2020 (n=6263)

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

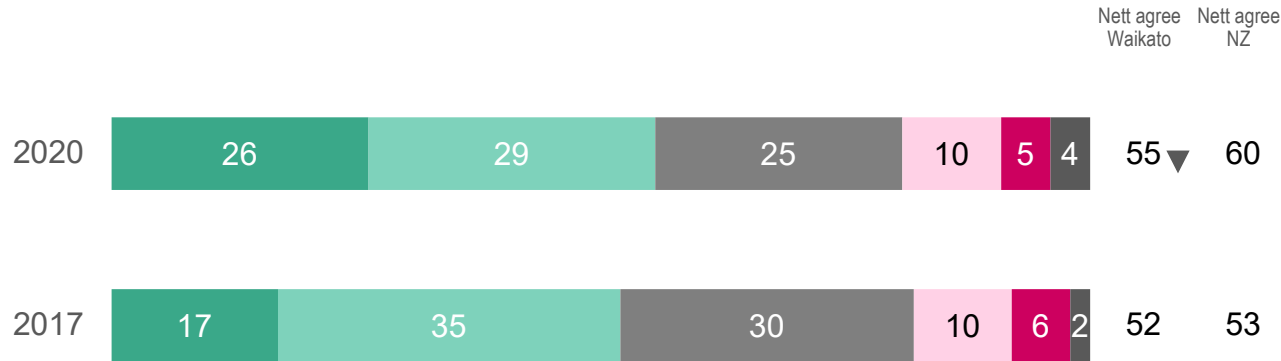
Attitudes towards the arts: Funding support for the arts

Q

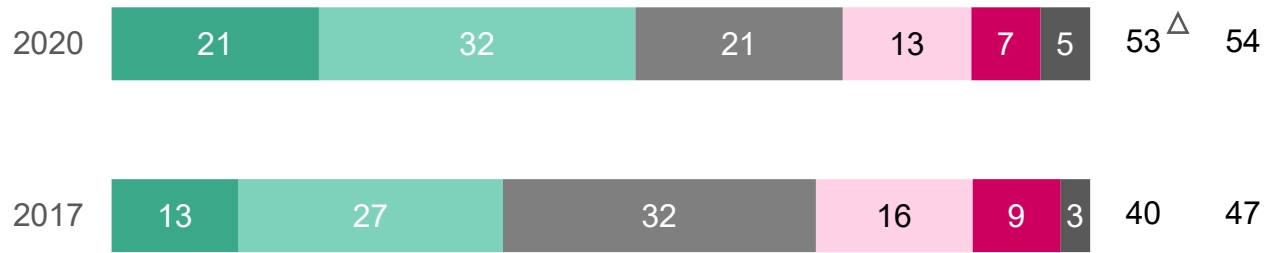
How much do you agree or disagree?

%

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

Residents feel more deeply that the arts should receive public funding, with the proportion who strongly agree increasing from 17% to 26%. However the overall increase in agreement from 52% to 55% is not significant. This means that support is now lower than the national average (55% vs. 60%).

However, there is an increased appetite for local councils to help fund the arts. Just over half of Waikato residents believe their local council should help fund the arts (53% vs. 40% in 2017). This is now in line with the national average.

This reflects the earlier finding that there is growing support for the arts and recognition of positive outcomes which the arts offer.

Sub-group differences in Waikato:

Those on higher household incomes (more than \$120,000) are more likely than average to disagree that the arts should receive public funding (24% vs. 15%), while Māori are less likely than average to do so (9%).

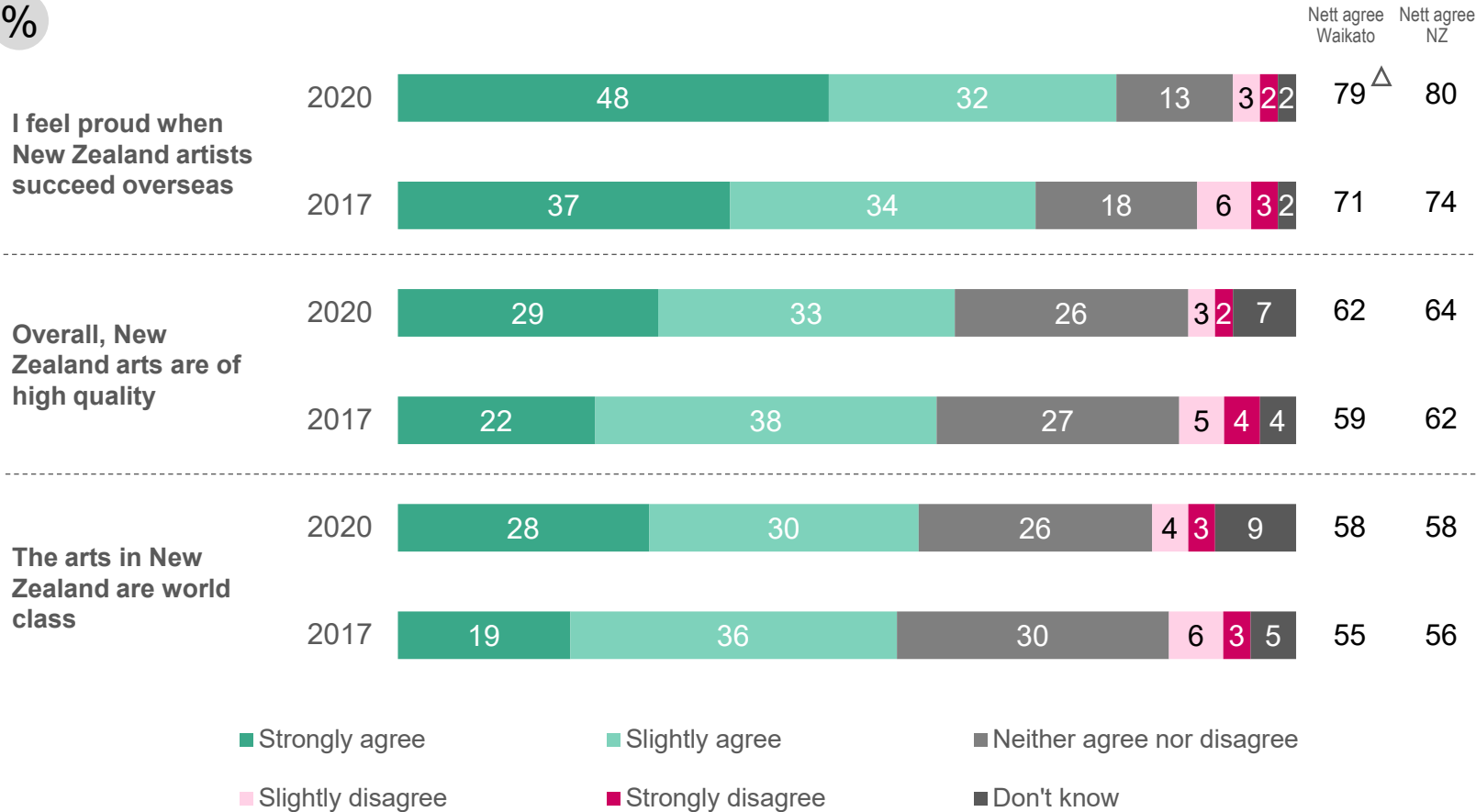
Those on higher household incomes (more than \$120,000) (30%) and men (25%) and are more likely to disagree than average (20%) that their local council should financially support the arts. Those who are less likely to disagree include Women (16%) and Pacific peoples (4%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

Waikato residents enjoy seeing the success of New Zealand artists abroad and are generally positive about the quality of the arts in New Zealand.

There is a growing sense of pride among Waikato residents when New Zealand artists succeed abroad. Seventy nine percent agree they feel proud, compared to 71% in 2017. This is in line with the national average.

New Zealanders attitudes about the quality of New Zealand arts are broadly in line with 2017 findings and the national averages. That said the proportion who strongly agree that the arts in New Zealand are of high quality or world class has increased since 2017.

Sub-group differences in Waikato:

The groups who are more likely than average to speak highly of the quality of New Zealand arts include Māori, those aged 60+, women and New Zealand Europeans. Men, young people (aged 15-29) and Asian New Zealanders are less enthusiastic than average.

The groups who are more likely than average to feel a sense of pride when New Zealand artists succeed overseas include Māori and women. Pacific peoples and men are less likely than average to feel proud.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Waikato residents 2017 (n=513); 2020 (n=543) |
New Zealand 2017 (n=6101); 2020 (n=6263)

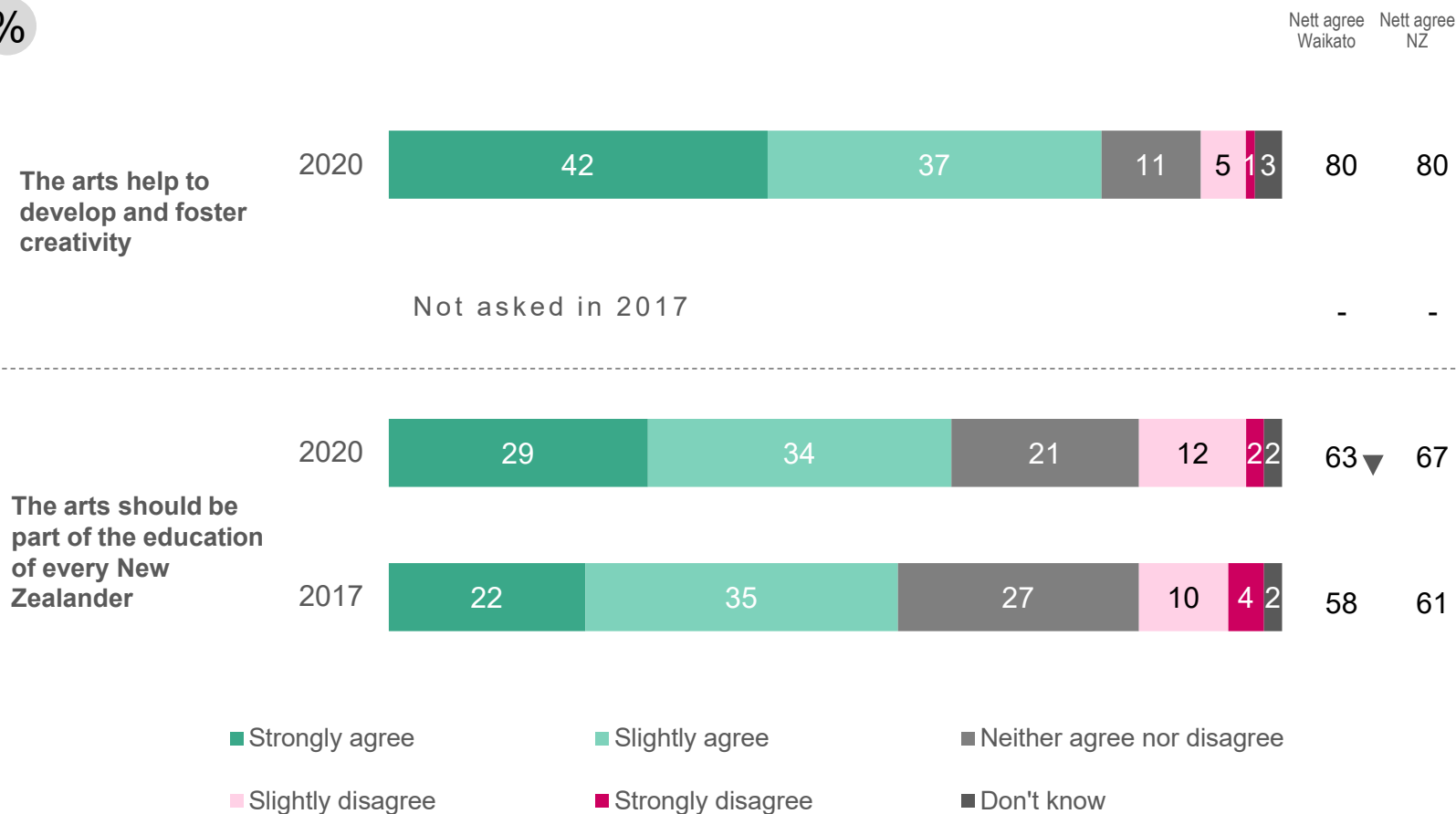
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Waikato residents acknowledge the benefits of the arts in fostering creativity which translates into wide support for the arts being part of the education system.

Support for the arts being included in the education of all New Zealanders is higher than 2017 (63% vs. 58%), albeit the difference is not statistically significant. Support is however lower than the national average (63% vs. 67%).

Sub-group differences in Waikato:

Those who are more likely to agree that the arts help to foster creativity include: those on household incomes of \$80,001 to \$120,000, women and New Zealand Europeans. Those less likely to agree include: men, Asian New Zealanders, Pacific peoples and people with the lived experience of disability.

Māori are more likely than average to agree the arts should be part of the education of every New Zealander (71% vs. 63%). Those on higher household incomes (over \$120,000) (23%) and those aged 50 to 59 (22%) are more likely than average (14%) to disagree.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Waikato residents 2017 (n=513); 2020 (n=543) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

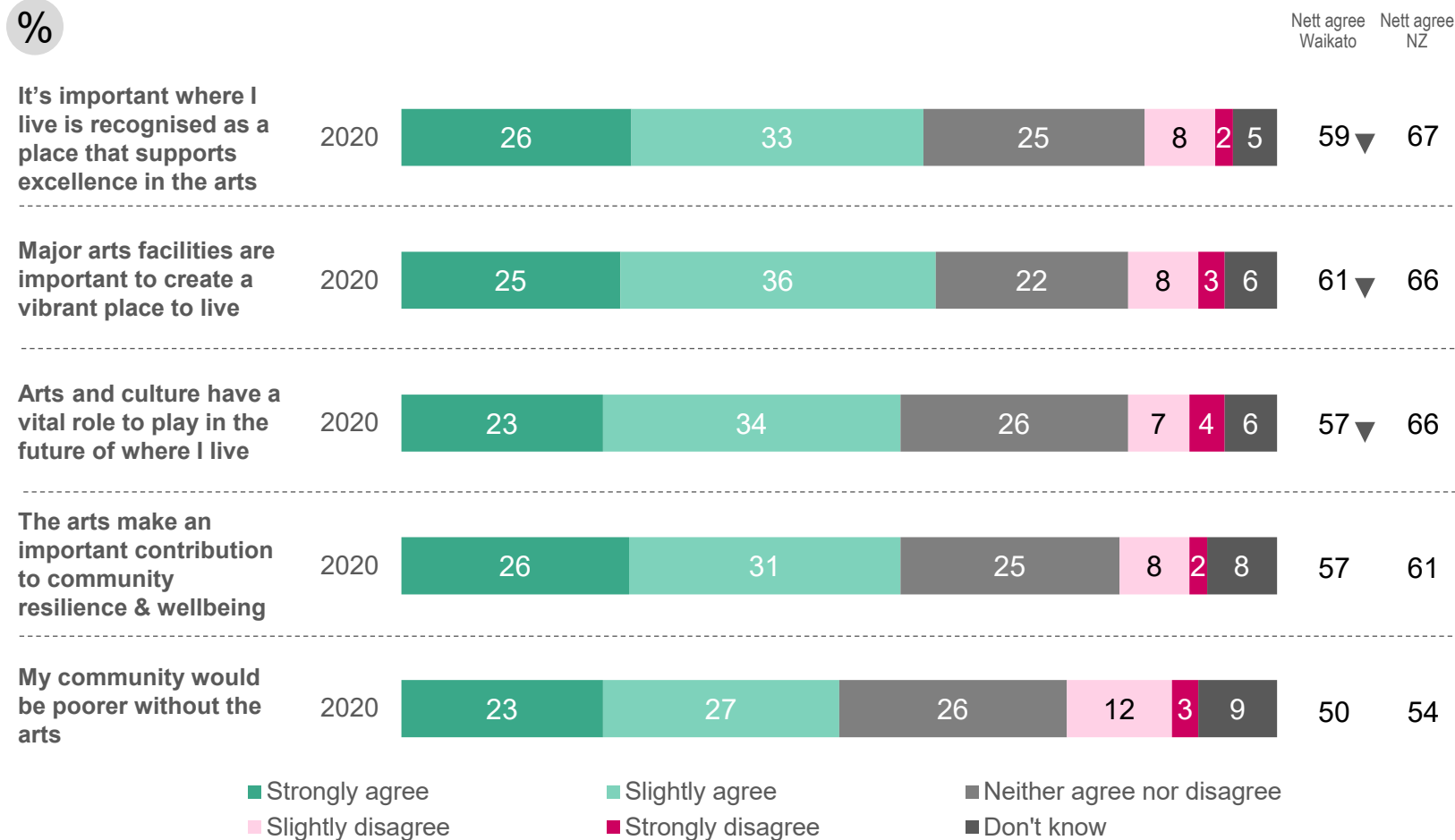
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

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.

Around six in ten Waikato residents feel the arts is important in creating a vibrant place to live, and in their community's future. They also want their community to be recognised as a place that supports the arts. These attitudes are lower than the national average.

Fifty seven percent also feel that the arts benefit communities by contributing to resilience and wellbeing while 50% feel their community would be a poorer place without the arts.

Sub-group differences in Waikato:

At a broad level older people (60+) are more positive than average about the importance of arts in creating communities, while younger people (under 15-39) and Asian New Zealanders are less positive than average.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Waikato residents 2020 (n=543); New Zealand 2020 (n=6263)

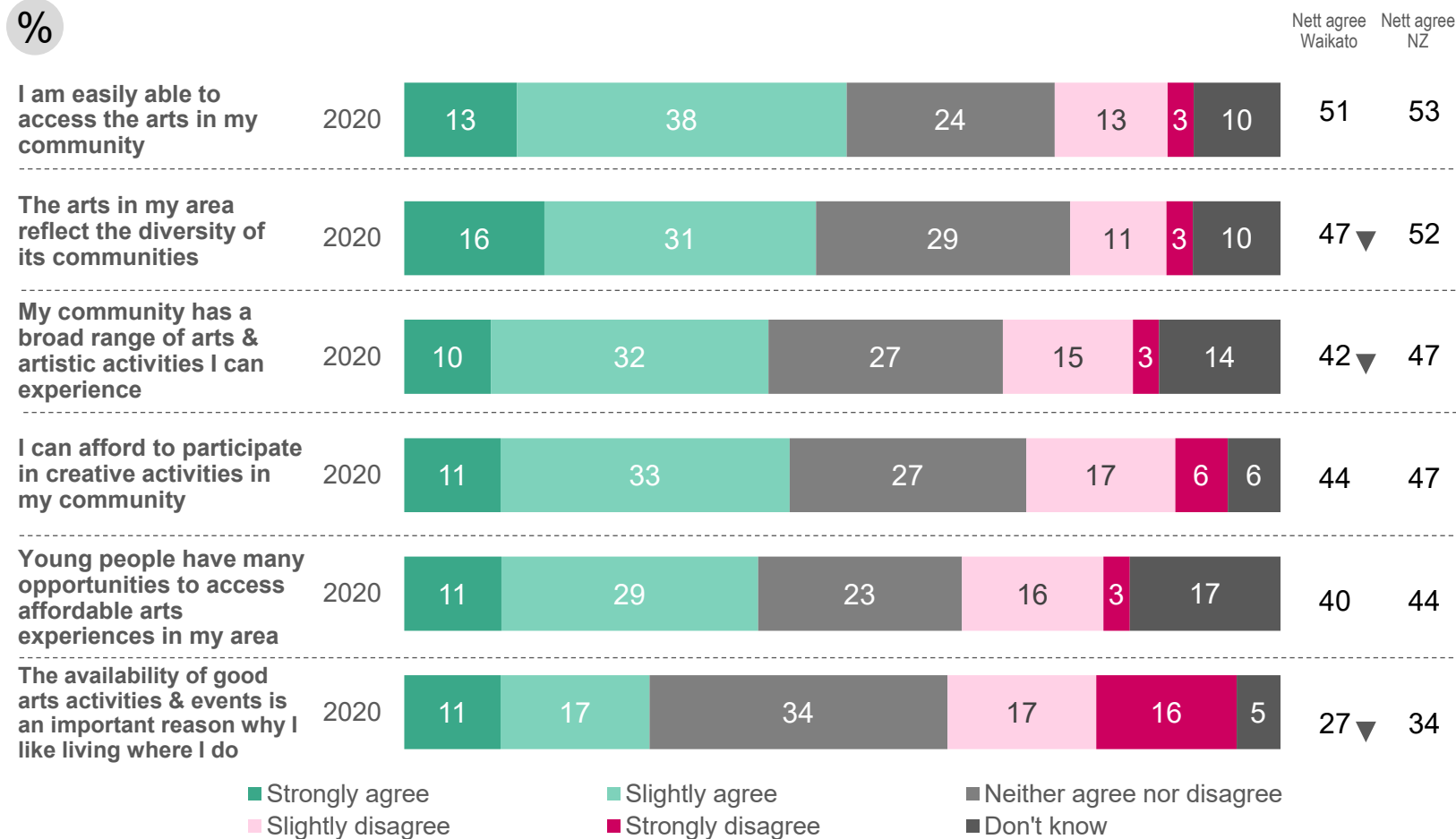
▲▼ = significantly higher / lower than all New Zealanders

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, half of Waikato residents are positive about the extent to which arts in their community are accessible. Less than half feel their community has a broad range of artistic activities they can experience or that they can afford to participate in. Indeed 23% actively disagree that they can afford to participate in creative activities in their community.

The arts aren't super important in terms of place-attachment for Waikato residents. Only 27% agree that the availability of good arts activities and events is an important reason they live where they do. This is lower than the national average.

Sub-group differences in Waikato:

Older people (60+) are generally more positive than average about the extent to which the arts are accessible and inclusive in their community. In contrast younger people (under 40) are typically less positive.

It is worth noting only 43% of those aged 15 to 29 feel children and young people have access to affordable art experiences in their area (compared to 40% on average), albeit this difference is not statistically significant.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Waikato residents 2020 (n=543); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



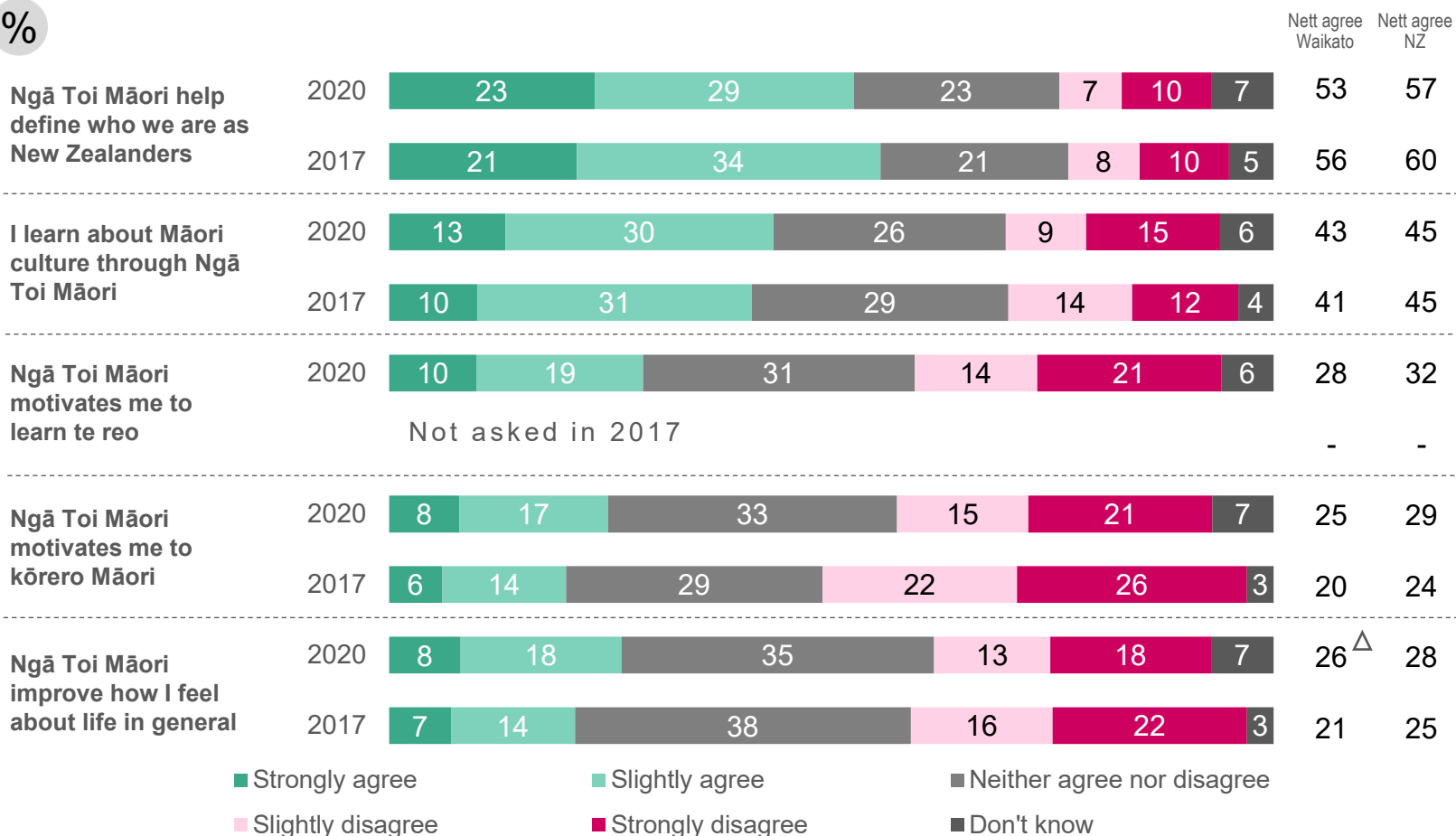
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

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

Waikato residents continue to recognise multiple benefits from Ngā Toi Māori. Fifty three percent say Ngā Toi Māori helps define who we are as New Zealanders, and 43% say they learn about Māori culture through Ngā Toi Māori.

Residents increasingly feel Ngā Toi Māori benefits their wellbeing. Twenty six percent agree it improves how they feel about life (up from 21% in 2017). Ngā Toi Māori also acts as a spur for learning or speaking in te reo for around one in four residents.

Waikato residents' attitudes about Ngā Toi Māori are broadly in line with those of all New Zealanders.

Māori residents hold more favourable attitudes about Ngā Toi Māori than all adults across Waikato. The most notable difference is that 56% of Māori say Ngā Toi Māori motivates them to learn and kōrero te reo, compared to 26% overall.

Finally, 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 Waikato:

Women are generally more positive than men about Ngā Toi Māori. Those aged 30 to 39 are more motivated than average to learn te reo through Ngā Toi Māori, while those aged 50+ are less motivated than average.

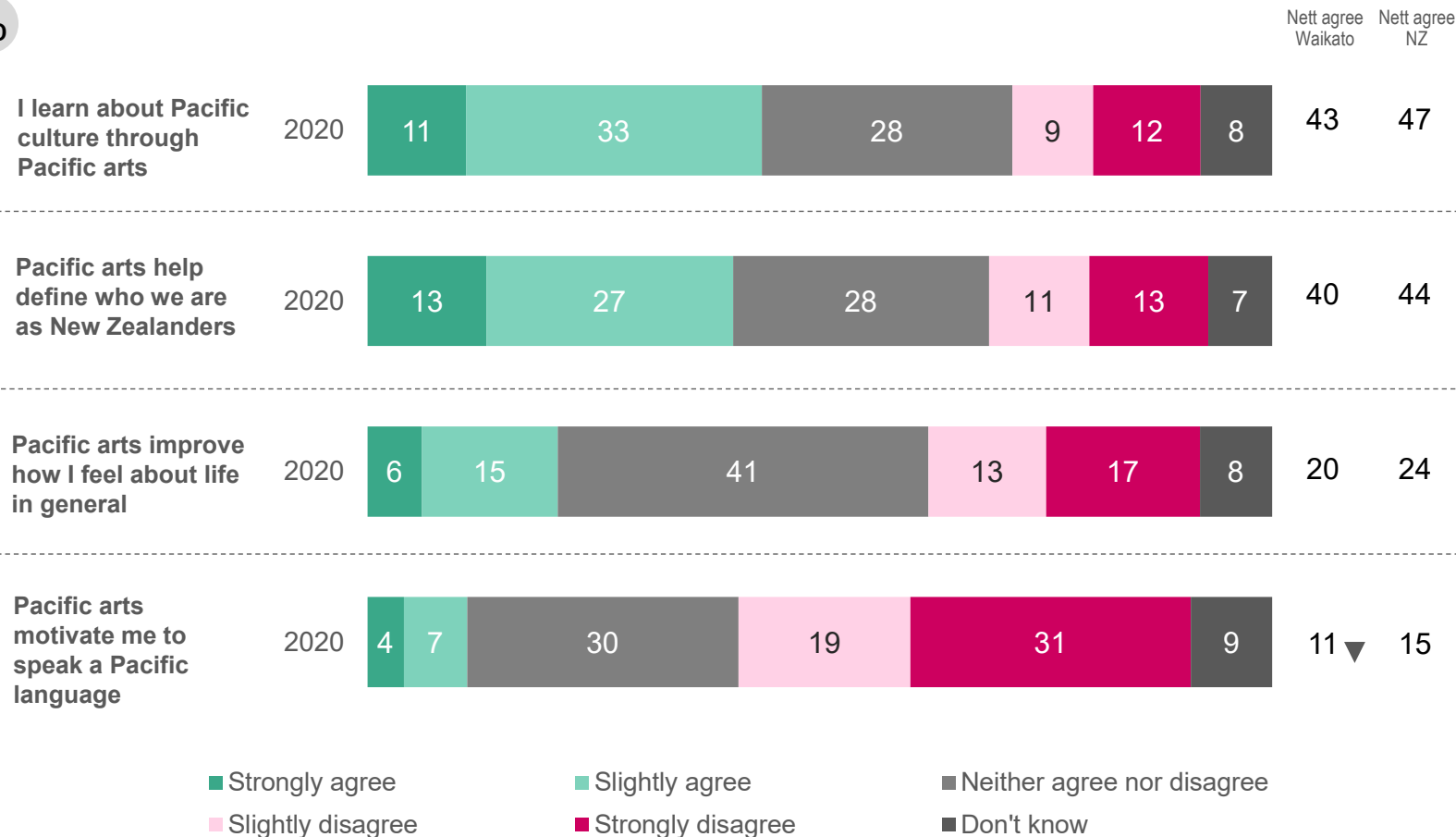
New Zealand Europeans are more likely to disagree with these statements than average.

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

Many Waikato residents also recognise multiple benefits from Pacific arts.

Two in five agree that they learn about Pacific culture through Pacific arts and that it helps define who we are as New Zealanders. More broadly, one in five say Pacific arts improves how they feel about life in general. These attitudes are line with the national averages.

Eleven percent of Waikato residents say Pacific arts motivates them to speak a Pacific language, which is below the national average (15%).

Pacific residents hold more favourable attitudes about Pacific arts than all adults across Waikato. The most notable difference is that 74% of Pacific peoples say Pacific arts are a source of learning about Pacific culture, compared to 43% overall.

Finally, 75% of Pacific peoples say Pacific arts is an important way of connecting with their culture (this attitude is not shown on the chart).

Sub-group differences in Waikato:

Māori (21%) and Asian New Zealanders (20%) are more likely than average (11%) to say Pacific arts motivates them to speak a Pacific language. Māori are also more likely than average to agree that Pacific arts improve how they feel about life (34% vs. 20%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Waikato residents 2020 (n=543); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



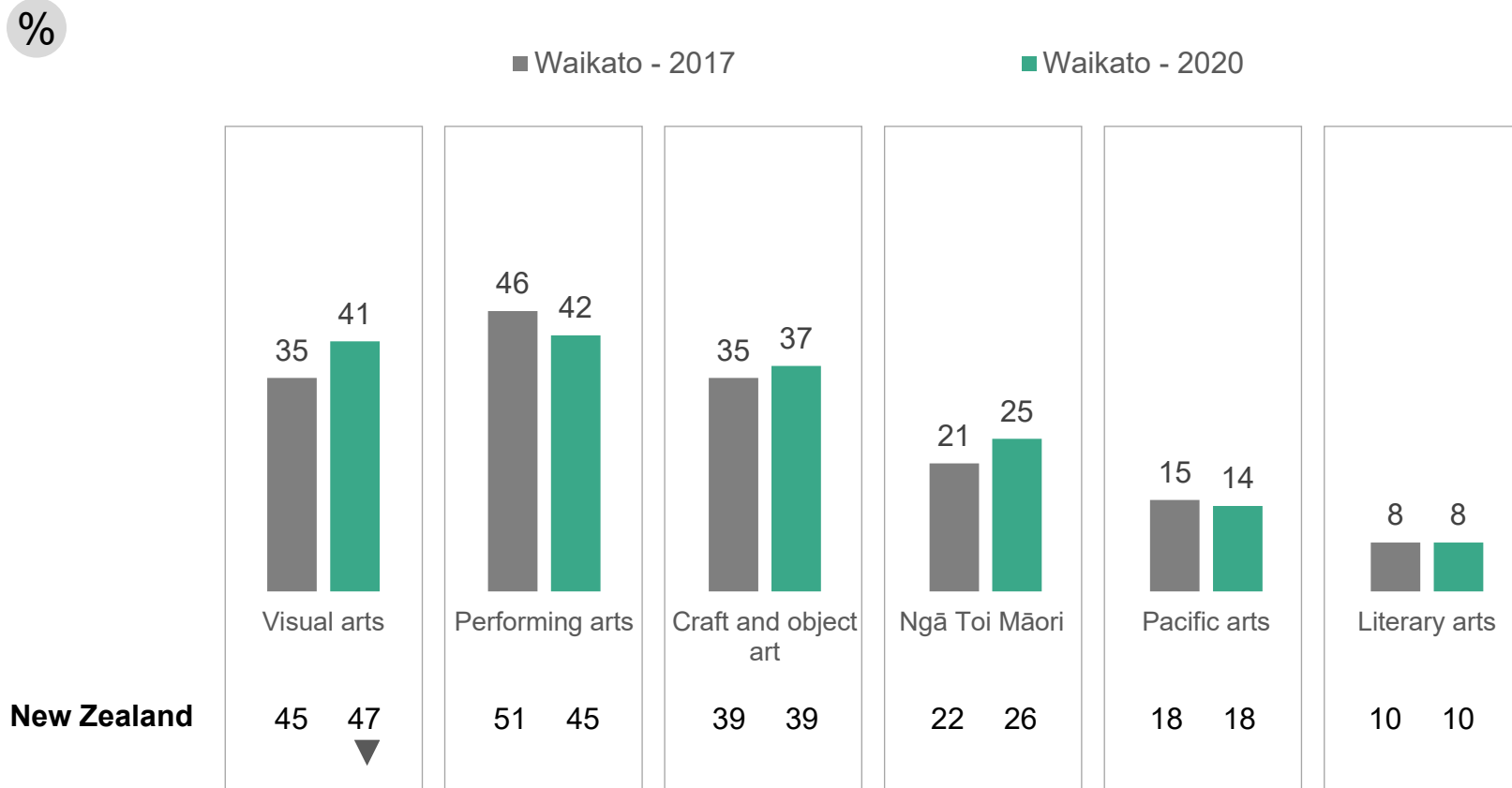
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

The chart shows the proportion of Waikato 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 performing arts (42%) and visual arts (41%). Attendance at visual arts is below the national average but has increased since 2017, albeit the increase is not statistically significant.

Attendance levels at other art forms are in line with the national average.

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

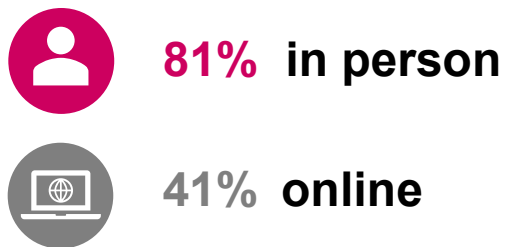
%

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



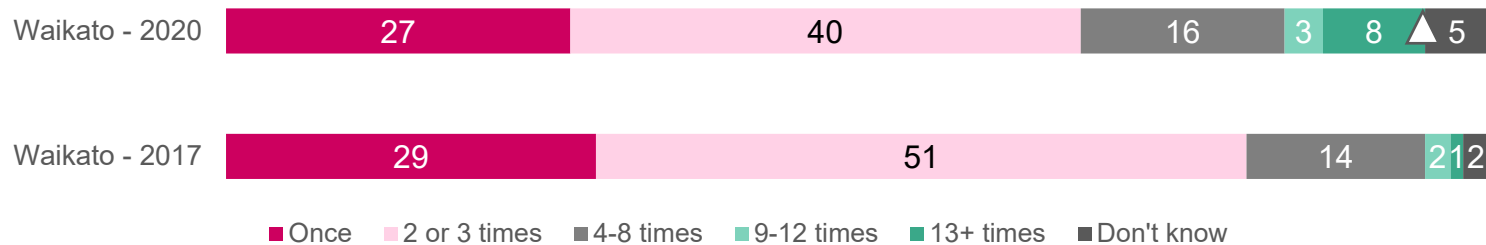
Base: All Waikato residents 2017 (n=513); 2020 (n=543)

Q Did you do this...



Base: All Waikato residents who have attended craft and object arts 2020 (n=205)

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



Base: All Waikato residents who have attended the craft and object arts 2017 (n=179); 2020 (n=205)

COMMENTARY

Thirty seven percent of Waikato residents have attended craft and object art in the last 12 months, in line with 2017.

There has been an increase in frequent attendees (13 or more times in the last 12 months) from 1% in 2017 to 8%.

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

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

Sub-group differences in Waikato:

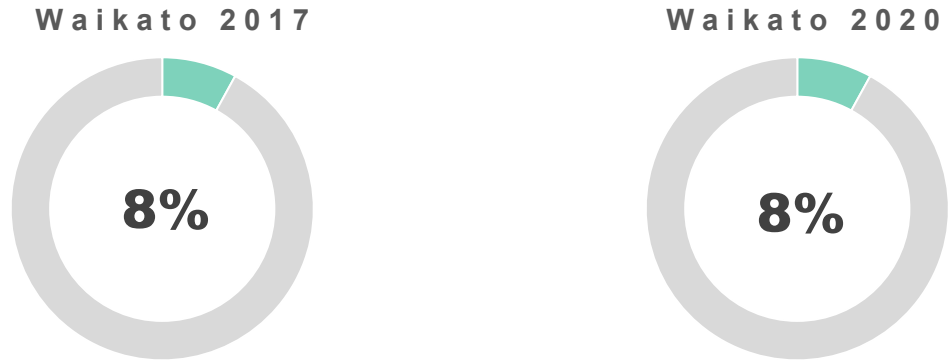
Women (42%), those aged over 70 (55%) and Māori (48%) are more likely to have attended craft and object art than average (37%). In contrast, men (32%) and Asian New Zealanders (22%) are less likely than average to have attended.

Māori attendees are more likely than average to have attended online (62% vs. 41%).

Q

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

%



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

COMMENTARY

As in 2017, 8% of Waikato residents have attended literary arts in the last 12 months.

Due to a relatively low base size (47 respondents), we cannot comment on the frequency with which residents attend literary arts or how they attend.

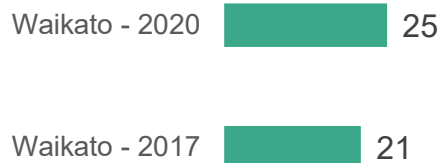
Sub-group differences in Waikato:

Asian New Zealanders (15%) and those aged 30 to 39 (14%) are more likely than average (8%) to attend literary arts.

%

Q

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



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

Q

Did you do this...



82% in person

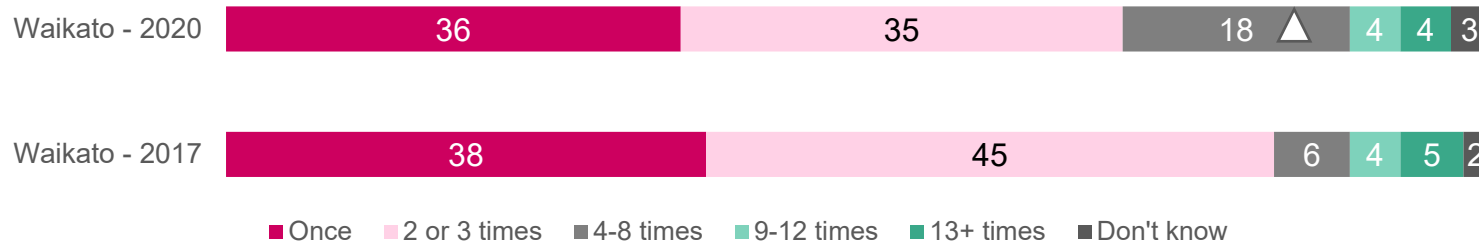


49% online

Base: All Waikato residents who have attended Ngā Toi Māori 2020 (n=147)

Q

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



Base: All Waikato residents who have attended Ngā Toi Māori 2017 (n=109); 2020 (n=147)

COMMENTARY

One quarter of Waikato residents have attended Ngā Toi Māori in the last 12 months. This is broadly consistent with 2017.

Those who are attending are doing so more often than before. Eighteen percent attended between four and eight times in the last 12 months, up from 6% in 2017.

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

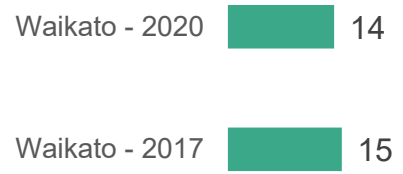
Sub-group differences in Waikato:

Māori are more likely to attend Ngā Toi Māori than average (46% vs. 25%). Those on lower household incomes (up to \$50,000) are less likely to attend than average (17%).

Male attendees are more likely to have been only once (49% vs. 36% on average).

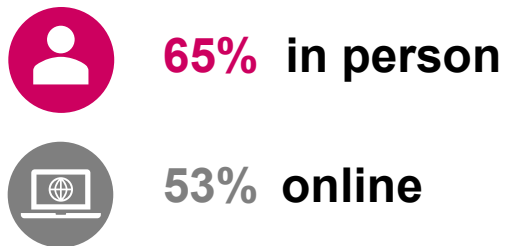
%

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



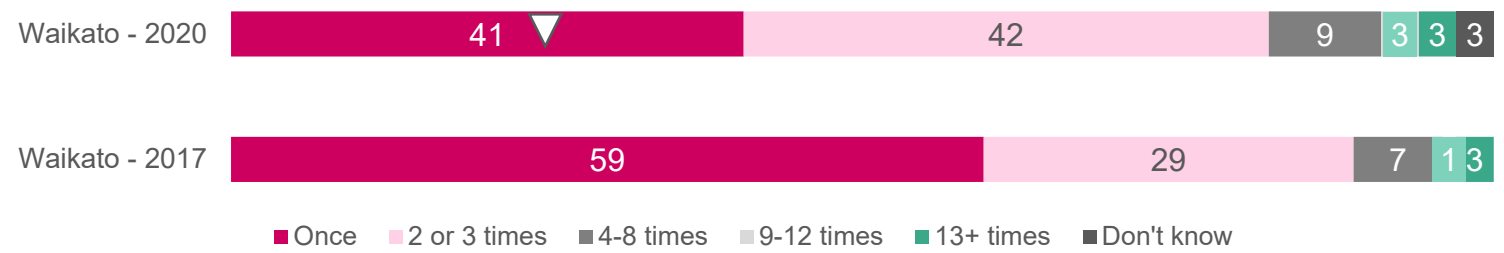
Base: All Waikato residents 2017 (n=513); 2020 (n=543)

Q Did you do this...



Base: All Waikato residents who have attended the Pacific arts 2020 (n=86)

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



Base: All Waikato residents who have attended the Pacific arts 2017 (n=81); 2020 (n=86)

COMMENTARY

Fourteen percent of Waikato residents have attended Pacific arts in the last 12 months, which is in line with 2017.

However, the frequency of attendance has improved since 2017, with over half of those who attend doing so more than once. This compares to less than half in 2017.

Two thirds of those who are attending Pacific arts are typically doing so in person, although around half attend online.

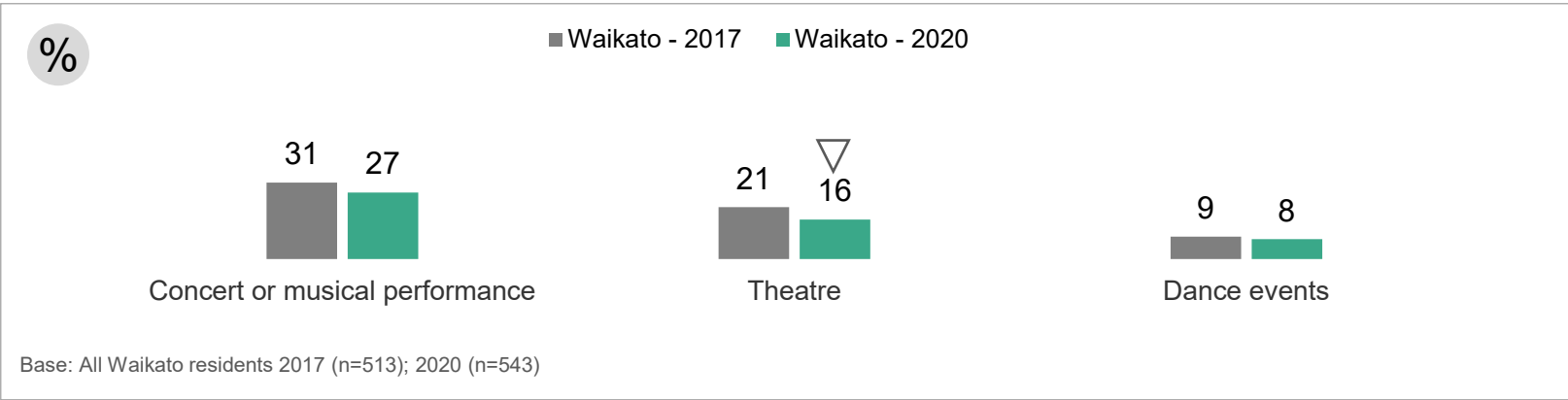
Sub-group differences in Waikato:

Twenty six percent of Pacific peoples have attended Pacific arts, which is higher than the average (14%).

Māori are also more likely than average to attend Pacific arts (26% vs. 14%).

Performing arts attendance

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



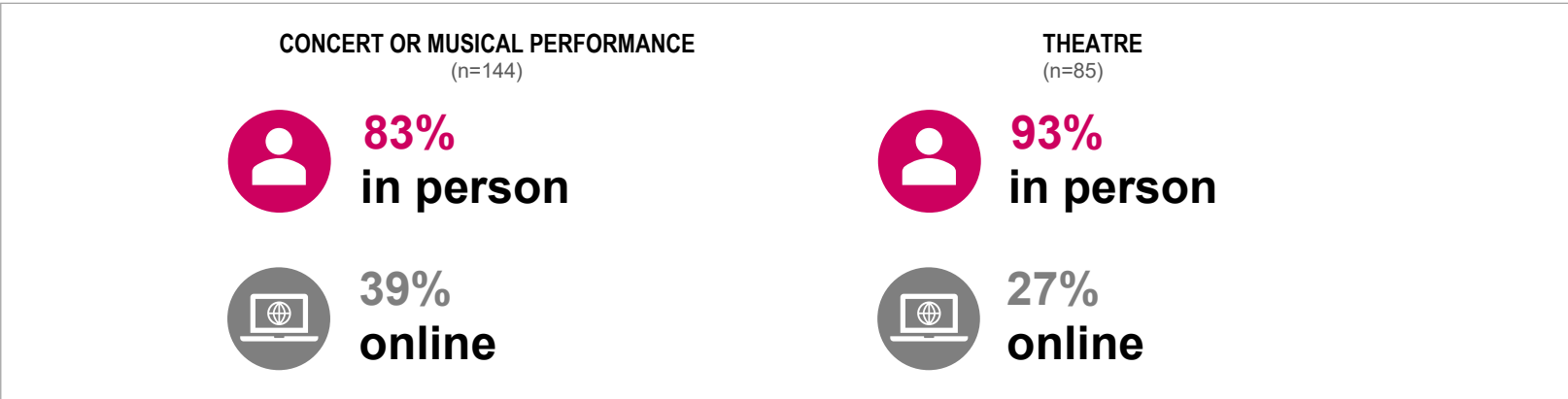
COMMENTARY

Overall 42% of Waikato residents have attended the performing arts in the last 12 months. The chart shows the break down across different types.

Concerts or musical performances remain the most popular type of performing arts. Twenty seven percent of Waikato residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (16%) and dance (8%). Attendance of theatre performances has declined significantly since 2017.

Those people who are attending the performing arts are generally doing so in person. Four in ten attend musical performances online, while three in ten attend theatre shows online. Due to a relatively low base size we cannot comment on the way in which residents attend dance events.

Q Did you do this...



Sub-group differences in Waikato:

Māori are more likely to have attended the performing arts than average (54% vs. 42%). In contrast, those on lower household incomes (up to \$50,000) (31%) are less likely to attend than average.

Māori are also more likely than average to have attended concerts or musical performances (34%), while those on lower household incomes (up to \$50,000) (20%) and Asian New Zealanders (16%) are less likely to do so.

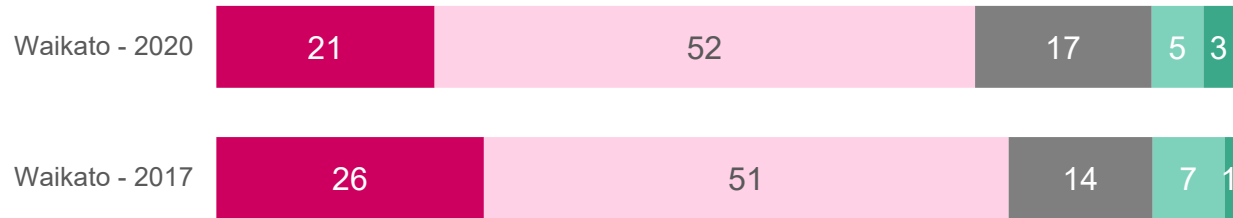
Performing arts attendance

Q

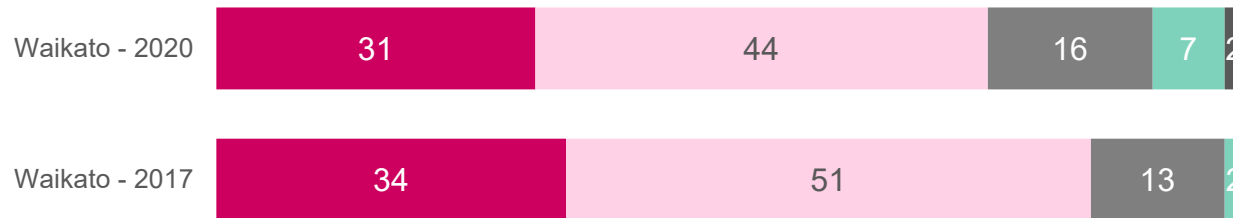
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?

%

Concert or musical performance



Theatre



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

COMMENTARY

Most people who attend concerts or musical performances, and theatre in Waikato do so infrequently i.e. up to three times in the last twelve months.

Those who are attending the theatre are doing so less frequently than in 2017. Due to a relatively low base size (47 respondents) we cannot comment on the frequency with which residents attend dance events.

Sub-group differences in Waikato:

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 Waikato residents 2017 (n=513); 2020 (n=543)

Q

Did you do this...



79% in person

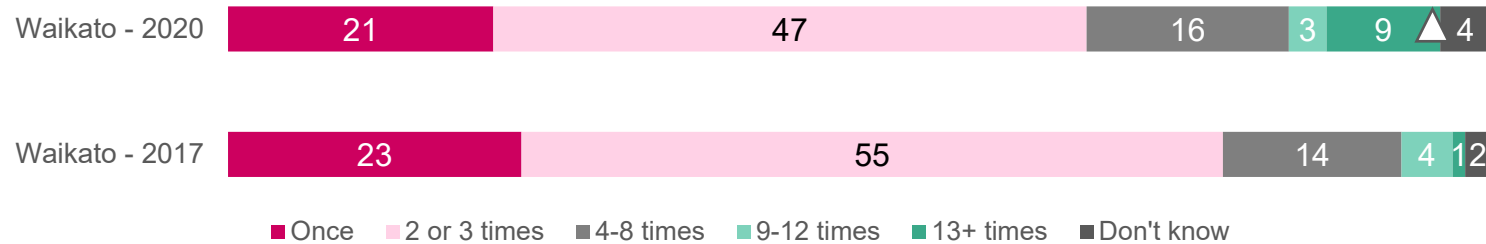


47% online

Base: All Waikato residents who have attended the visual arts 2020 (n=232)

Q

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



Base: All Waikato residents who have attended the visual arts 2017 (n=189); 2020 (n=232)

COMMENTARY

Waikato residents' attendance at visual arts has increased from 35% in 2017 to 41% in 2020, albeit this difference is not statistically significant.

However, the frequency of the most regular attendees has increased significantly from 1% (attending 13 or more times in the last 12 months) to 9% in 2020.

Residents who are attending visual arts are typically doing so in person, but around half attend online.

Sub-group differences in Waikato:

Māori (53%) and those on household incomes between \$80,001 and \$120,000 (51%) are more likely to have attended visual arts than average (41%).

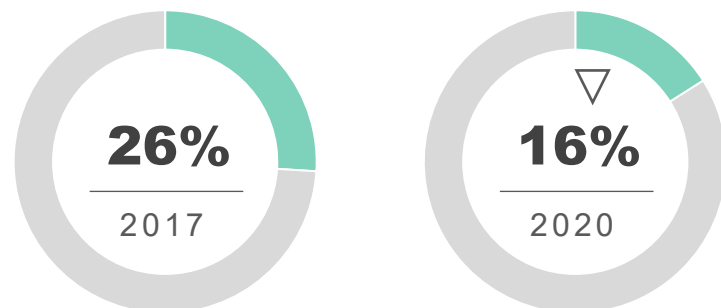
Asian New Zealanders who have attended visual arts are more likely than average to have done so only once in the last 12 months (39% vs. 21%)

Visual arts attendance: impact of film festivals

Q

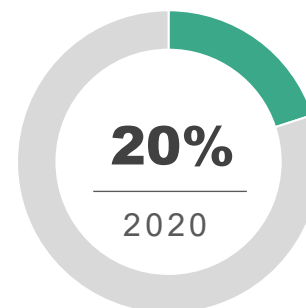
Were film festivals included among the visual arts you have visited in the last 12 months?

Waikato



Base: All Waikato residents who have attended the visual arts 2017 (n=189); 2020 (n=232)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Sixteen percent of Waikato residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 26% in 2017, despite online access to film festivals becoming more readily available. However, attendance remains broadly in line with the national average (20%).

Due to a low base size (41 respondents) we have not provided information on whether people have attended visual arts other than film festivals.

Sub-group differences in Waikato:

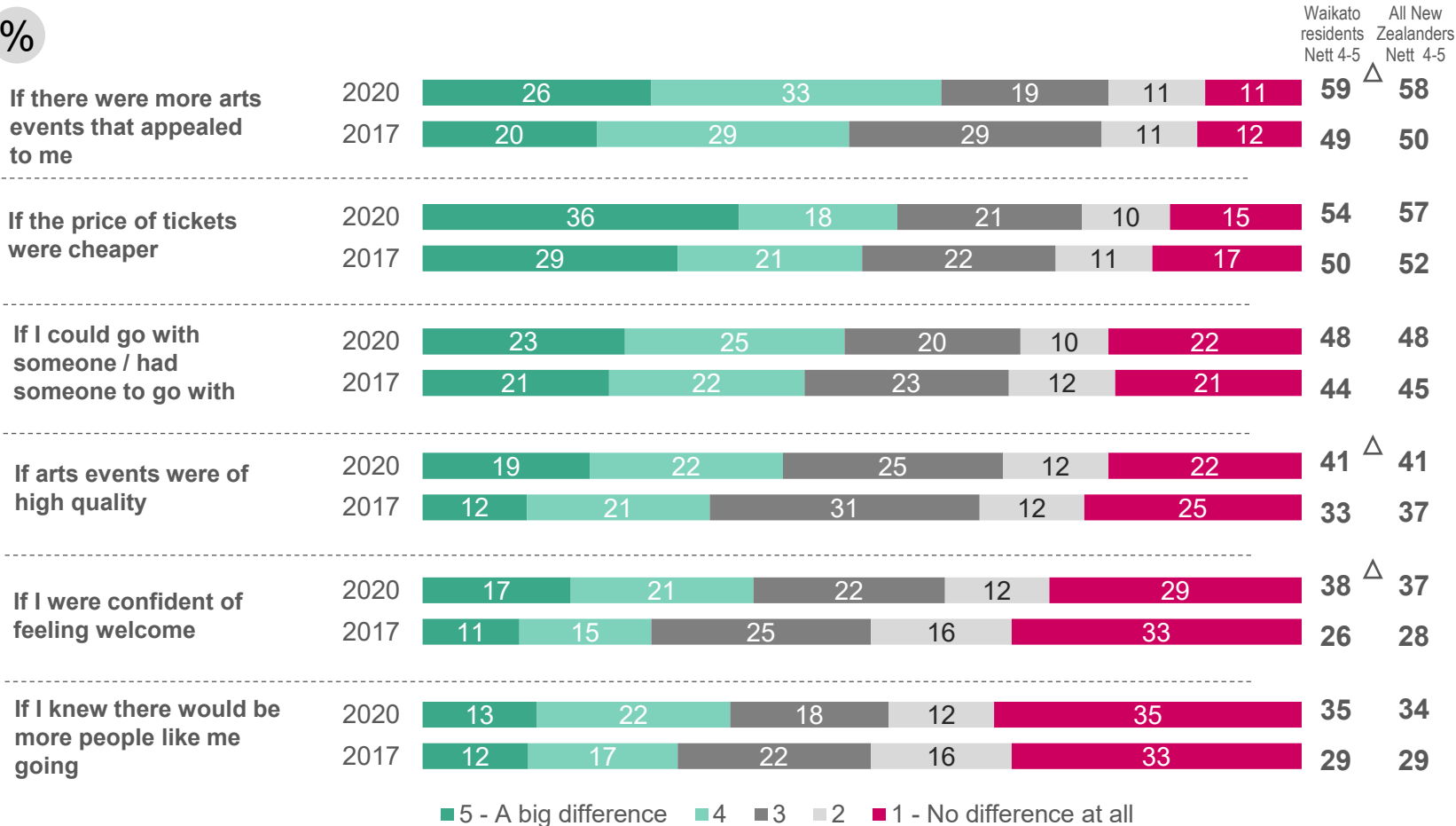
Asian New Zealanders are more likely than average to have attended film festivals in the last 12 months (30% vs. 16%).

Encouraging greater attendance in the arts

Q

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

%



COMMENTARY

Two thirds (67%) of Waikato 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.

Greater diversity of arts events (59%) and cheaper ticket prices (54%) remain the top two factors that influence attendance. There has been a significant increase in those who said more events that appeal to them would improve their attendance (59%, from 49% in 2017).

Perceptions of quality and confidence in feeling welcome have both increased significantly since 2017.

Sub-group differences in Waikato:

Young people (aged 15-39) in particular are seeking peer support. They are more likely than average to say that going with someone would make a big difference to their attendance. This is less of a concern for older people over 60.

There is a gender difference in terms of pricing. Women (60%) are more likely to say lower prices would improve their attendance than men (46%).

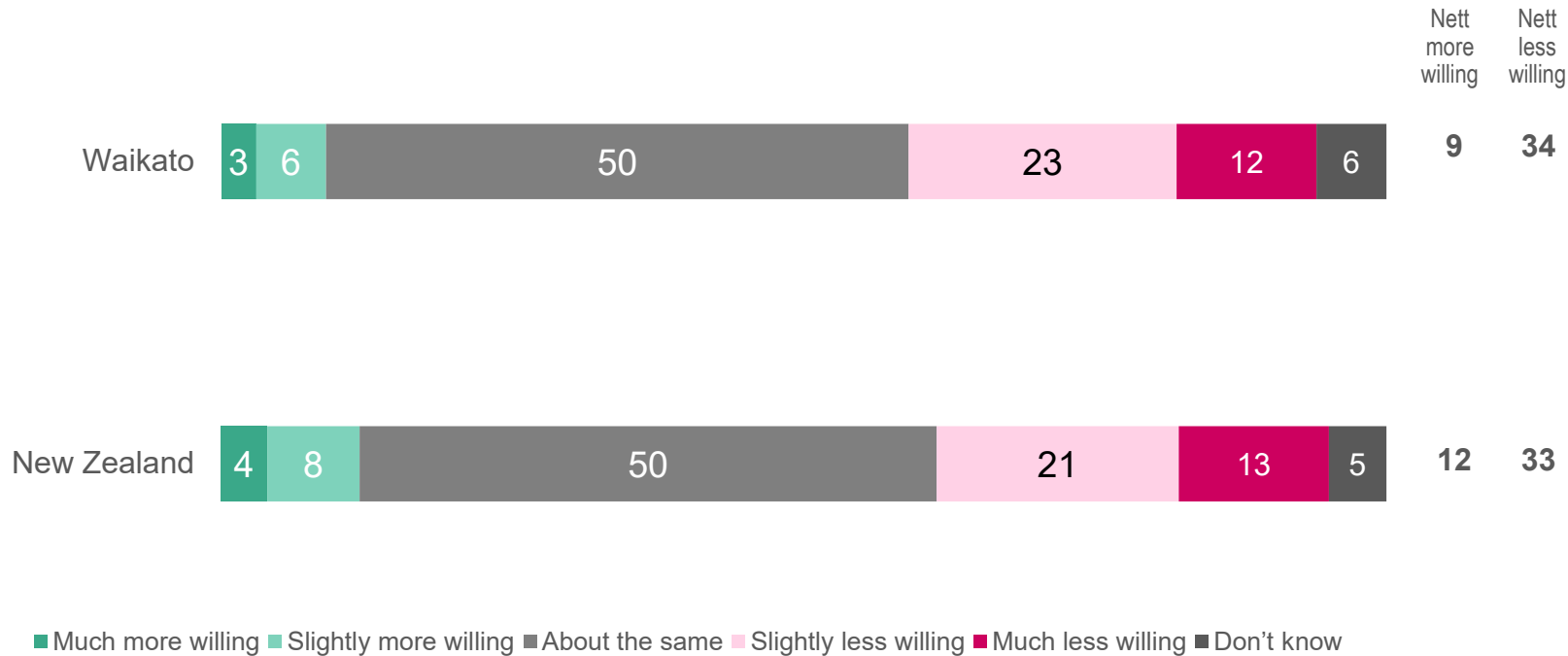
Both men and Asian New Zealanders are more likely than average to say that higher quality events could motivate them to attend.

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

Around one third of Waikato residents (34%) are less willing to physically attend arts events due to COVID-19. This suggests there remains some anxiety around catching the virus while out and about, particularly in large crowds.

On the other hand, 9% are more willing. For this group of people COVID-19 may serve as a reminder to live life to the fullest.

These findings are broadly consistent with the national average.

Sub-group differences in Waikato:

Young people aged 15 to 29 are more likely than average to be more willing to attend the arts in person because of COVID-19 (18% vs. 9%).



PARTICIPATION BY ARTFORM

Participation by art form

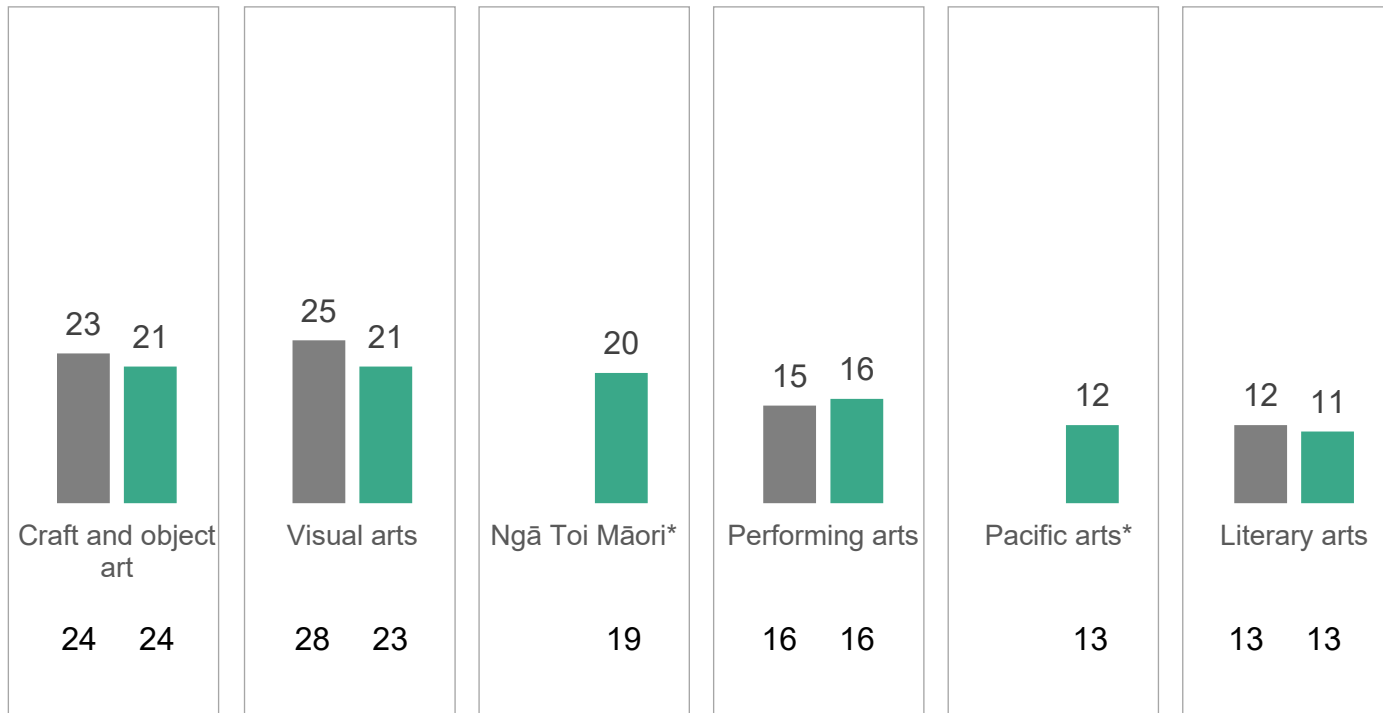
Q

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

%

■ Waikato - 2017

■ Waikato - 2020



COMMENTARY

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

Craft and object arts and visual arts continue to be the most popular art forms to participate in, with one in five participating in these artforms in the last 12 months. 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.

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

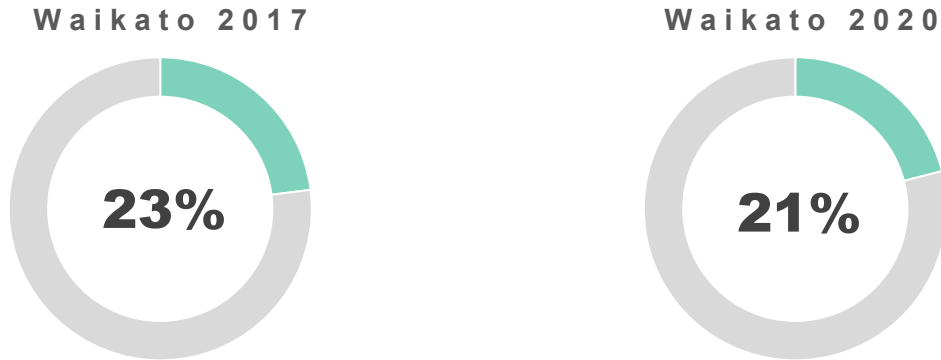
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Craft and object art participation

Q

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

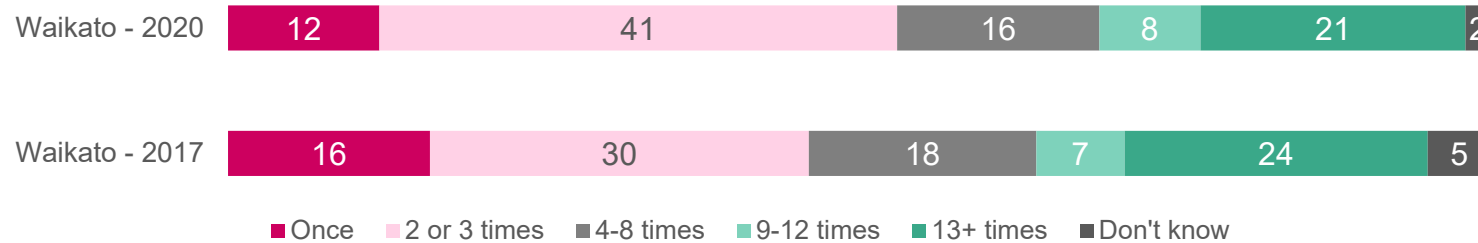
%



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

Q

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



Base: All Waikato residents who have participated in craft and object arts 2017 (n=119); 2020 (n=117)

COMMENTARY

One in five Waikato residents have participated in craft and object art in the last 12 months. This is in line with 2017.

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

Sub-group differences in Waikato:

Women (27%) and Māori (30%) are more likely than average (21%) to participate in craft and object art, while men (15%) and Asian New Zealanders (13%) are less likely to do so.

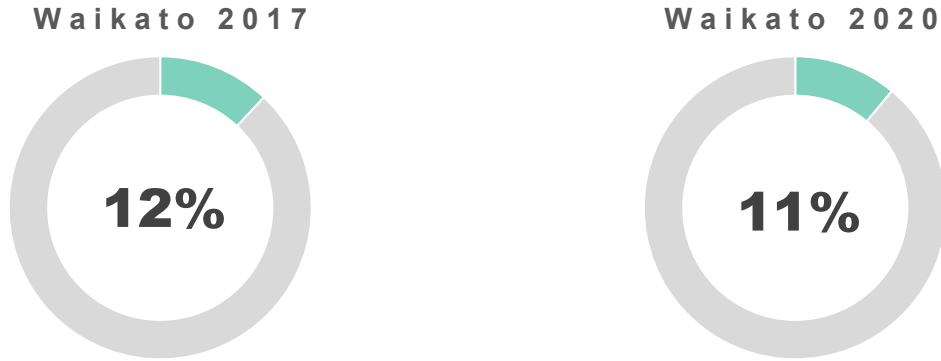
Those women who do participate are more likely than average to have done so more than 12 times (30% vs. 21%).

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?

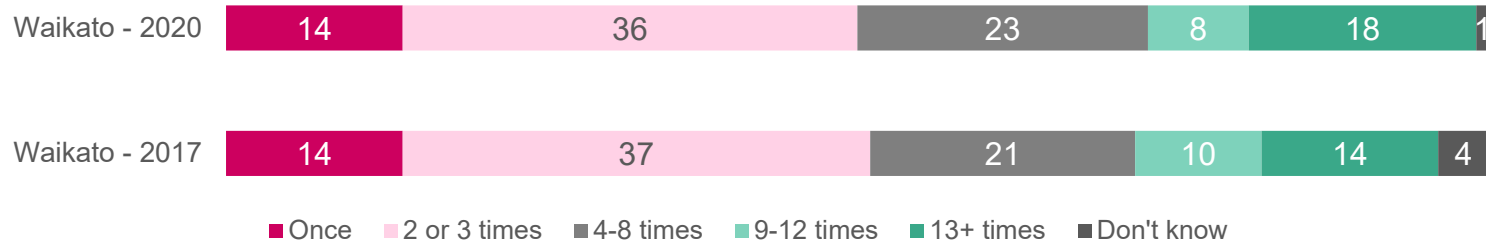
%



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

Q

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



Base: All Waikato residents who have participated in literary arts 2017 (n=61); 2020 (n=66)

COMMENTARY

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

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

Sub-group differences in Waikato:

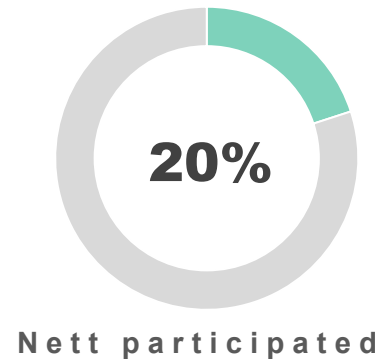
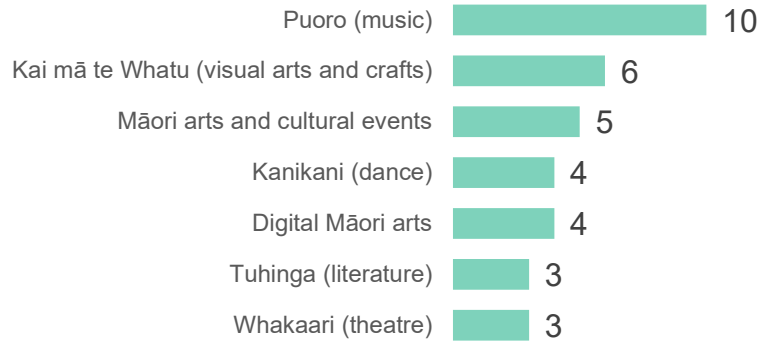
Māori (18%) are more likely to participate in literary arts than average (11%), while men (8%) are less likely to participate.

Ngā Toi Māori participation

Q

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

%



Base: All Waikato residents 2020 (n=543)

Q

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

Waikato - 2020



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

Base: All Waikato residents who have participated in Ngā Toi Māori 2020 (n=121)

COMMENTARY

One in five Waikato residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording, trends are not compared with 2017.

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

Forty six percent of Māori in Waikato have participated in Ngā Toi Māori. Participation isn't limited to Māori, with 16% of New Zealand Europeans having participated.

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

Sub-group differences in Waikato:

The following groups are more likely to have participated in Ngā Toi Māori in the last 12 month than average (20%):

- Pacific peoples (37%)
- People with the lived experience of disability (33%)
- Women (24%).

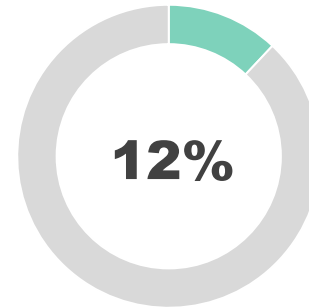
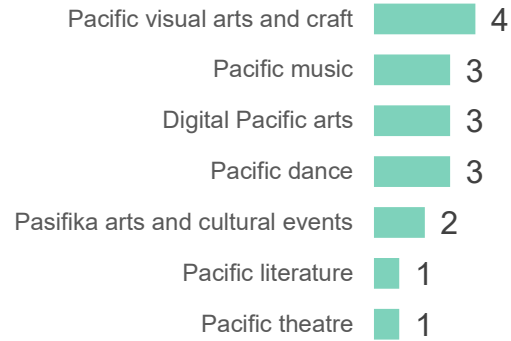
The following groups are less likely to have participated in Ngā Toi Māori in the last 12 months than average (20%):

- New Zealand Europeans (16%)
- Men (15%)
- Those aged 70+ (6%)
- Those on lower household incomes (up to \$50,000) (11%).

Q

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

%



Nett participated

Base: All Waikato residents 2020 (n=543)

Q

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

Waikato - 2020



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

Base: All Waikato residents who have participated in Pacific arts 2020 (n=73)

COMMENTARY

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

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

Fifty three percent of Pacific peoples have attended Pacific arts. Participation is by no means confined to Pacific peoples, with 10% of New Zealand Europeans having participated

Thirteen percent of those who participate do so on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Waikato:

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

- People with the lived experience of disability (26%)
- Asian New Zealanders (20%)
- Māori (19%)
- Young people (aged 15-29) (19%).

New Zealand Europeans (7%), those on lower incomes (up to \$50,000) (6%), and older people (70+) (3%), are less likely than average to have participated.

%

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

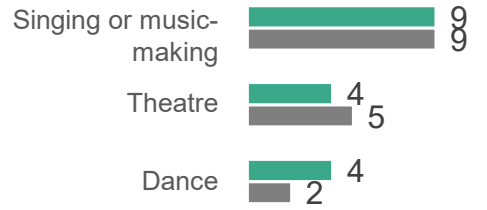
Waikato 2017 Waikato 2020



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

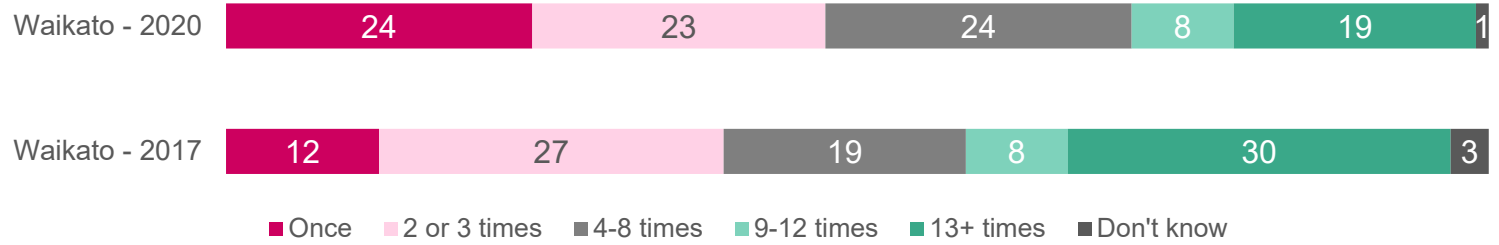
Q *Which of these were you actively involved in?*

■ Waikato - 2020
■ Waikato - 2017



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

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



Base: All Waikato residents who have participated in the performing arts 2017 (n=76); 2020 (n=93)

COMMENTARY

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

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

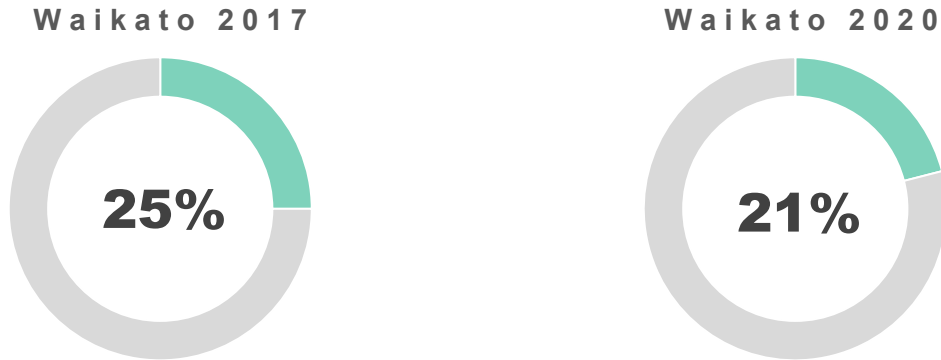
Twenty seven percent take part on a regular basis (at least nine times in the last 12 months). This compares to 38% in 2017, albeit the difference is not statistically significant.

Sub-group differences in Waikato:

Asian New Zealanders (25%) and young people (aged 15-29) (24%) are more likely than average (16%) to participate in the performing arts. New Zealand Europeans (13%) are less likely than average to do so.

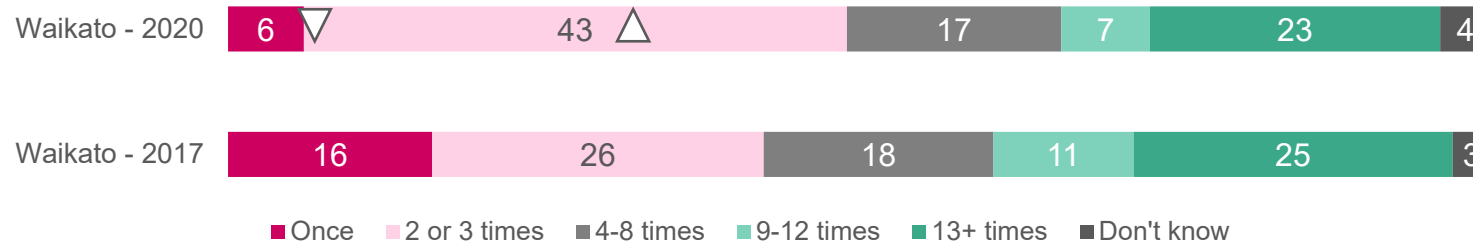
Q Have you created any visual artworks in the last 12 months?

%



Base: All Waikato residents 2017 (n=513); 2020 (n=543)

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



Base: All Waikato residents who have participated in the visual arts 2017 (n=123); 2020 (n=118)

COMMENTARY

One in five Waikato residents have participated in the visual arts in the last 12 months. Participation in the visual arts in the last 12 months is broadly in line with 2017.

There has been a slight increase in the frequency with which people are participating in the visual arts. The proportion of participants who only took part once has declined from 16% to 6%.

Sub-group differences in Waikato:

Māori (34%) and women (28%) are more likely than average to participate in the visual arts, while men are less likely than average (21%).

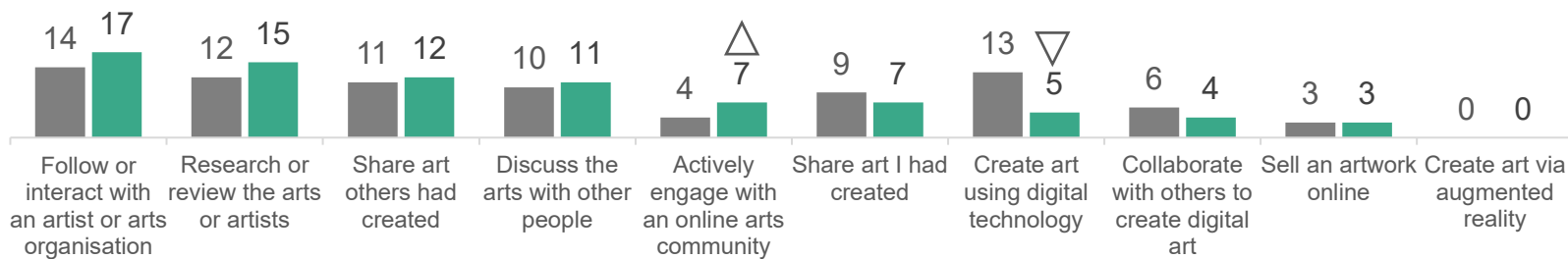
Use of digital technology for arts activities

Q

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

%

■ Waikato - 2017 ■ Waikato - 2020



COMMENTARY

Digital technology continue to enable Waikato residents to engage with the arts. Thirty eight percent have used digital technology for arts activities. This is in line with 2017 (39%).

The most popular activities remain following or interacting with an artist or arts organisation (17%) and researching or reviewing the arts or artists (15%).

There are now more Waikato residents who are engaging with an online arts community (7%, up from 4% in 2017). However, there has been a drop in participation in creating art using digital technology from 13% to 5%.

Sub-group differences in Waikato:

Women are more likely than average to engage with the arts through digital technology (44% vs. 38%), while men are less likely to (31%). In particular women are more likely to follow or interact with an artist or arts organisation, discuss the arts with other people, and share art others have created.

Māori are also more likely to engage with the arts through digital technology than average (48% vs. 38%).

In addition, Pacific peoples are more likely than average to collaborate with others to create digital. People with the lived experience of disability are also more likely than average to collaborate with others, actively engage with an online arts community and sell an artwork online.

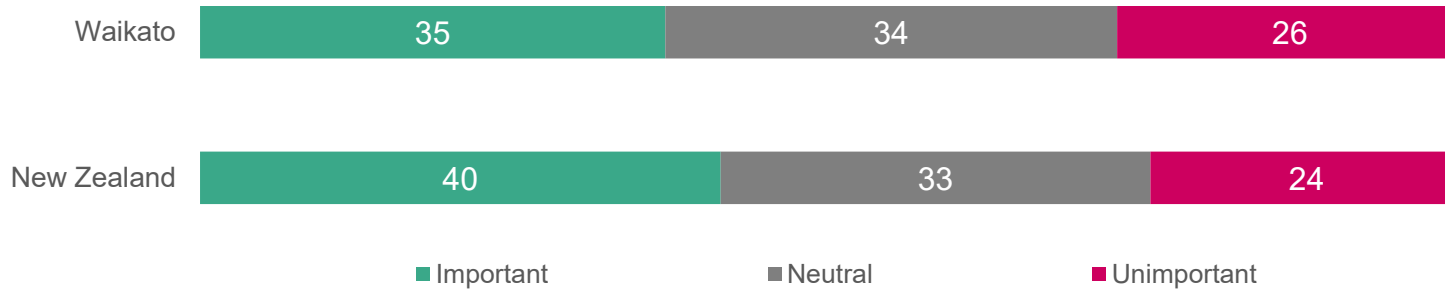


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

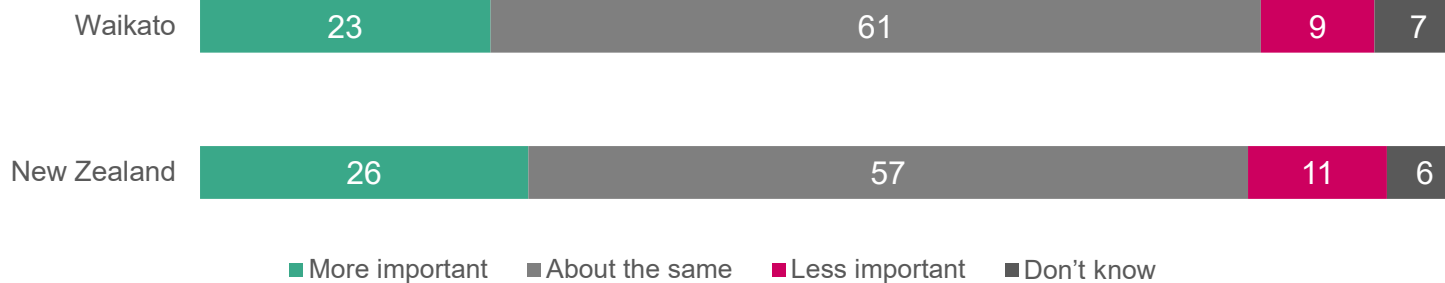
Importance of the arts to wellbeing

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 five percent of Waikato residents view the arts as important to their personal wellbeing. This is higher than the average for all New Zealanders (40%), albeit this difference is not statistically significant.

Though COVID-19 has not affected the importance of the arts for the majority of Waikato residents, 23% say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand. Nine percent say it is less important. This is line with all New Zealanders.

Sub-group differences in Waikato:

Women are more likely than average to say that the arts are important to their personal wellbeing (41% vs. 35%).

Reasons why the arts is important for personal wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Thirty five percent of Waikato 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 enjoyment, as well as providing a source of relaxation and self-expression. Some respondents mentioned the benefits of the arts for their emotional wellbeing.

Quotes

It is a part of who I am. I can express myself with confidence when dealing with the arts. It helps me break out of the confinement of life.

Woman, 18-29, NZ European, Waikato

Our art and tikanga is part of my identity, I live and breathe it, I teach it. It's how we tell our stories. I'm attracted to all indigenous art which also gives me an appreciation for any art, whether I like it or not. Creativity and the chance to be creative is food for the soul.

Woman, 40-49, NZ European, Māori, Waikato

It enables me to reflect, relax, contemplate, and learn.

Man, 60-69, NZ European, Māori, Waikato

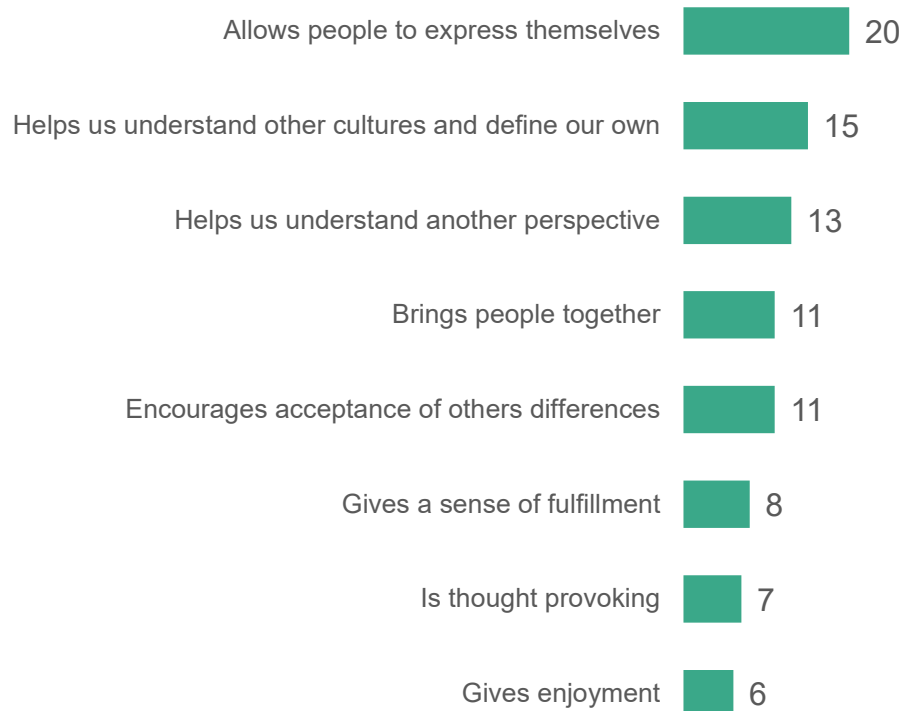
Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

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

Key themes include self-expression, intercultural understanding, broadening one's perspective and uniting one another.

Quotes

It shows us different cultures and helps build confidence and show other countries what our country represents. I love participating in different things.

Woman, 15-17, Māori, Pacific peoples, Waikato

It can provide a connection to our culture & identity. It also allows us to see or experience others' perspective or life view.

Woman, 40-49, NZ European, Māori, Waikato

Gives a good feeling listening to a quality piece of music or appreciating a fine piece of handmade glass, pottery or painting especially one that is unique to NZ.

Man, 70+, NZ European, Waikato



IMPACT OF COVID-19

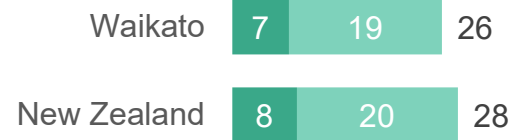
Q How much do you agree or disagree with the following?

%

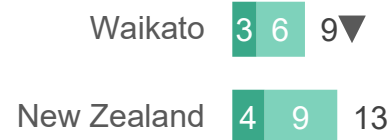
Arts and culture have supported my wellbeing during the COVID-19 crisis



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



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



■ Strongly agree ■ Slightly agree

COMMENTARY

Twenty seven percent of residents say the arts helped maintain their wellbeing during COVID-19. The pandemic has also encouraged people to watch more activities online since the March lockdown (26%). This is broadly in line with New Zealanders overall.

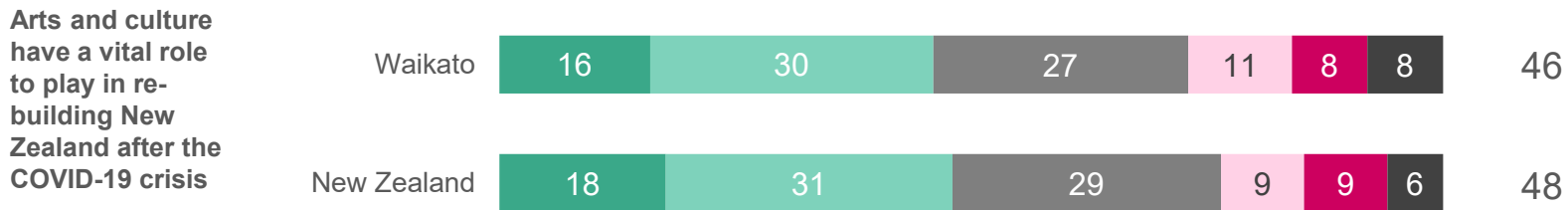
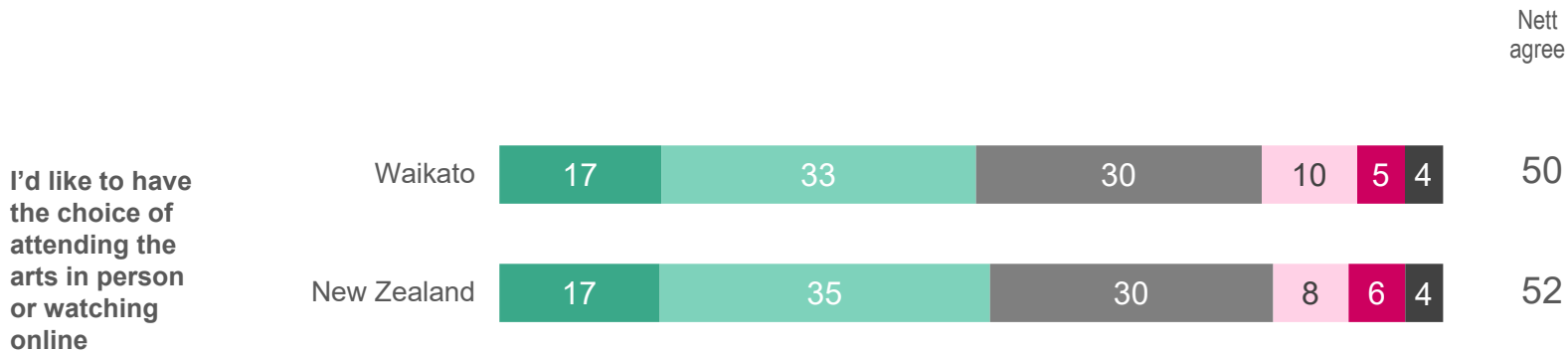
Finally, the pandemic has even motivated some to engage in new cultural activities (9%), although this is below the national average (13%).

Sub-group differences in Waikato:

Māori are more likely than average to agree that the arts and culture supported their wellbeing during the COVID-19 pandemic (38% vs. 27%).

They are also more likely than average to have engaged in new arts and culture activities because of COVID-19 (14% vs. 9%).

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



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

COMMENTARY

There is a desire to retain online access to the arts which has become more widely available due to the COVID-19 pandemic. Fifty percent of Waikato residents would like the choice of attending the arts in person, or watching them online.

Just under half of residents agree that arts and culture have a significant part to play in New Zealand's COVID-19 recovery.

Waikato residents attitudes are consistent with the attitudes of New Zealanders overall.

Sub-group differences in Waikato:

There are no sub-group differences of note.



FOR FURTHER INFORMATION PLEASE CONTACT

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