

NZERS ARTS AND THE KO AOTEAROA ME ŌNA TOI

ACROSS THE REGIONS



ARTS ENGAGEMENT AND ATTITUDES VARY ACROSS THE REGIONS, FOR EXAMPLE:

NORTHLAND

Forty-two percent of Northlanders agree that the arts are part of their everyday life – that's 10% more than in 2017 (32%).

TARANAKI

Thirty-five percent of Taranaki residents attend more than 10 times a year – that's higher than in 2017 (21%), and higher than the national average (24%).

SOUTHLAND

Nearly a fifth more of Southlanders agree that their local council should give money to support the arts (62%) than they did in 2017 (44%).



BAY OF PLENTY

Fewer people from the Bay of Plenty are likely to agree that the arts are only for certain types of people (36%) than they did in 2017 (41%).

HAWKE'S BAY

A third of Hawke's Bay residents (33%) have attended ngā toi Māori events and activities in the past 12 months, higher than the national average (26%).

CANTERBURY

Two-thirds of Canterbury residents (66%) agree that the arts help define who we are as New Zealanders – that's 20% more than in 2017 (46%).

ENGAGEMENT AND ATTITUDES VARY ACROSS THE REGIONS, SHOWING THE DIFFERENT WAYS WE APPROACH THE ARTS

This one-page summary highlights key findings from 2020 research on attitudes, attendance and participation in the arts by adults (aged 15+) living in different parts of New Zealand.

As part of the 2020 survey, Colmar Brunton has collated regional reports for 12 parts of the country:

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Taranaki
- Hawke's Bay
- Manawatū-Whanganui
- Wellington Region
- Nelson, Tasman and Marlborough
- Canterbury
- Otago
- Southland

Sample sizes were too small, and margins of error too high, to produce reliable regional reports for the West Coast and Te Tairāwhiti.

Reports for five cities have also been prepared – Auckland, Tauranga, Palmerston North, Wellington and Dunedin – with support from those cities' local councils.

Overall engagement (attendance and participation) in the regions broadly mirrored the New Zealand average of 75%. Four regions experienced significant drops on 2017 engagement levels: Auckland (↓5% on 2017); Wellington (↓6%); Nelson, Tasman and Marlborough (↓8%); Otago (↓12%).

Despite Wellington Region's overall engagement level dropping by 6% on 2017, it was the only region to sit significantly higher than the national average (80% compared to 75%).

Attendance

In most regions, attendance is on par with New Zealand as a whole (68%); only the Wellington Region shows significantly higher attendance levels than the national average (73% compared to 68%).

No regions experienced significant increases on their 2017 attendance levels, and four regions experienced significant declines: Auckland (↓6%); Nelson, Tasman and Marlborough (↓11%); Canterbury (↓9%); and Otago (↓13%).

In terms of artforms, there are a number of shifts at a regional level. For example, Otago saw significant decreases in attendance for visual arts (↓11%), performing arts (↓10%) and craft/object art (↓14%). Attendance for ngā toi Māori grew significantly in: Auckland (↑3%); Bay of Plenty (↑8%); Taranaki (↑11%); and Nelson, Tasman and Marlborough (↑13%).

Frequency of attendance also varies by region. More people didn't attend arts events or locations in 2020 compared to 2017 in: Auckland (↑6%); Nelson, Tasman

and Marlborough (↑11%); Canterbury (↑9%); and Otago (↑13%). At the other end of the scale, people attending or visiting 11 or more arts events or locations grew significantly in the Bay of Plenty (↑7%) and in Taranaki (↑14%).

Participation

As with attendance, regional participation is broadly similar to Aotearoa as a whole – no regions showed a significant difference to the national average of 52%, and only the Wellington Region showed a significant drop on 2017, down to 55% (↓8%).

There's much less variation between regions in terms of artform participation compared to artform attendance. Auckland saw significant decreases in participation for visual arts (↓6%) and literary arts (↓3%) compared to 2017.

In relation to all of New Zealand, craft/object art participation was significantly higher in Manawatū-Whanganui (30% compared to the national average of 24%), and Pacific arts participation was significantly higher in Auckland (17% compared to the national average of 13%).

Attitudes

Like attendance and participation, New Zealanders' attitudes towards the arts vary region by region. For example, in the Waikato region, fewer people are likely to agree that their community has a broad range of arts and artistic activities they can experience (42% agree compared to the national average of 47%). For Nelson, Tasman and Marlborough, it's the opposite (56% agree compared to 47% nationally).

Agreement with local councils giving money to support the arts has grown significantly on 2017 levels in: Northland (↑11%); Auckland (↑5%); Waikato (↑13%); Bay of Plenty (↑7%); and Southland (↑18%).

In terms of arts and culture having a vital role to play in the future of where people live, there's significantly more agreement with this in the Wellington Region (74%) and in Canterbury (70%) than the national average (66%). There's less agreement in Waikato (57%), Manawatū-Whanganui (60%), and Nelson, Tasman and Marlborough (55%).

COVID-19 and digital access

Some places were more likely than the national average (31%) to agree that the arts and culture have supported their wellbeing during COVID-19. These are residents from: Wellington Region (37%) and Wellington City (42%); and Dunedin City (40%) and Otago Region (37%).

Again, people in Dunedin City (36%) and Wellington City (37%) were more likely to have watched more arts and culture activities online since the March 2020 lockdown, compared to the national average (28%).

Where to find more information

Find out more about perspectives from around Aotearoa in the full regional and city reports on Creative New Zealand's website:

www.creativenz.govt.nz/nzersandthearts

Image: Murihiku Polyfest 2019, Ten Year Anniversary. Photography courtesy of Miharo Polyfest.