

Survey findings for Tauranga 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 Tauranga. 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.



202

ONLINE INTERVIEWS

With adults aged 15+ living in Tauranga



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. This has also allowed local councils, such as Tauranga City Council, to purchase additional sample, so they can better understand arts engagement in their own area.

SAMPLING

In order to achieve a representative sample of residents in Tauranga, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Tauranga 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 202 respondents the margin of error is up to +/- 6.9 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Tauranga 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 Tauranga 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

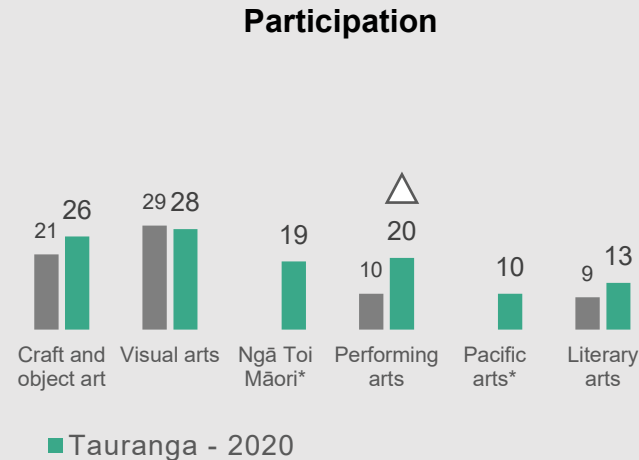
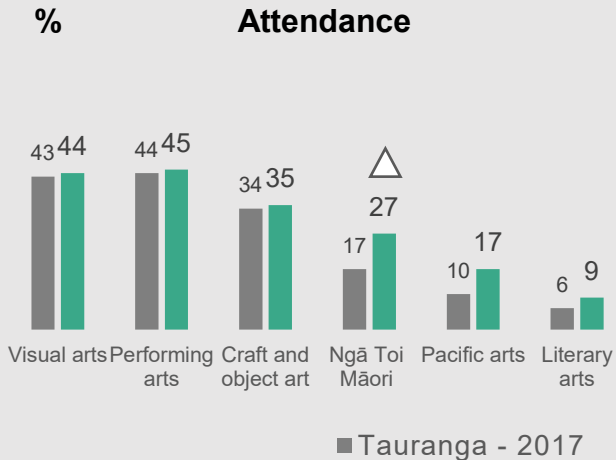
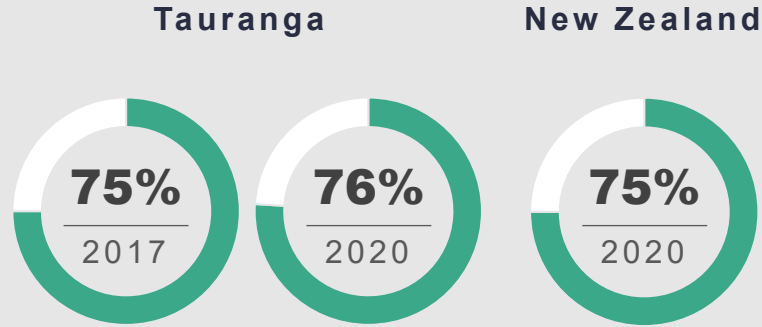


SUMMARY

TAURANGA'S ENGAGEMENT WITH THE ARTS

Seventy six percent of Tauranga residents have attended or participated in the arts in the last 12 months.

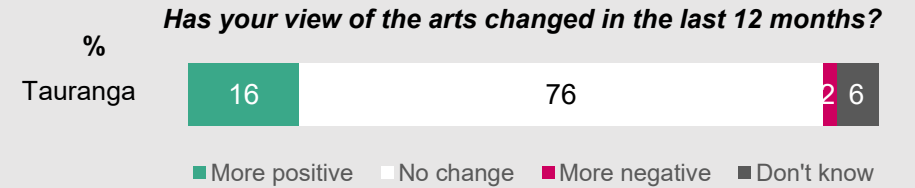
This is consistent with 2017 and the national average. Positively, Tauranga, has not experienced the same decline in engagement seen across New Zealand overall from 80% in 2017 to 75% in 2020. While Tauranga residents' overall attendance and participation in the arts is in line with 2017, their attendance of Ngā Toi Māori increased as did their participation in the performing arts.



△▽ = significantly higher / lower than 2017

TAURANGA'S RELATIONSHIP WITH THE ARTS

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



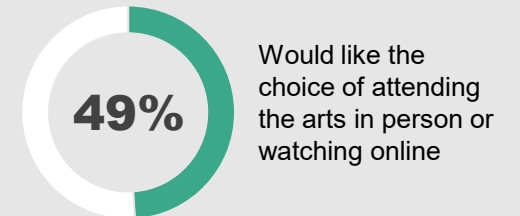
2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits



3 Which has led to increased support for public funding of the arts by the City Council



4 As well as demand for greater accessibility





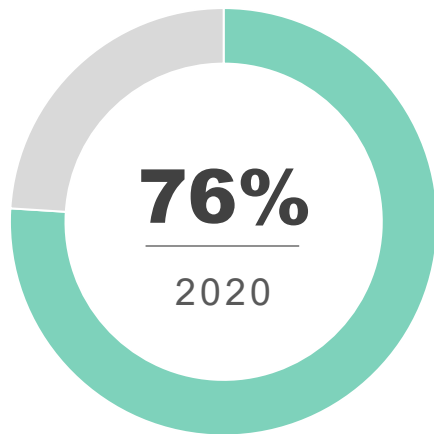
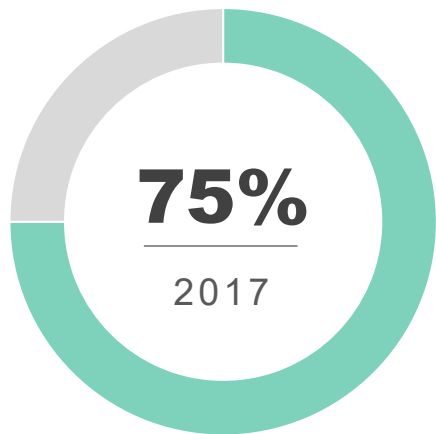
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

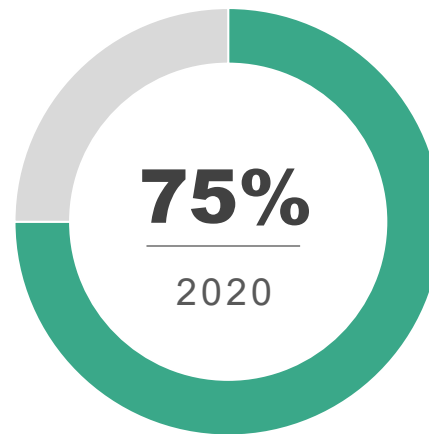
Q

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*

Tauranga



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 six percent of Tauranga residents have engaged with the arts in the last 12 months. This is in line with 2017 and the national average.

Positively, Tauranga has not experienced the same decline in engagement in the arts that has been experienced across New Zealand (from 80% in 2017 to 75% in 2020).

Sub-group differences in Tauranga:

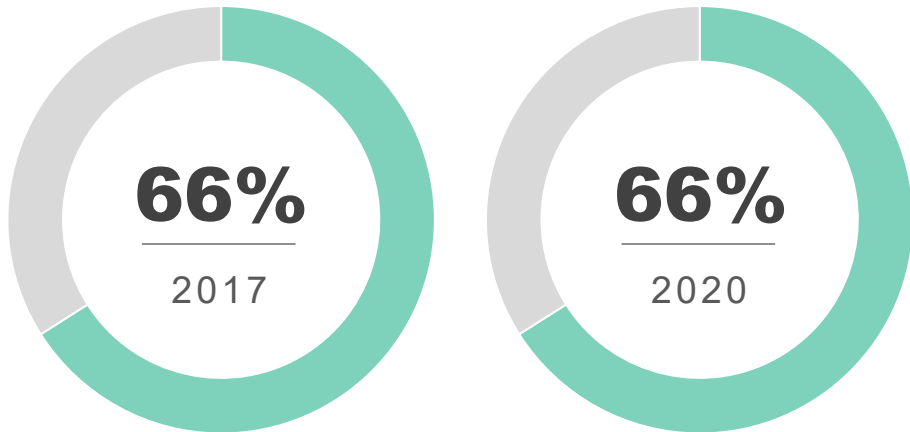
Women in Tauranga are more likely to be engaged than average (83%, vs. 76%).

Overall attendance

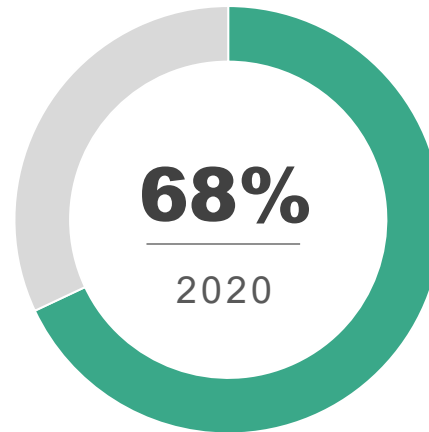
Q

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*

Tauranga



New Zealand



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

COMMENTARY

A total of 66% of Tauranga residents have attended at least one arts event or location in the last 12 months, in line with 2017.

This indicates that COVID-19 has not significantly affected attendance of the arts in the region, and indeed it appears to have resulted in a greater appreciation of the arts for some Tauranga residents (see slide 11).

This level of attendance is also in line with the national average.

Again the consistency in arts attendance for Tauranga between 2017 and 2020, is in contrast to the national picture with arts attendance declining across New Zealand (from 73% to 68%).

Sub-group differences in Tauranga:

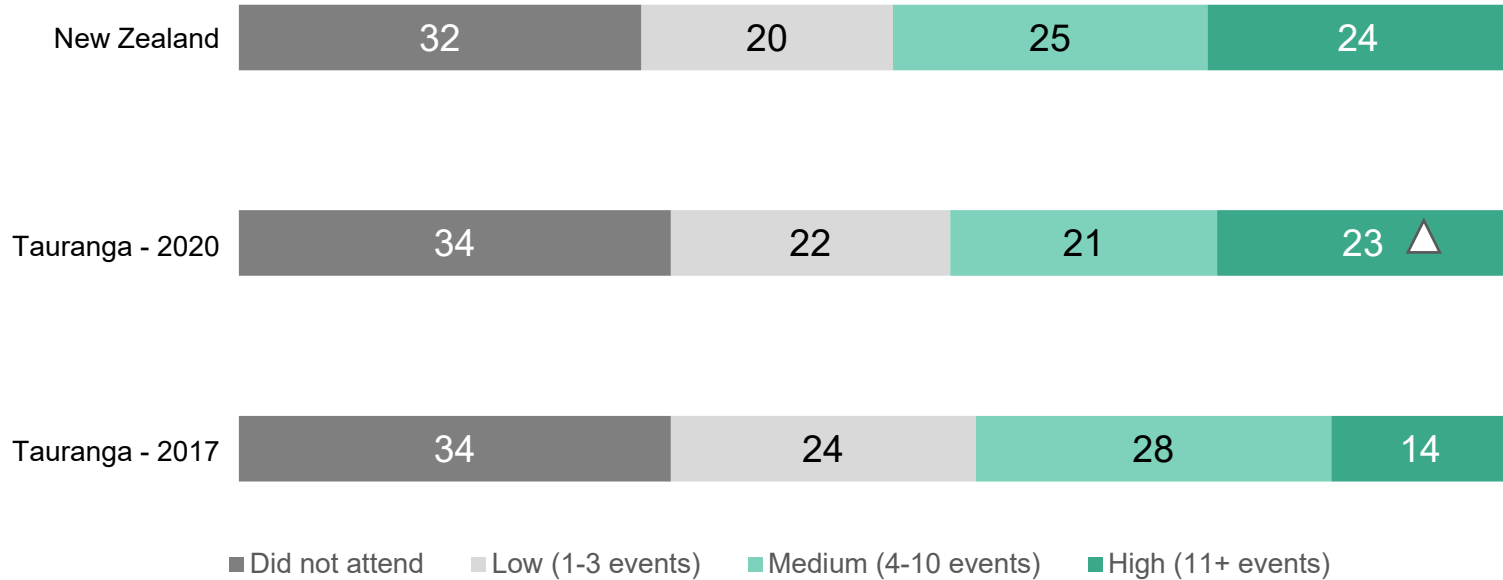
There are no sub-group differences of interest.

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.

While the majority of Tauranga residents are attending arts events relatively infrequently i.e. less than four times a year, the proportion who attend arts events more than 10 times a year has increased from 14% in 2017 to 23% in 2020.

Residents' attendance of the arts is broadly in line with the national average.

Sub-group differences in Tauranga:

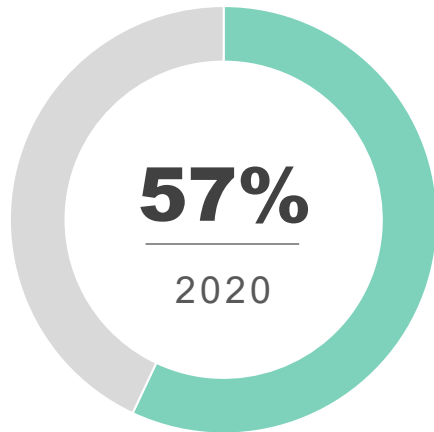
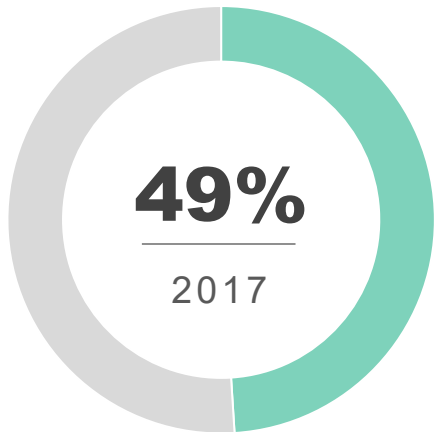
There are no sub-group differences of interest.

Overall participation

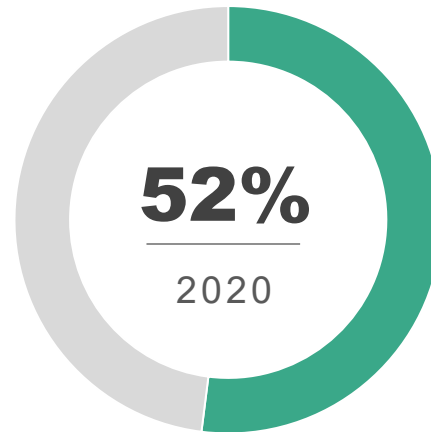
Q

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*

Tauranga



New Zealand



COMMENTARY

Fifty seven percent of Tauranga residents have participated in the arts in the last year. This compares to 49% in 2017, albeit the difference is not statistically significant.

It should be noted that the way we asked about participation in 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.

Tauranga residents' participation levels are slightly higher than the national average (52%), but again this difference is not statistically significant.

Sub-group differences in Tauranga:

There are no sub-group differences of interest.

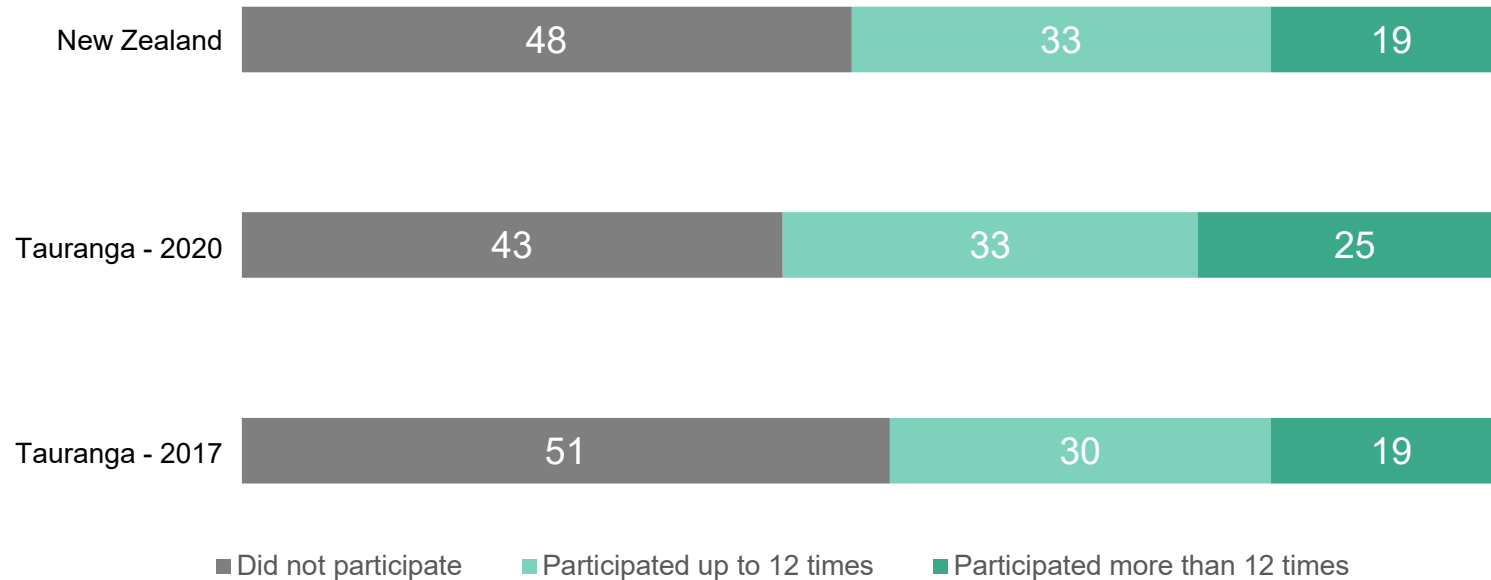


Frequency of participation

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 five percent of Tauranga residents participate in the arts on a regular basis (more than 12 times a year). This compares to 19% in 2017 and across New Zealand overall, albeit the differences are not statistically significant.

Sub-group differences in Tauranga:

There are no sub-group differences of interest.



ARTS ATTITUDES

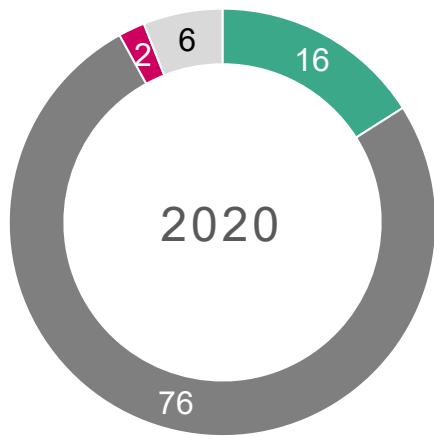
Change in overall perception of the arts

Q

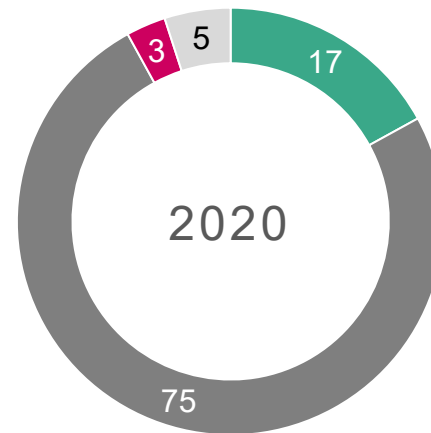
Has your view of the arts changed in the last 12 months?

%

Tauranga



New Zealand



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

COMMENTARY

Overall, Tauranga residents are more positive about the arts than they were in 2017, with positive shifts in many of the attitudes included in this section. It appears that Tauranga residents have a renewed appreciation for the arts following the impact of COVID-19 and the subsequent lockdowns.

This overall finding is supported by the chart opposite which illustrates how residents' perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (76%), 16% are more positive and only 2% are more negative. This is broadly in line with the national results.

Sub-group differences in Tauranga:

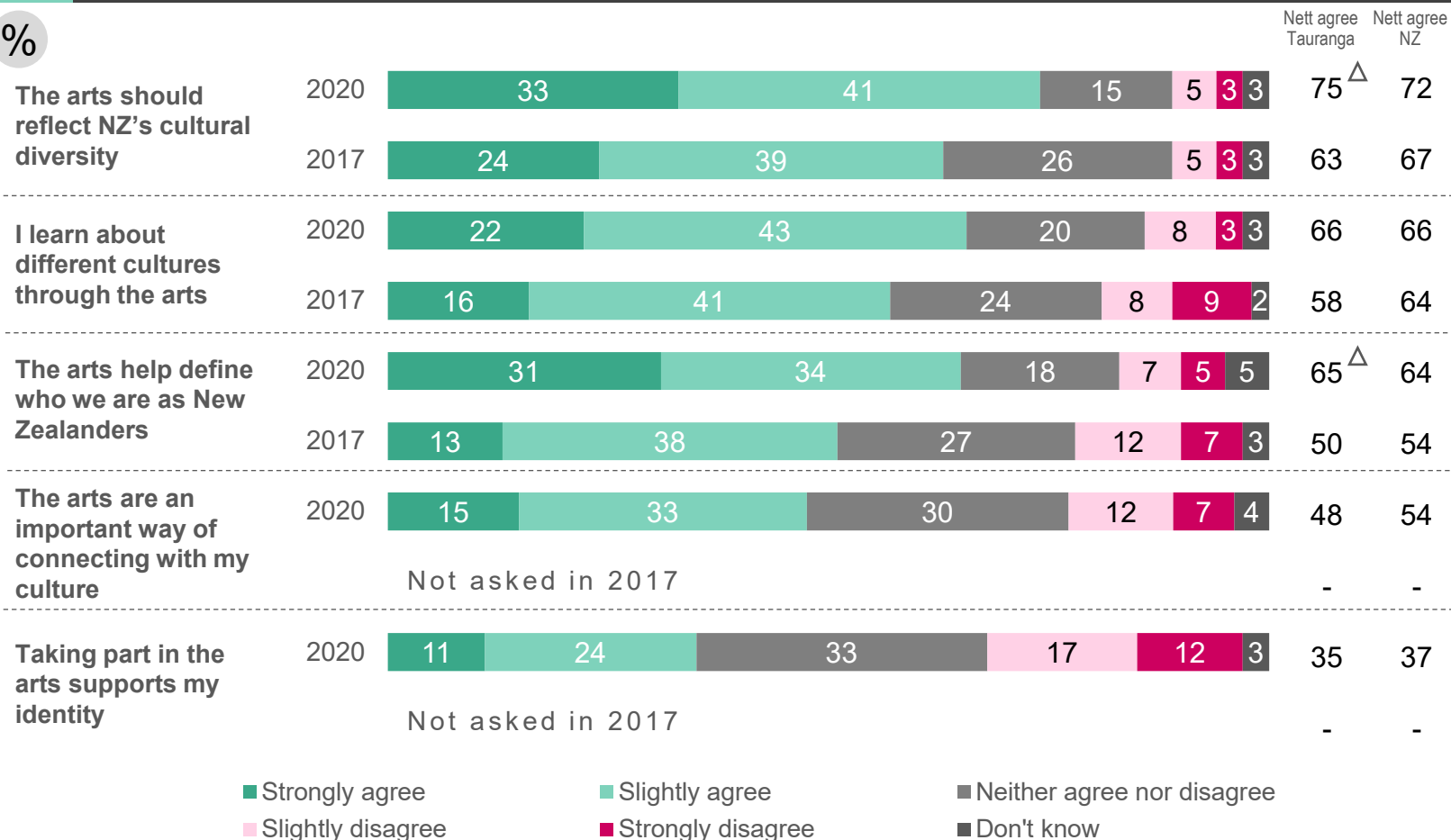
Those aged over 60 are less likely than average to say they feel more positive about the arts than they did 12 months ago (7%, vs. 16%).

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 five percent agree that the arts should reflect New Zealand's cultural diversity, higher than in 2017, while two thirds say they learn about different cultures through the arts (66%) and that the arts define who we are as New Zealanders (65%). The proportion holding the latter attitude has also increased compared to 2017.

For some residents the arts are also an important way of connecting with their culture (48% agree) and taking part in arts can help support their identity (35% agree)

Tauranga residents' attitudes towards the arts are broadly in line with the national results.

Sub-group differences in Tauranga:

Those with household incomes over \$100k are more likely than average to say they learn about different cultures through the arts (82%, vs. 66%).

Māori are more likely than average to feel that the arts are an important way for them to connect with their culture (62%, vs. 48%).

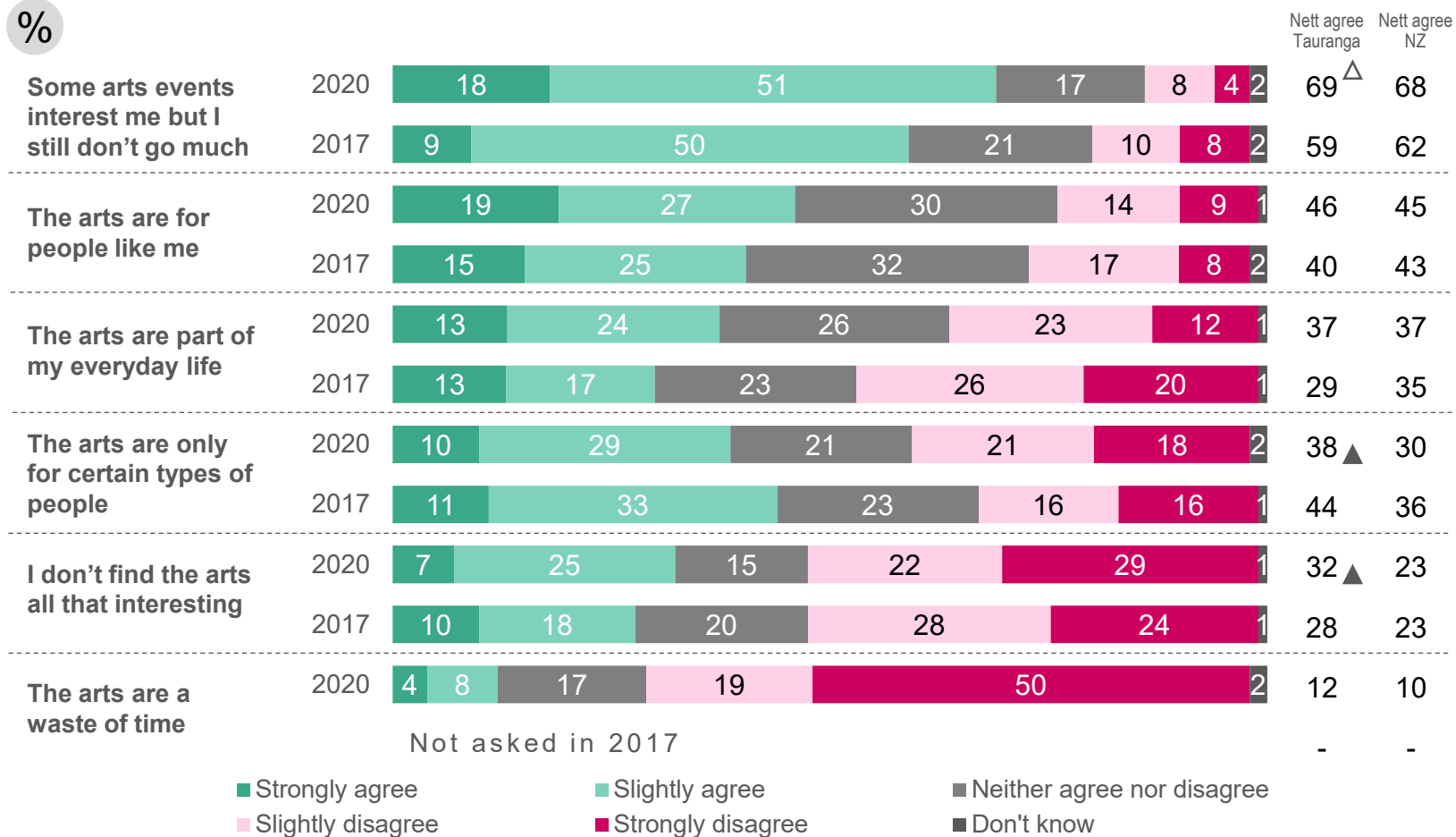
Finally, those aged 15-39 are more likely than average to feel that taking part in the arts supports their identity (46%, vs. 35%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

Tauranga residents are more likely than the national average to feel that the arts are only for certain types of people (38%, vs. 30% overall). They are also more likely than average to feel the arts aren't all that interesting (32%, vs. 23% overall). A minority (12%) say the arts are a waste of time.

Despite this the proportion who feel a strong personal connection to the arts is in line with the national picture. Forty six percent say the arts are 'for people like me', and 37% say they are part of their everyday life.

Sixty nine percent say that while some arts events interest them they still don't attend often. This is significantly higher than in 2017, indicating there is increasingly unmet demand for the arts in Tauranga.

Sub-group differences in Tauranga:

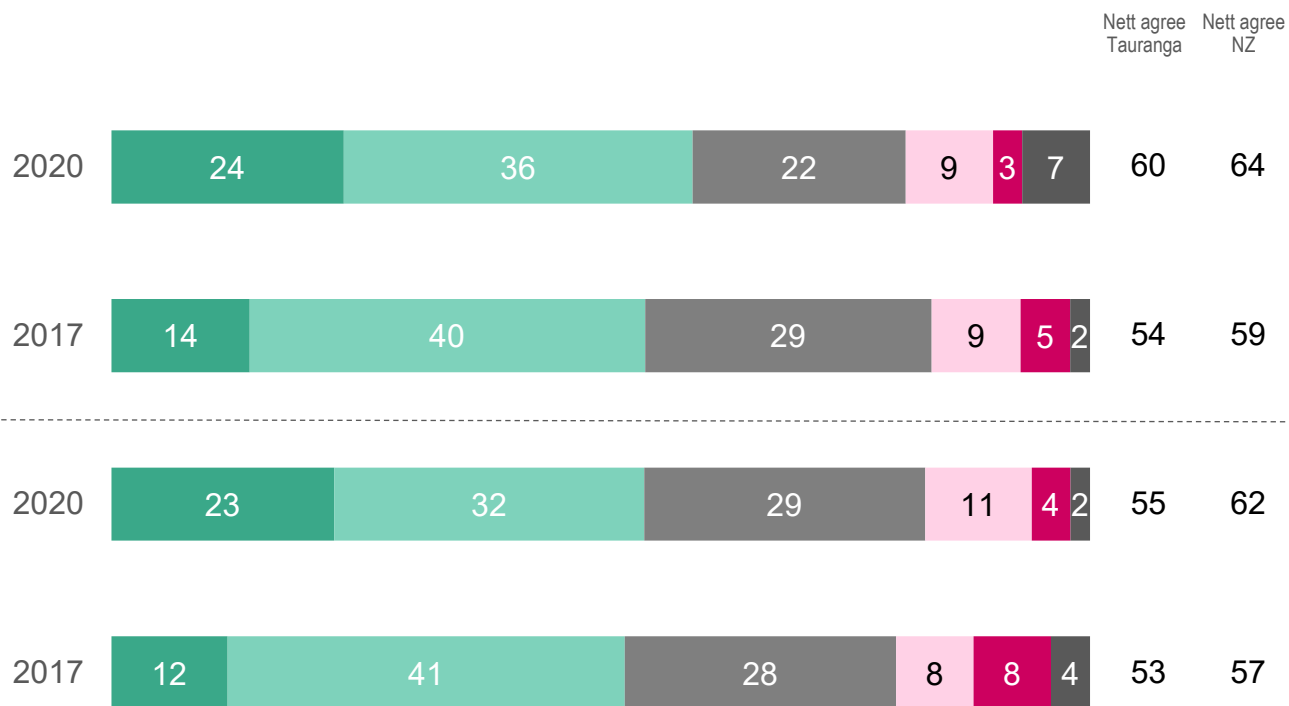
Those aged 15-39 are more likely than average to express negative attitudes about the arts. Forty five percent say they don't find the arts all that interesting (vs. 32% overall) and 22% view the arts as a waste of time (vs. 12% overall). This age group is also more likely than average to feel the arts are only for certain types of people (49%, vs. 38% overall).

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



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

COMMENTARY

Six in 10 Tauranga residents agree the arts contribute positively to our economy. This compares to 54% in 2017, albeit the difference is not statistically significant.

Fifty five percent agree the arts help improve society, consistent with 2017. This is somewhat lower than the national average (62%), although the difference is not statistically significant.

Sub-group differences in Tauranga:

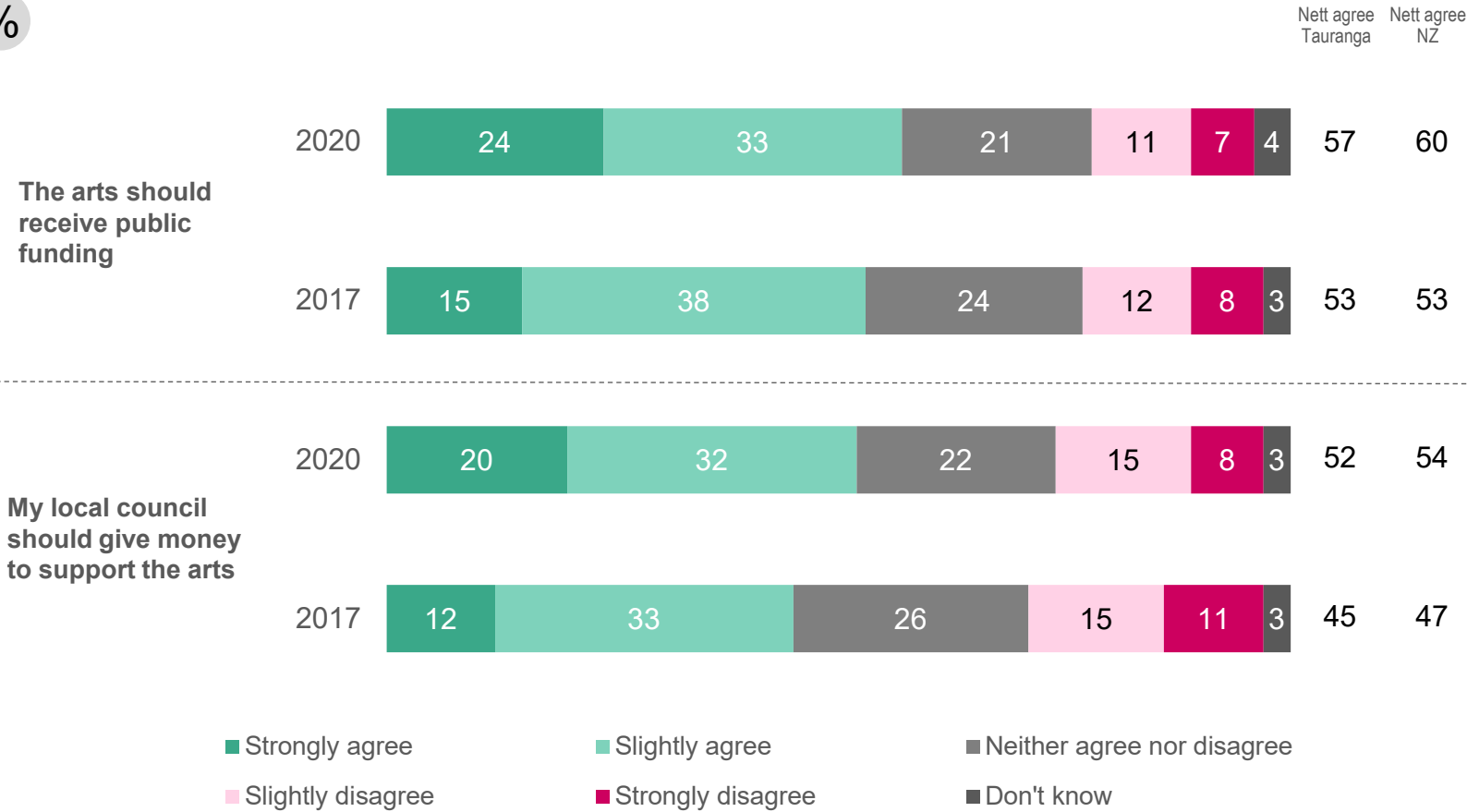
There are no sub-group differences of interest.

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Fifty seven percent of Tauranga residents support the public funding of the arts and 52% agree their local council should help fund the arts. Support for public funding of the arts has increased slightly from 2017, albeit the differences are not statistically significant.

The attitudes expressed are in line with the national average.

Sub-group differences in Tauranga:

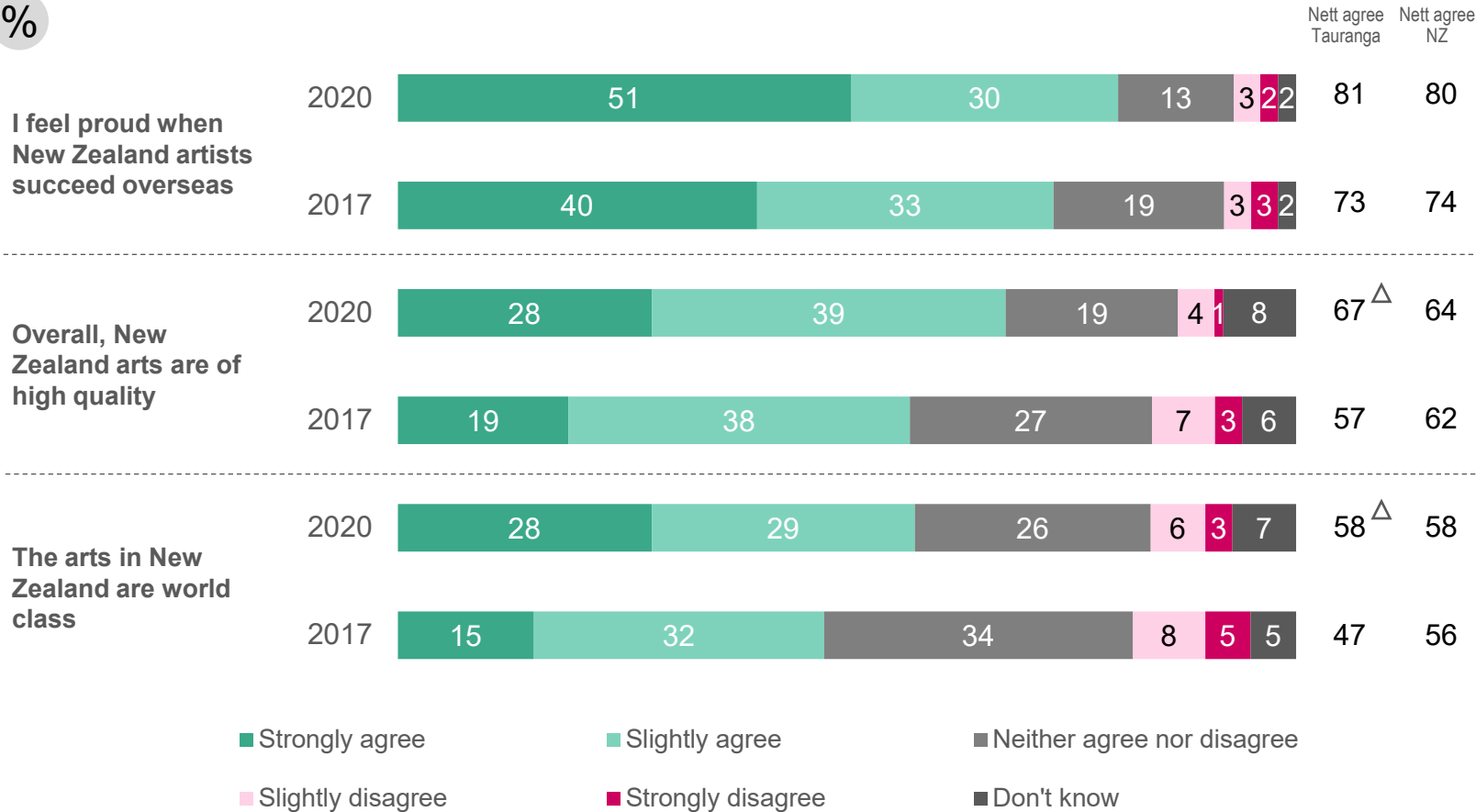
There are no sub-group differences of interest.

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

Q

How much do you agree or disagree?

%



COMMENTARY

Tauranga residents are enthused when they see New Zealand artists succeed overseas. Their positivity about the quality of the arts in New Zealand has increased compared to 2017 (67%, vs. 57% in 2017) and more say the arts in New Zealand are world class (58%, vs. 47% in 2017).

The sentiments expressed are broadly in line with the national results.

Sub-group differences in Tauranga:

No sub-groups are more likely than average to feel positively about the quality or international success of the New Zealand arts and artists.

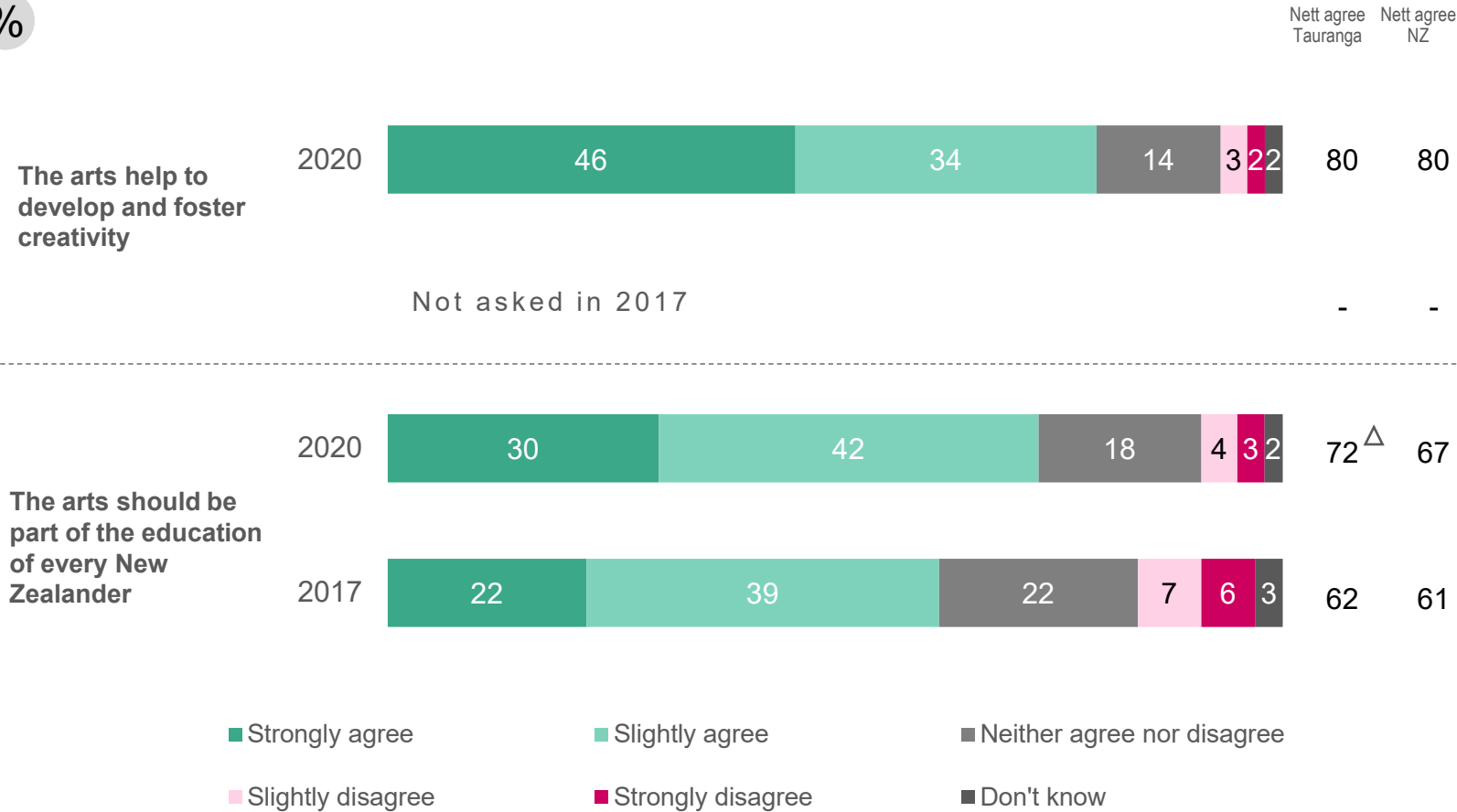
Those aged 15-39 are less likely than average to feel proud when New Zealand artists succeed overseas (71%, vs. 81%).

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Tauranga residents recognise the value of the arts in fostering creativity (80%) and over seven in 10 (72%) support the arts being part of the education of every New Zealander. This has increased from 62% in 2017.

Support for the role of the arts in education and development is on par with the national average.

Sub-group differences in Tauranga:

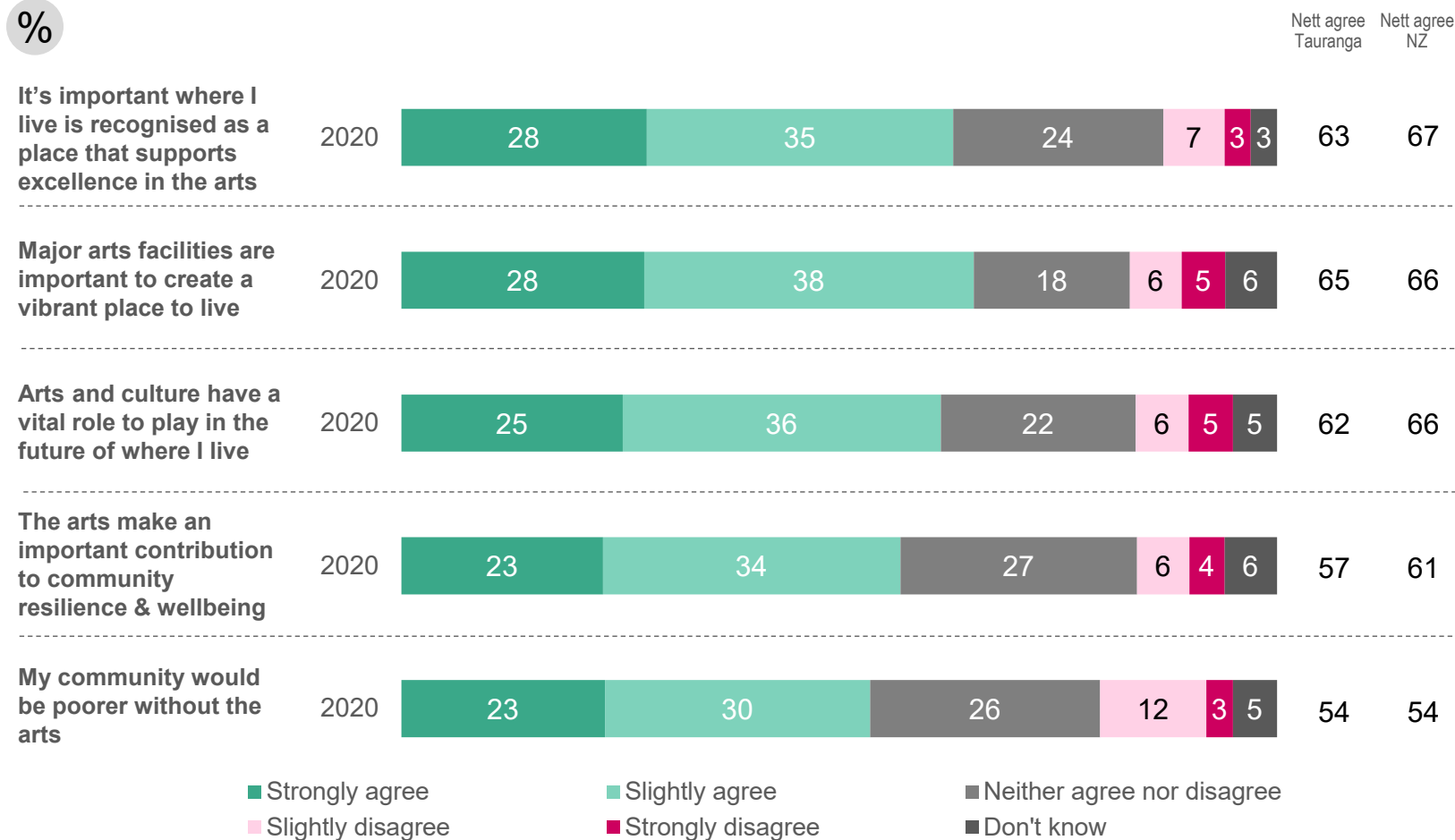
There are no sub-group differences of interest.

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 Tauranga residents want their region to be recognised as a place that supports the arts and agree that arts and culture will play a vital role in the future of their region.

Fifty seven percent also feel that the arts benefit the community by contributing to resilience and wellbeing and 54% feel that their community would be a poorer place without them.

The attitudes expressed are broadly in line with the national results.

Sub-group differences in Tauranga:

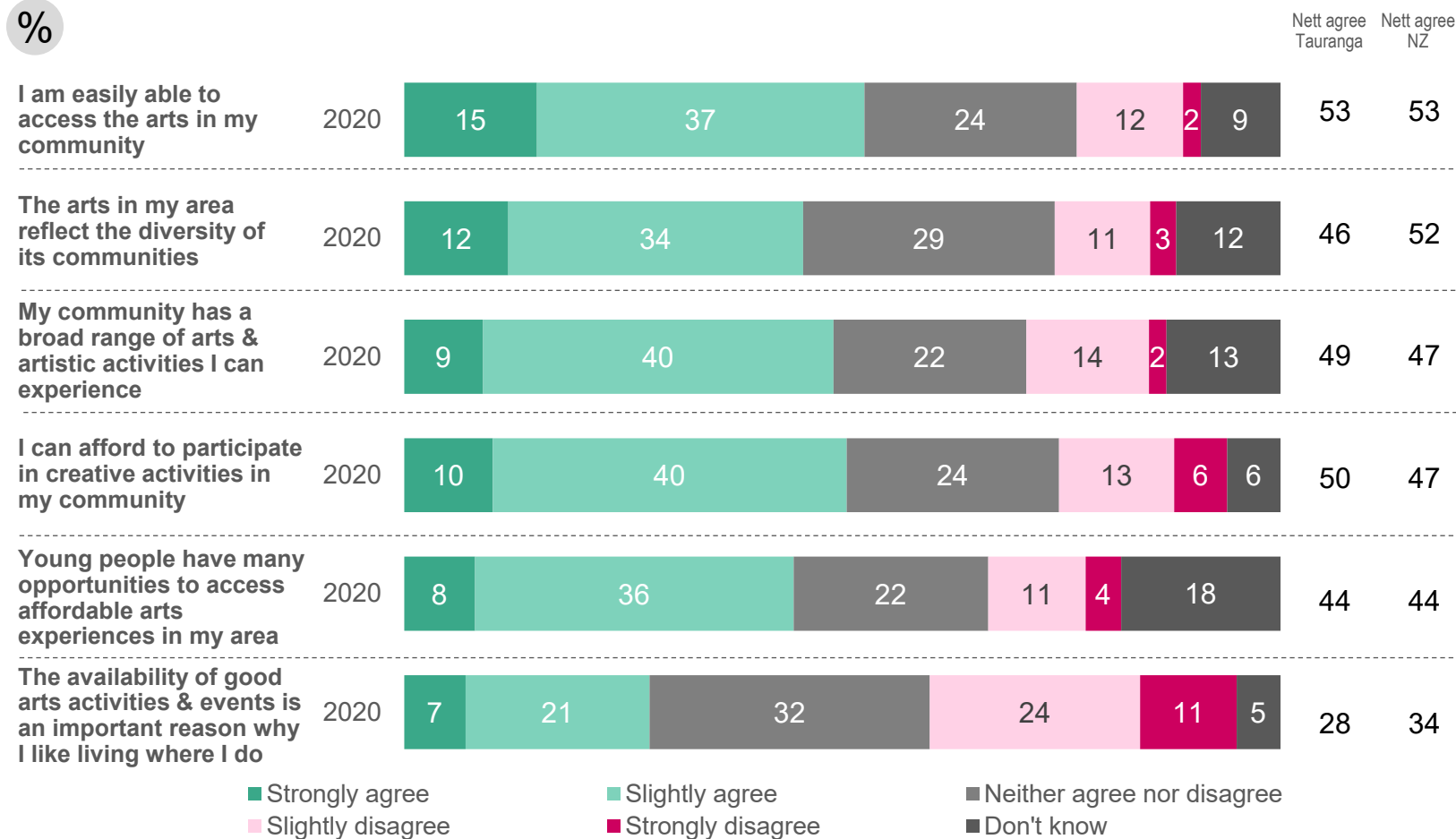
There are no sub-group differences of interest.

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.

Tauranga residents' views on the accessibility and availability of the arts in their community is in line with the national results. Fifty three percent agree that they can easily access the arts in their community. Fewer than half say there is a broad range of activities they can experience (49%) and that there is a good range of opportunities for young people to access affordable arts experiences in their area (44%), while fewer than three in 10 feel that the availability of arts events are an important reason why they like living where they do (28%). This compares to 34% overall, albeit the difference is not statistically significant.

Residents are slightly less likely than all New Zealanders to feel positively about the cultural inclusiveness of the arts in their community, with 46% feeling that the arts in their area reflect their community's diversity (vs. 52% overall), although this is not a statistically significant difference.

Finally, affordability is an issue for some residents with 19% disagreeing that they can afford to participate in creative activities in their area.

Sub-group differences in Tauranga:

Those with household incomes over \$100k are more likely than average to say they can afford to participate in creative activities in their area (71%, vs. 50%).



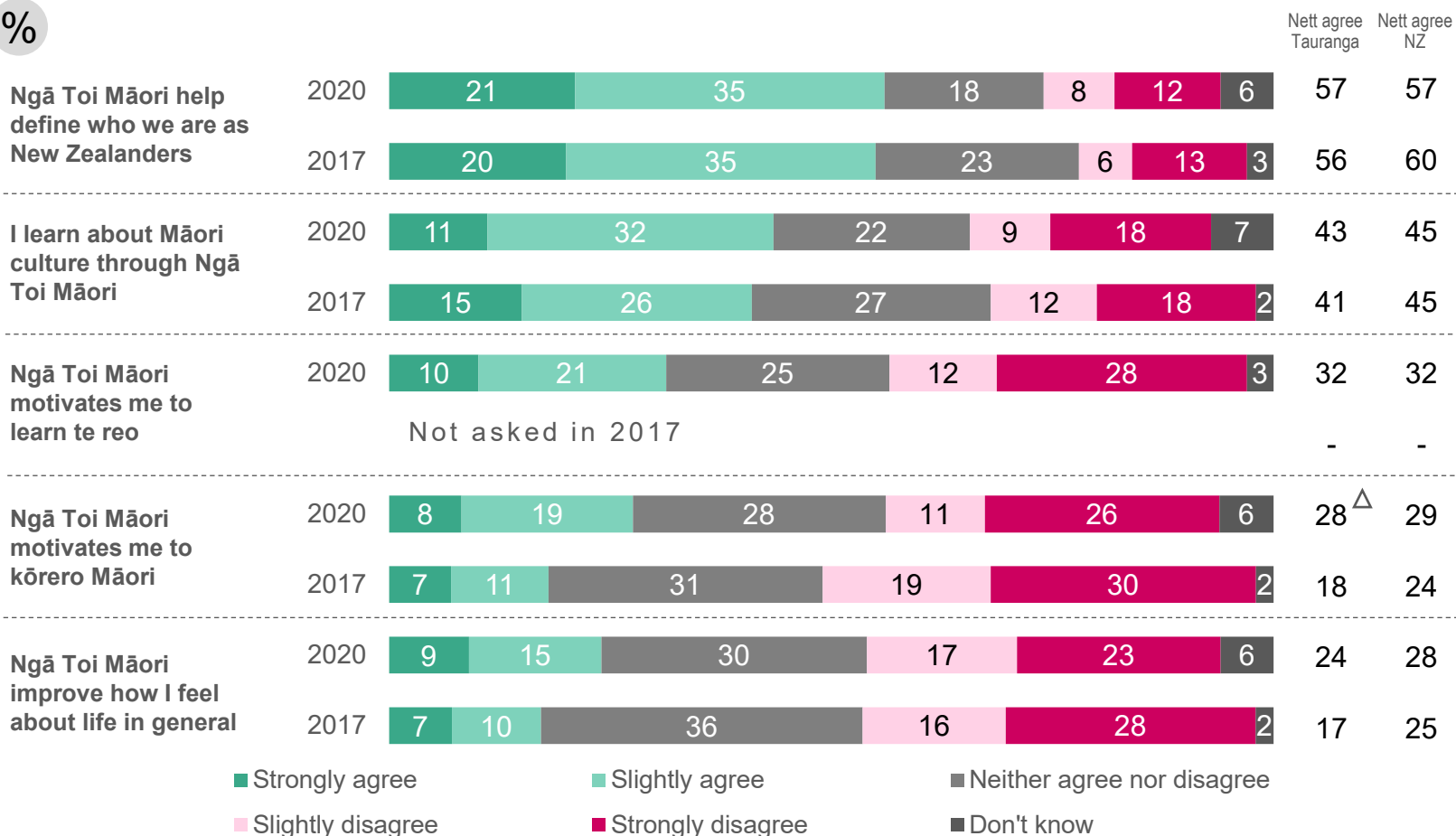
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



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

COMMENTARY

Fifty seven percent of Tauranga residents recognise the value of Ngā Toi Māori in helping to define who we are as New Zealanders, while a notable minority of residents realise benefits that are more personal to them. This includes learning about Māori culture (43%) and improving their wellbeing (24%). In addition the artform also acts as a catalyst for some to learn (32%) or speak (28%) te reo.

The proportion of residents who say the artform has motivated them to speak te reo has increased significantly from 18% in 2017.

Residents' attitudes fall broadly in line with the national picture.

Māori residents express more positive sentiments about Ngā Toi Māori than all adults in the Tauranga region. Māori residents are more likely to feel motivated by Ngā Toi Māori to learn Māori (54%, vs. 32% across all residents) and to kōrero Māori (45%, vs. 28% across all residents). 55% of Māori feel it makes them feel better about life in general, compared to 24% 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 Tauranga:

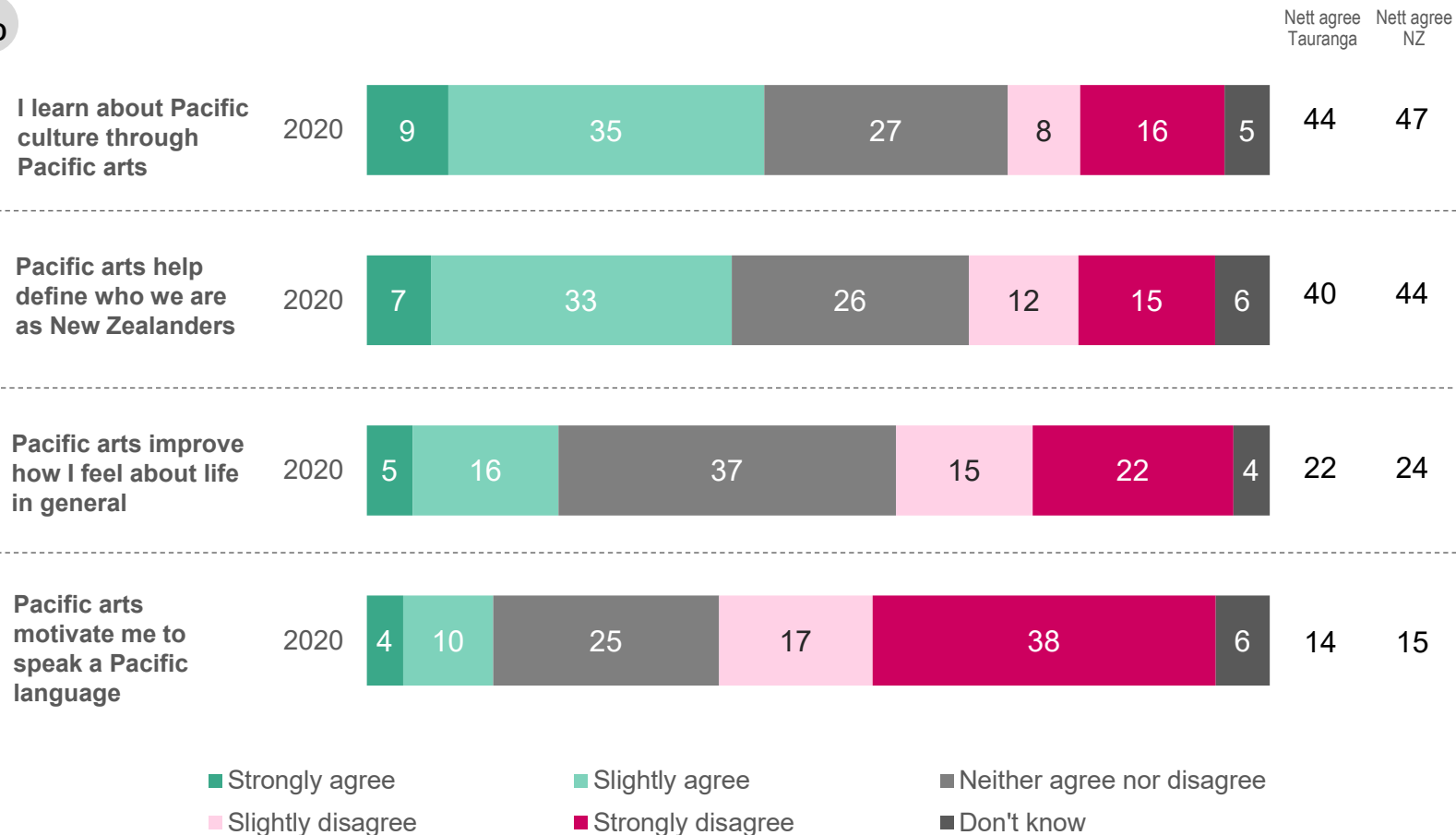
Those with household incomes over \$100k are more likely than average to say they learn about Māori culture through Ngā Toi Māori (57%, vs. 43%) and that Ngā Toi Māori encourages them to learn te reo (46%, vs 32%).

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

The Pacific arts also act as a gateway to understanding Pacific culture for many Tauranga residents (44%), while 40% say the Pacific arts helps define who we are as New Zealanders.

More broadly 22% of Tauranga residents say Pacific arts improve how they feel about life in general.

Finally, 14% say Pacific arts motivate them to speak a Pacific language.

Residents' attitudes fall broadly in line with the national picture.

Due to low base sizes we cannot comment on the results for the Pacific sample in Tauranga.

Sub-group differences in Tauranga:

Those aged 15-39 are more likely than average to say that Pacific arts improve how they feel about life in general (31%, vs. 22%) and that Pacific arts motivate them to speak a Pacific language (25%, vs. 14%), while those aged 60+ are less likely to agree (5%, vs. 14%).

Those with household incomes between \$50,001 and \$100,000 are more likely than average to feel that Pacific arts improve how they feel about life generally (31%, vs. 22%).



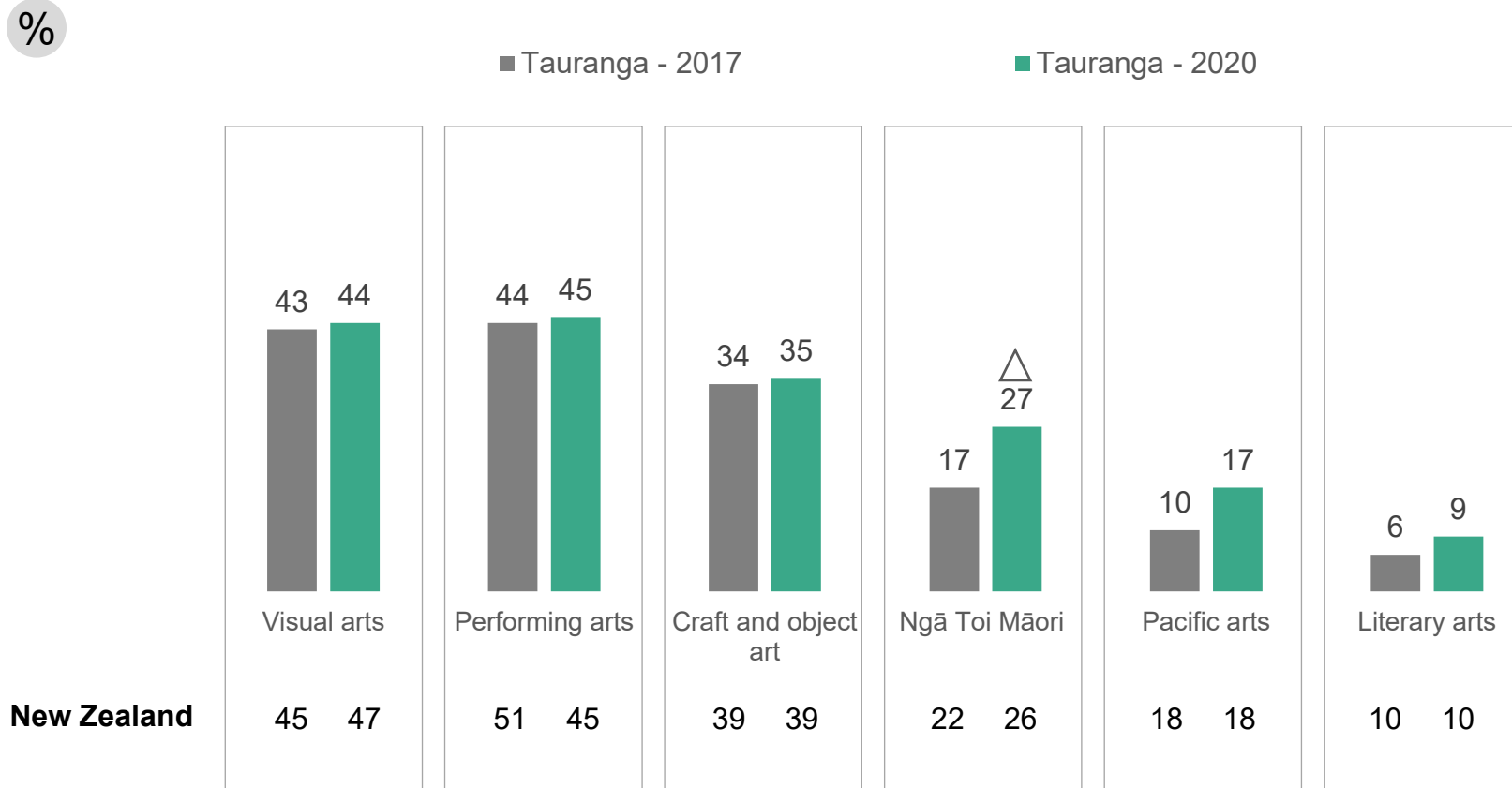
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

The chart shows the proportion of Tauranga 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 the performing arts (45%) and the visual arts (44%).

Attendance at Ngā Toi Māori has increased significantly from 17% in 2017 to 27% in 2020. The increase in attendance at Pacific arts is not statistically significant.

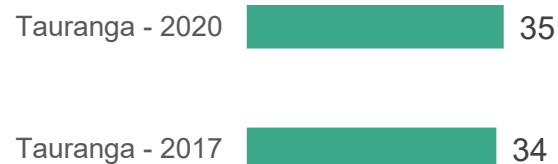
Attendance at all art forms is in line with the national average.

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 Tauranga residents 2017 (n=238); 2020 (n=202)

Q

Did you do this...



83% in person

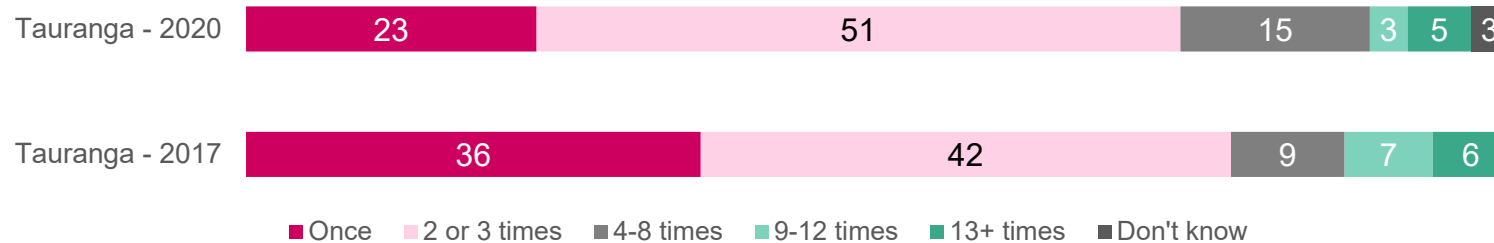


41% online

Base: All Tauranga residents who have attended craft and object arts 2020 (n=73)

Q

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



Base: All Tauranga residents who have attended the craft and object arts 2017 (n=80); 2020 (n=73)

COMMENTARY

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

Attendees appear to be more likely to attend craft and object art on at least more than one occasion in 2020, albeit the difference is not significant.

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

The majority who are attending craft and object arts are doing so in person, but around four in 10 attend online.

Sub-group differences in Tauranga:

There are no sub-group differences of interest.

Q

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

%



Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

COMMENTARY

A minority (9%) of Tauranga residents have attended the literary arts in the last 12 months. This is broadly in line with 2017.

Due to a relatively low base size (20 respondents) we cannot comment on the frequency with which attendees are going to the literary arts or how they attend.

Sub-group differences in Tauranga:

The following groups are more likely than average (9%) to have attended the literary arts:

- Those aged 15-39 (16%)
- Men (14%).

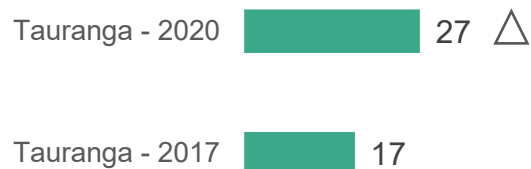
The following groups are less likely than average (9%) to have attended the literary arts:

- Women (4%)
- Those aged over 60 (1%).

%

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 Tauranga residents 2017 (n=238); 2020 (n=202)

Q

Did you do this...



87% in person

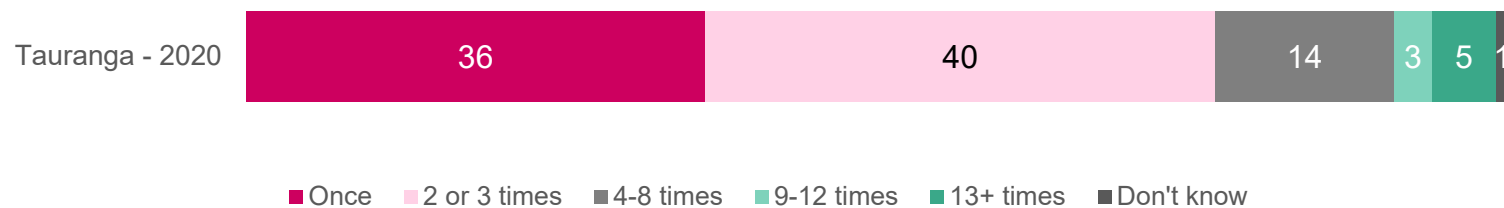


47% online

Base: All Tauranga residents who have attended Ngā Toi Māori 2020 (n=60)

Q

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



Base: All Tauranga residents who have attended Ngā Toi Māori 2020 (n=60)

COMMENTARY

The proportion of Tauranga residents who have attended Ngā Toi Māori in the last 12 months has increased from 17% in 2017 to 27% in 2020.

The majority of attendees of Ngā Toi Māori are attending infrequently i.e. up to 3 times a year.

Eighty seven percent are attending in person and 47% online.

Sub-group differences in Tauranga:

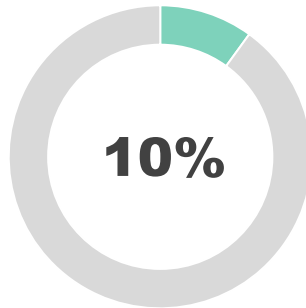
Māori residents are more likely than average to have attended Ngā Toi Māori in the last 12 months (41%, vs. 27%).

Q

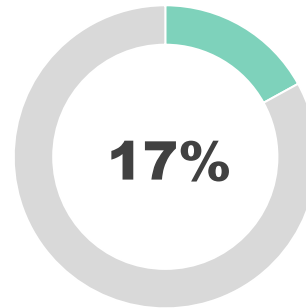
Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

%

Tauranga 2017



Tauranga 2020



Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

COMMENTARY

Seventeen percent of Tauranga residents have attended the Pacific arts in the last 12 months. This compares to 10% in 2017, albeit the difference is not statistically significant.

Due to a relatively low base size (37 respondents) we cannot comment on the frequency with which attendees are going to the Pacific Arts or how they attend.

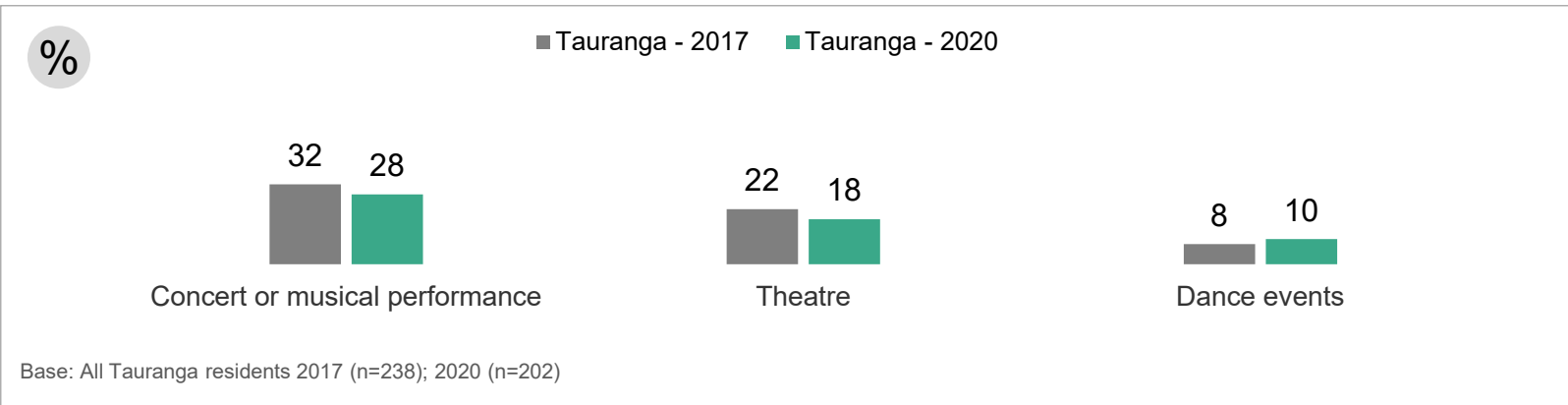
Sub-group differences in Tauranga:

In addition, due to a low base size we cannot comment on the results for the Pacific sample in Tauranga.

There are no sub-group differences of interest.

Performing arts attendance

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



COMMENTARY

Overall 45% of Tauranga residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types of performing art.

Concerts or musical performances remain the most popular type of performing arts. Twenty eight percent of Tauranga residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (18%) and dance (10%). Attendance of these different performing arts types is broadly consistent with 2017.

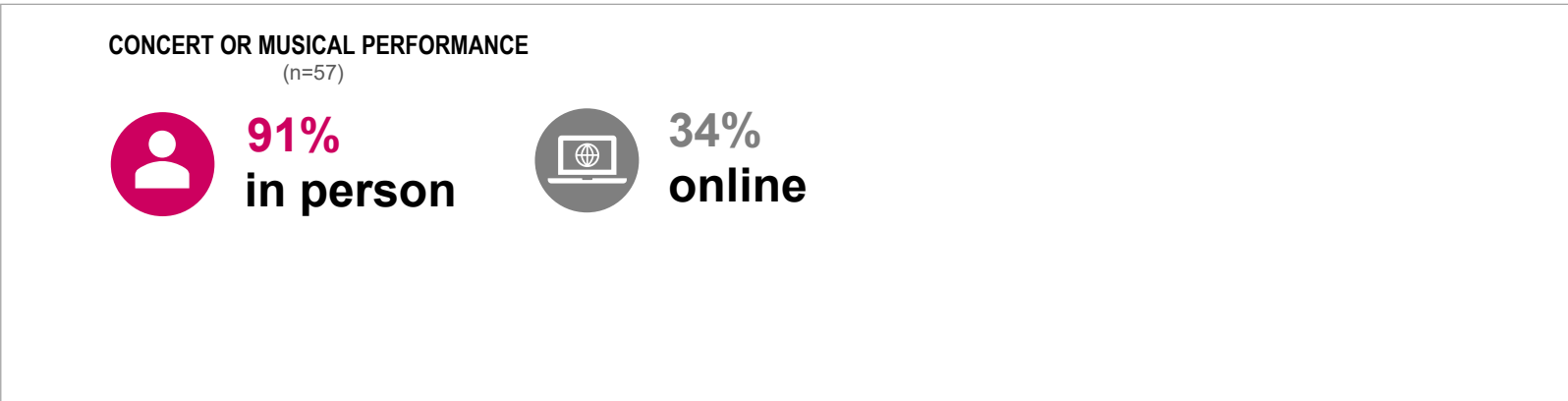
Those people who are attending the performing arts are typically doing so in person, but a minority are attending online.

Sub-group differences in Tauranga:

Those with household incomes over \$100k are more likely than average to have attended the performing arts in the last 12 months (58%, vs. 45%).

Women are more likely than average to have attended dance events (15%, vs. 10%), while men (3%) and those with household incomes up to \$50k (1%) are less likely to have attended.

Q Did you do this...



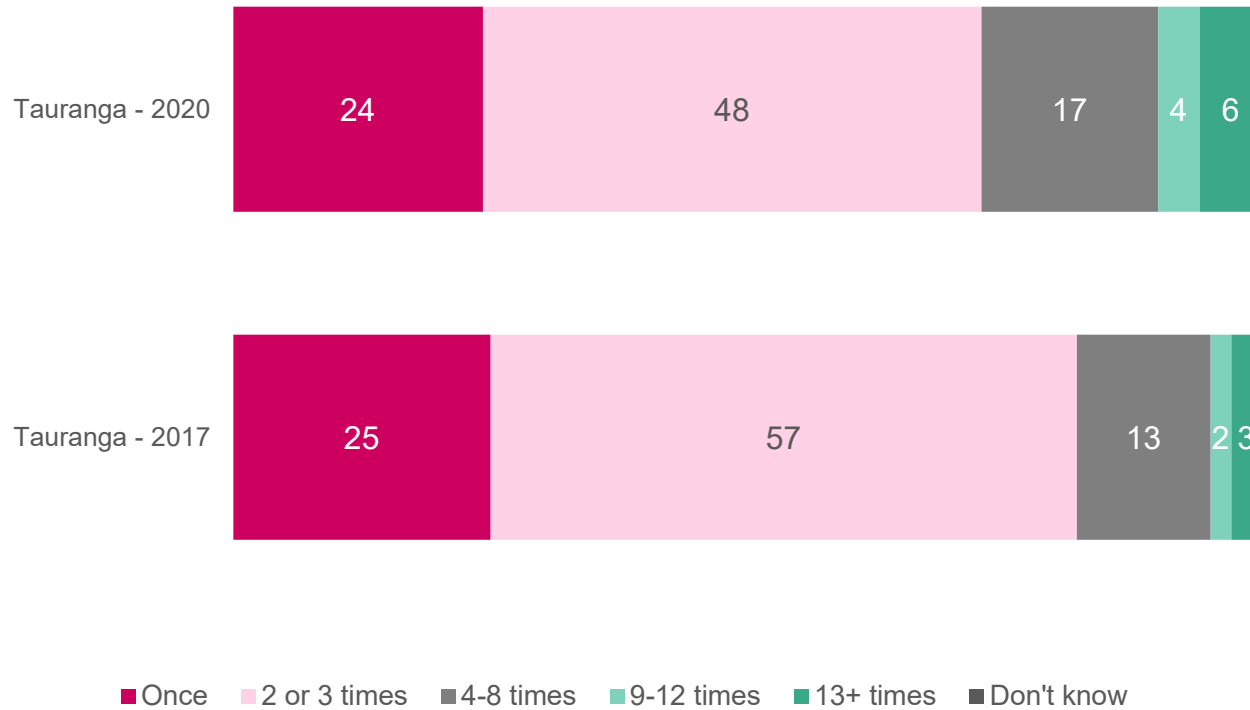
Performing arts attendance

Q

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

%

Concert or musical performance



COMMENTARY

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

Attendance frequency is broadly in line with 2017.

We have not included frequency of attendance for theatre or dance due to low base sizes.

Sub-group differences in Tauranga:

There are no sub-group differences of interest.

%

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



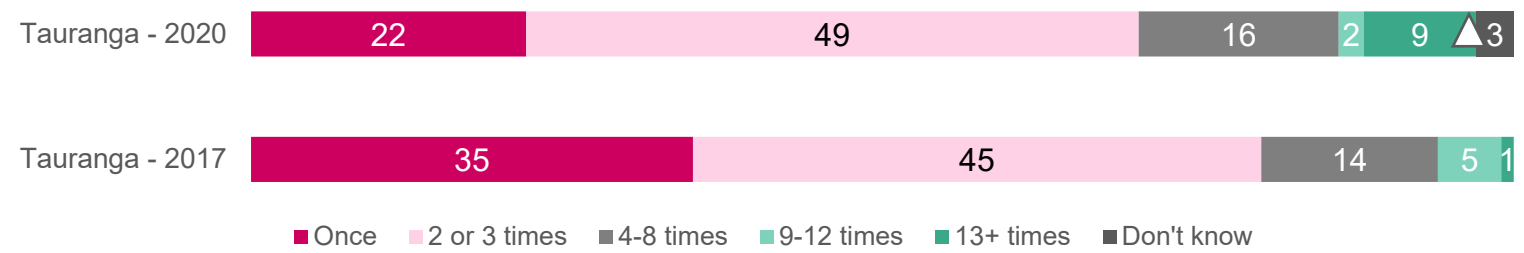
Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

Q Did you do this...



Base: All Tauranga residents who have attended the visual arts 2020 (n=91)

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



Base: All Tauranga residents who have attended the visual arts 2017 (n=104); 2020 (n=91)

COMMENTARY

Forty four percent of Tauranga residents have attended the visual arts in the last 12 months, in line with 2017.

The frequency with which attendees are going to the visual arts has increased from 2017 with more attending 13+ events in the last 12 months (9%, compared to 1% in 2017).

Of the 44% of residents who had attended the visual arts 87% have done so in person, and 40% online.

Sub-group differences in Tauranga:

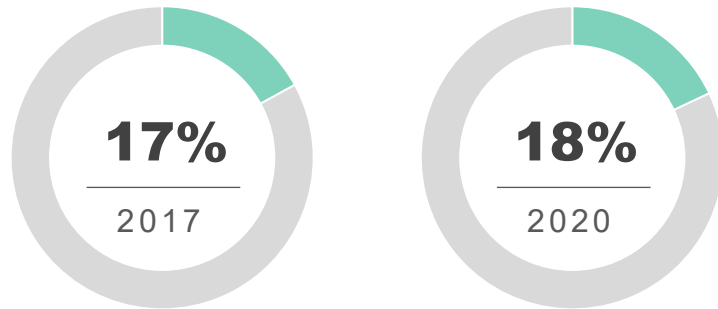
There are no sub-group differences of interest.

Visual arts attendance: impact of film festivals

Q

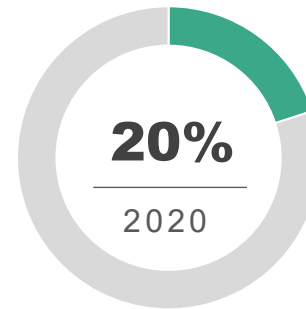
Were film festivals included among the visual arts you have visited in the last 12 months?

Tauranga



Base: All Tauranga residents who have attended the visual arts 2017 (n=104); 2020 (n=91)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Around one in five Tauranga residents who have attended the visual arts have attended a film festival in the last 12 months (18%). This is consistent with 2017 and the national average.

Due to a relatively low base size (18 respondents) we cannot comment on the proportion of film festival attendees who have also attended other visual art forms.

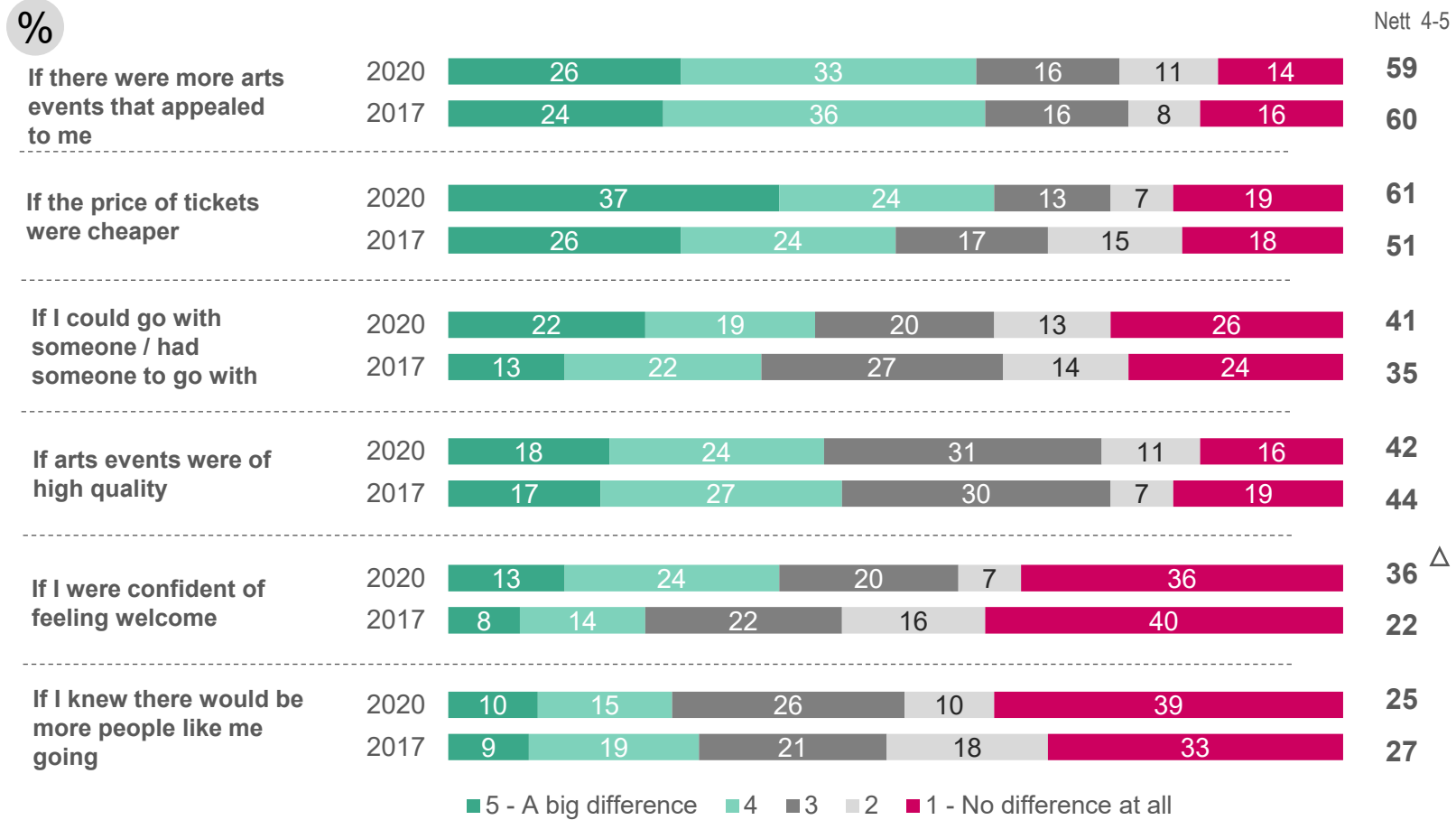
Sub-group differences in Tauranga:

There are no sub-group differences of interest.

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 nine percent of Tauranga residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and ticket prices remain the top two factors that influence attendance. Around six in 10 say each factor could make a difference in encouraging them to go more often.

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

Finally, greater inclusivity needs to be promoted to encourage attendance for 36% of respondents to this question. This has increased from 22% in 2017.

The proportion referencing the other triggers is broadly in line with 2017.

Sub-group differences in Tauranga:

Younger people (those aged 15-39) are more likely than average to say all of these factors would encourage them to attend the arts more frequently, while older people (those aged over 60) are less likely to be swayed.

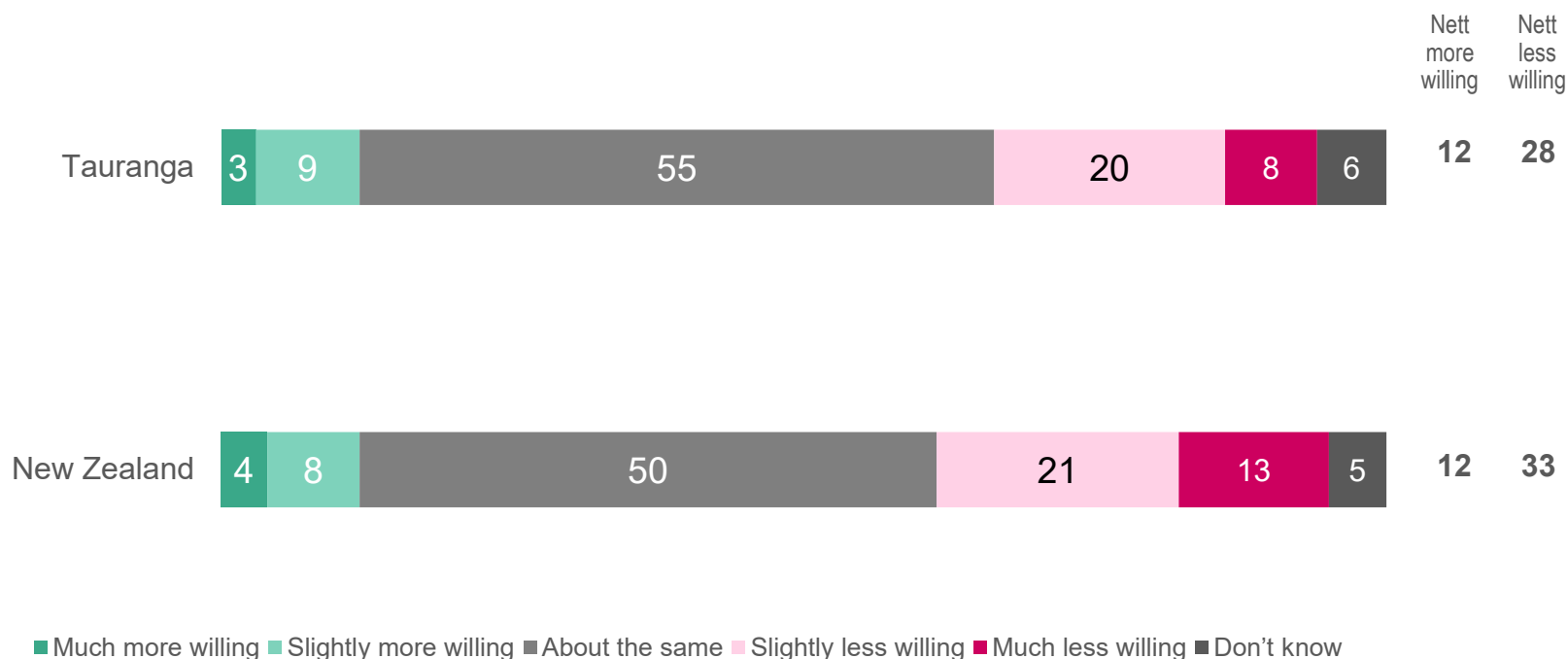
Men and those on household incomes over \$100k are more likely than average to say that knowing there are people like them going would make a difference.

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

Three in 10 Tauranga residents (28%) 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, 12% are more willing. For this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

These findings are broadly in line with the national average.

Sub-group differences in Tauranga:

No sub-groups are more likely than average to be concerned about attending the arts in person (less willing to attend) because of COVID-19.

Those aged 15-39 and men are more likely than average to be more willing to do so, although even within these groups the majority are still either less willing to attend in person or hold unchanged views on this.



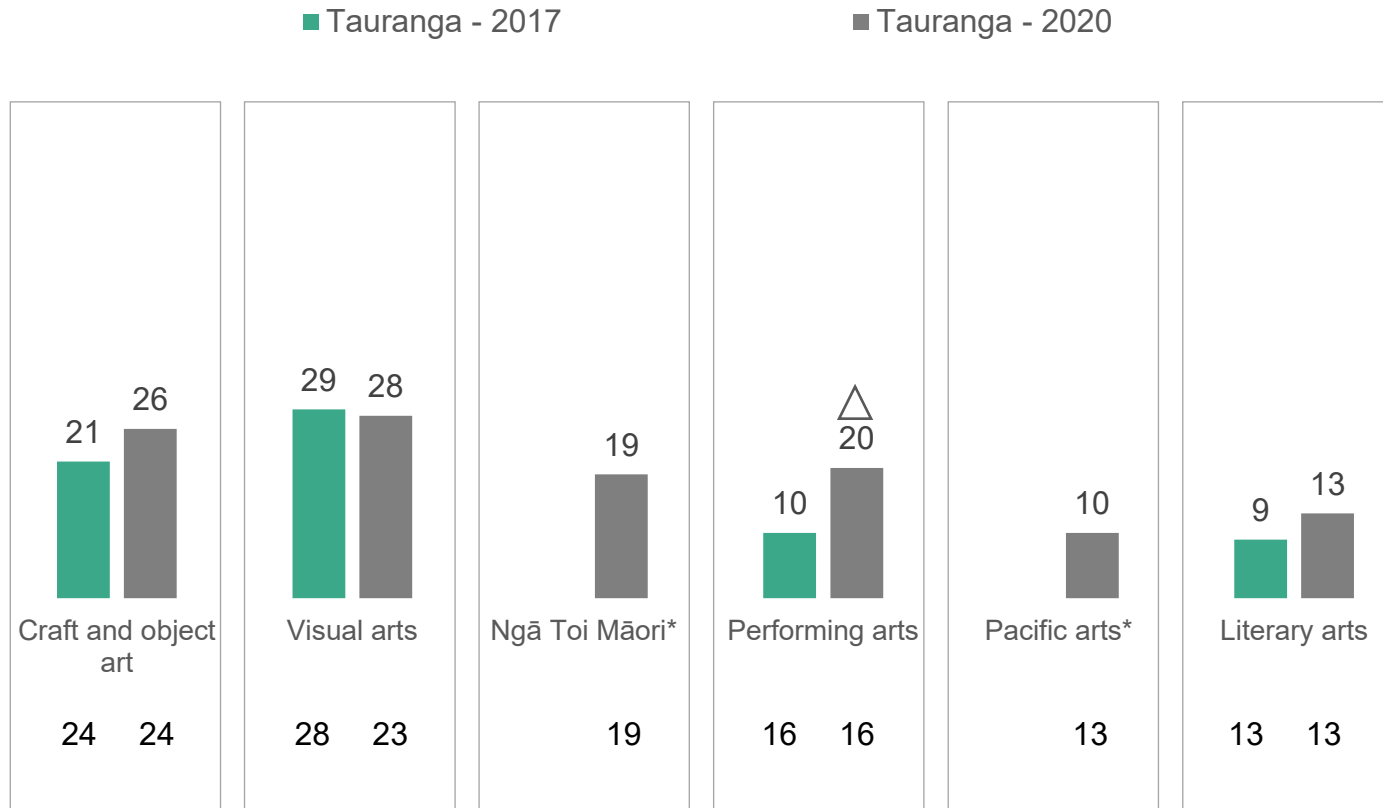
PARTICIPATION BY ARTFORM

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

The most popular art forms to participate in are visual arts (28%) and craft and object arts (26%). Performing arts participation has increased from 10% in 2017 to 20% in 2020. Participation in all other 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 consistent with the national average.

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

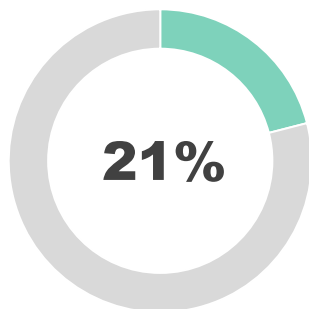
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

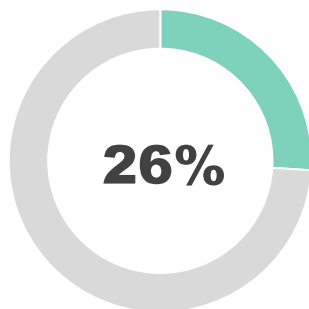
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Tauranga 2017



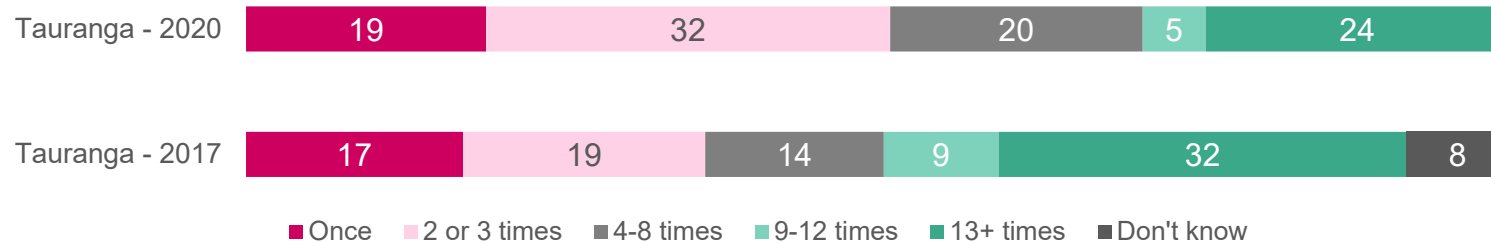
Tauranga 2020



Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

Q

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



Base: All Tauranga residents who have participated in craft and object arts 2017 (n=51); 2020 (n=54)

COMMENTARY

Twenty six percent of Tauranga residents have participated in craft and object arts in the last 12 months. This compares to 21% in 2017, albeit the difference is not statistically significant.

The majority of those who take part do so an infrequent basis (less than four times every 12 months). While it looks like participants are taking part less often than before, the differences are not statistically significant.

Sub-group differences in Tauranga:

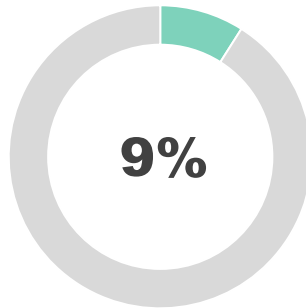
Women (34%) are more likely than average (26%) to participate in craft and object art, while men (17%) are less likely than average to have participated.

Q

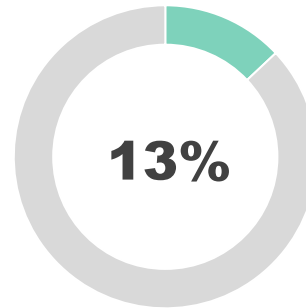
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Tauranga 2017



Tauranga 2020



Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

COMMENTARY

Thirteen percent of Tauranga residents have participated in the literary arts in the last 12 months, broadly consistent with 2017.

Due to a relatively low base size (28 respondents) we cannot comment on the frequency with which participants are taking part in the literary arts.

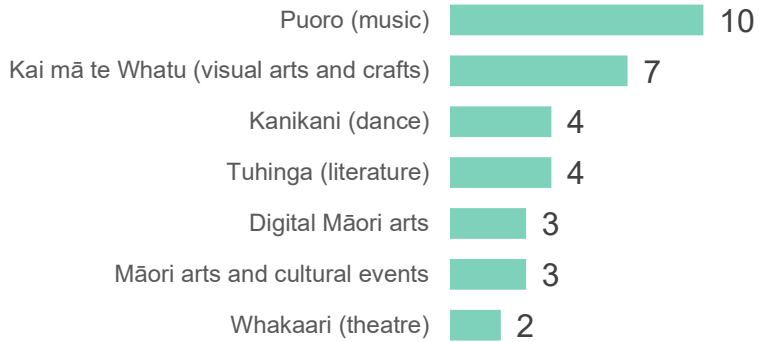
Sub-group differences in Tauranga:

There are no sub-group differences of interest.

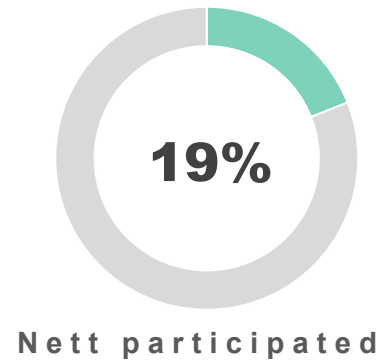
Q

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

%



Base: All Tauranga residents 2020 (n=202)



COMMENTARY

Nineteen percent of Tauranga 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).

Twenty nine percent of Māori in Tauranga have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 17% of New Zealand Europeans having participated also.

Due to a relatively low base size (43 respondents) we cannot comment on the frequency with which participants are taking part in Ngā Toi Māori.

Sub-group differences in Tauranga:

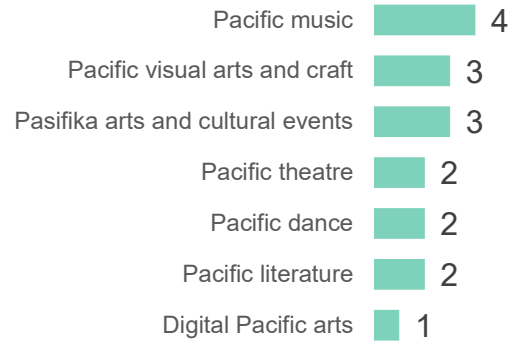
Māori are more likely than average to have participated in kanikani (dance) (13% vs. 4%) and Māori arts and cultural events (12%, vs. 3%).

Pacific arts participation

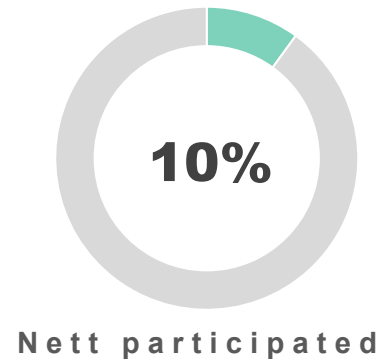
Q

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

%



Base: All Tauranga residents 2020 (n=202)



COMMENTARY

Ten percent of Tauranga 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 are music, visual arts and craft, and Pasifika arts and cultural events.

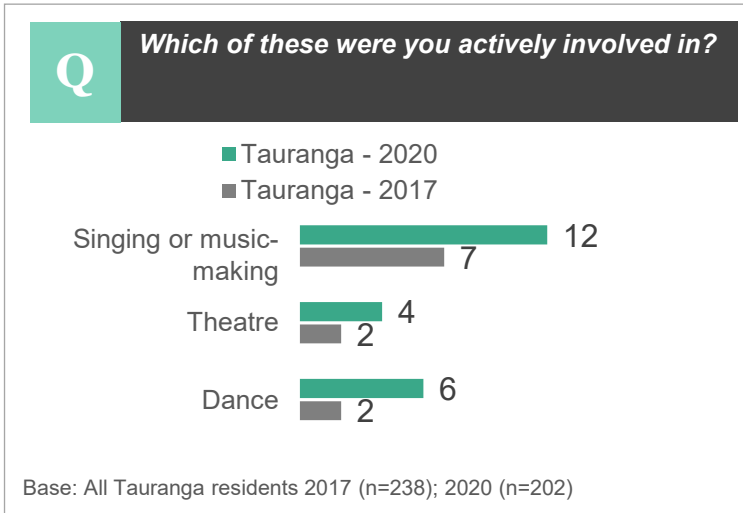
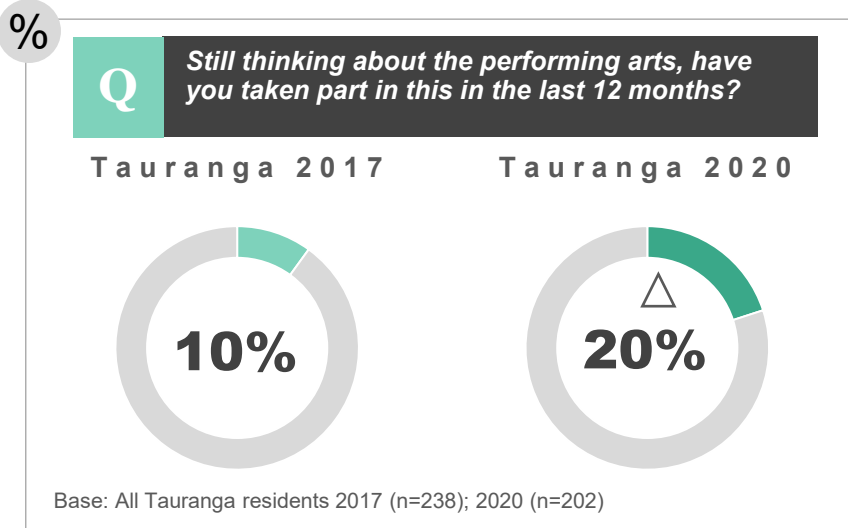
Due to a relatively low base size (24 respondents) we cannot comment on the frequency with which participants are taking part in Pacific arts.

In addition, due to a low base sizes we cannot comment on the results for the Pacific sample in Tauranga.

Sub-group differences in Tauranga:

Those aged 15-39 are more likely than average to have participated in Pacific arts (17%, vs. 10%).

Māori are more likely to have participated in Pacific visual arts and crafts (9%, vs. 3%).



COMMENTARY

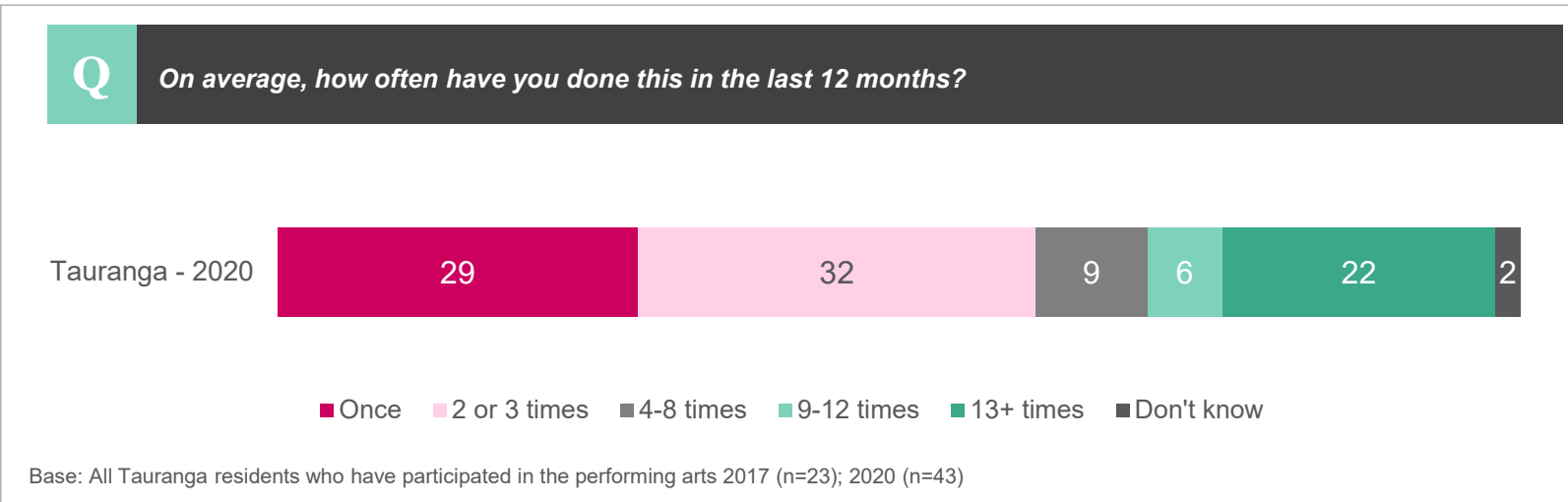
Tauranga residents' participation in the performing arts has increased from 10% in 2017 to 20% in 2020.

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

Over one in four of those who are participating in the performing arts take part on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Tauranga:

Māori are more likely than average to have participated in dance (14%, vs. 6%).

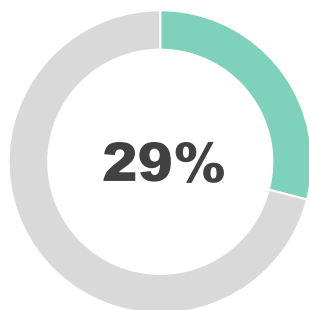


Q

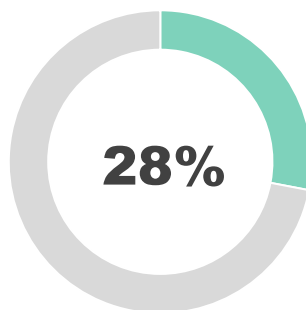
Have you created any visual artworks in the last 12 months?

%

Tauranga 2017



Tauranga 2020



Base: All Tauranga residents 2017 (n=238); 2020 (n=202)

COMMENTARY

Twenty eight percent of Tauranga residents have participated in the visual arts in the last 12 months, in line with 2017.

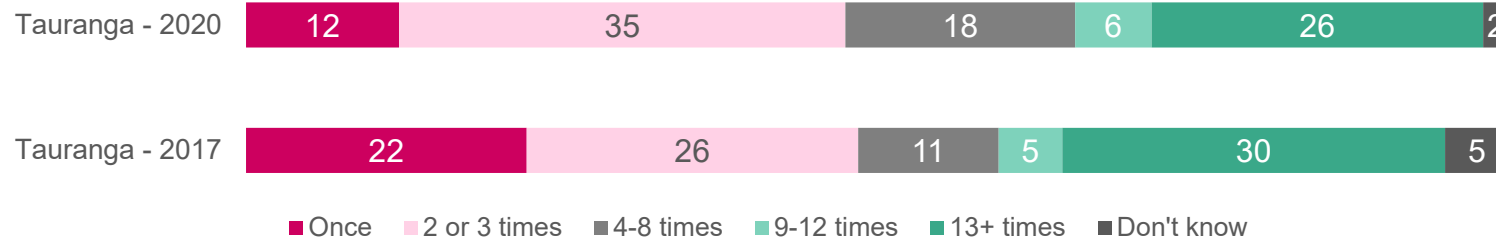
The frequency with which people are participating is broadly consistent with 2017. One in three participate on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Tauranga:

Māori are more likely than average to have participated in the visual arts (40%, vs. 28%).

Q

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



Base: All Tauranga residents who have participated in the visual arts 2017 (n=66); 2020 (n=61)

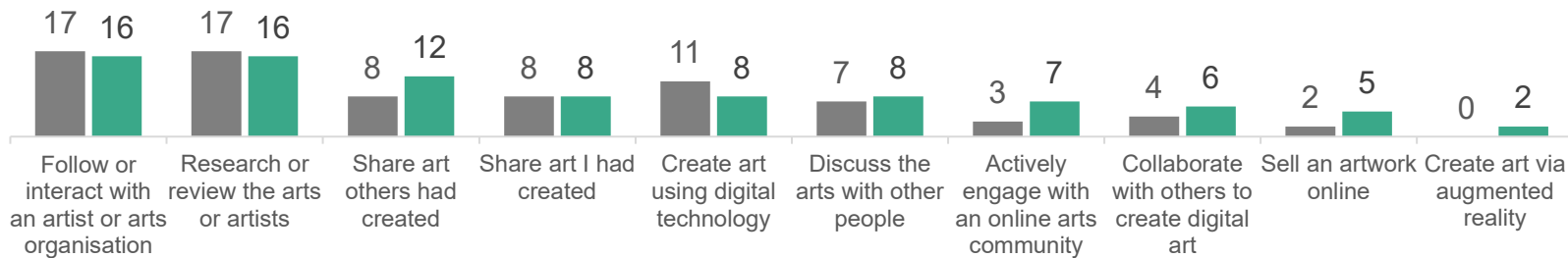
Use of digital technology for arts activities

Q

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

%

■ Tauranga - 2017 ■ Tauranga - 2020



COMMENTARY

Forty percent of residents have used digital technology for arts activities. This compares to 35% in 2017, albeit this difference is not statistically significant.

The most popular activities remain following or interacting with an artist or arts organisation (16%) and researching or reviewing the arts or artists (16%).

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

Sub-group differences in Tauranga:

Those with household incomes over \$100k are more likely than average to engage with digital technology to follow or interact with artists or arts organisations (28%, vs. 16%).

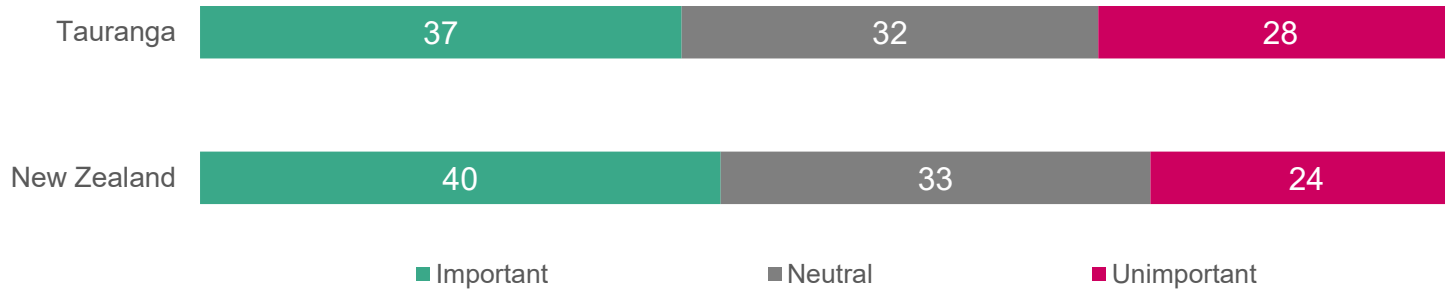


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



Q Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?



COMMENTARY

In 2020, the survey further explored the impact of the arts on wellbeing, with the two questions opposite.

Thirty seven percent of Tauranga residents feel that the arts are important to their personal wellbeing, consistent with the results for all New Zealanders.

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Twenty six percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 11% say it is less important. This is line with the national average.

Sub-group differences in Tauranga:

No sub-groups are more likely than average to say that the arts are important to their personal wellbeing.

Those aged 15-39 are more likely than average to say the arts have become more important to their wellbeing since COVID-19 arrived in New Zealand (36%, vs. 26%).

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

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Thirty seven percent of Tauranga 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 being enjoyable or providing a source of relaxation or self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health.

Quotes

"It helps me feel connected to people, culture and is a creative outlet which makes me feel happy and good about life."

Woman, 30-39, NZ European, Bay of Plenty region

"Helps to look outside of myself and see a different perspective, provides relaxation and education - a change of pace."

Woman, 60-69, NZ European, Bay of Plenty region

"The arts renew me, fill my soul with happiness, help me to connect to others and understand their stories in ways that vibe with me."

Man, 40-49, NZ European, Māori, Bay of Plenty region

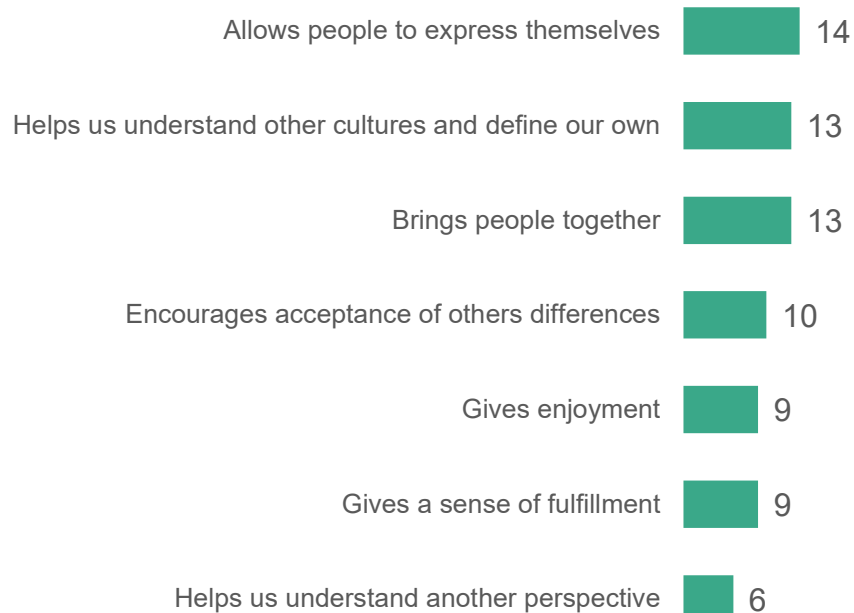
Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Fifty five percent of Tauranga 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, fostering a better understanding of other cultures, community cohesion, and providing a sense of fulfilment.

Quotes

“They are educational, represent cultures and diversity but also give people a creative outlet and allow them to express themselves. It’s given some people a voice they wouldn’t otherwise have.”

Woman, 30-39, NZ European, Māori, Bay of Plenty region

“Help to give a window into different cultures, ideas and can be a way of telling a narrative that may not be as effective as standard ways.”

Man, 40-49, NZ European, Māori, Bay of Plenty region

“Our artists are our storytellers. They preserve our histories, help us imagine our future, and form an integral part of our identity and culture.”

Woman, 30-39, NZ European, Pacific peoples, Bay of Plenty region

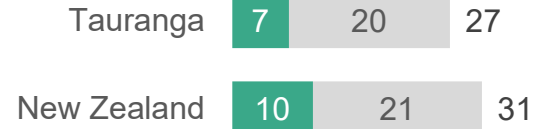


IMPACT OF COVID-19

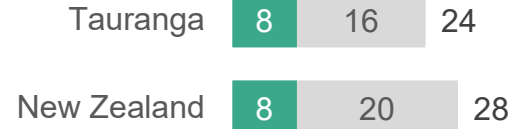
Q How much do you agree or disagree with the following?

%

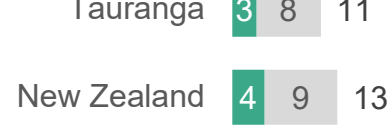
Arts and culture have supported my wellbeing during the COVID-19 crisis



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



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



■ Strongly agree ■ Slightly agree

COMMENTARY

Twenty seven 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 (24%). Finally, the pandemic has even provided a spur for some to engage in new cultural activities (11%).

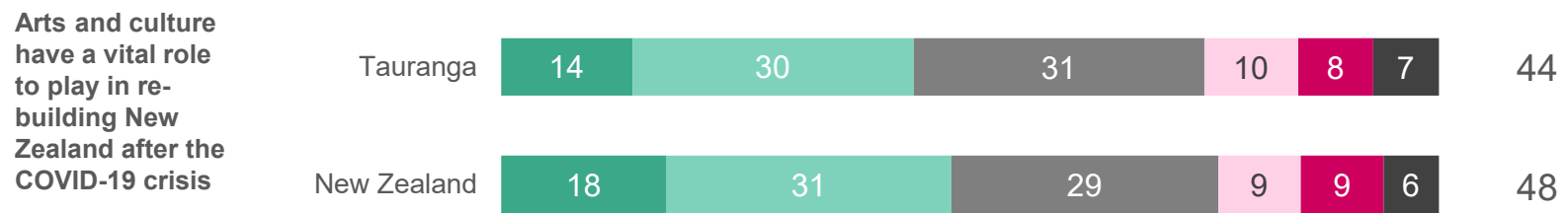
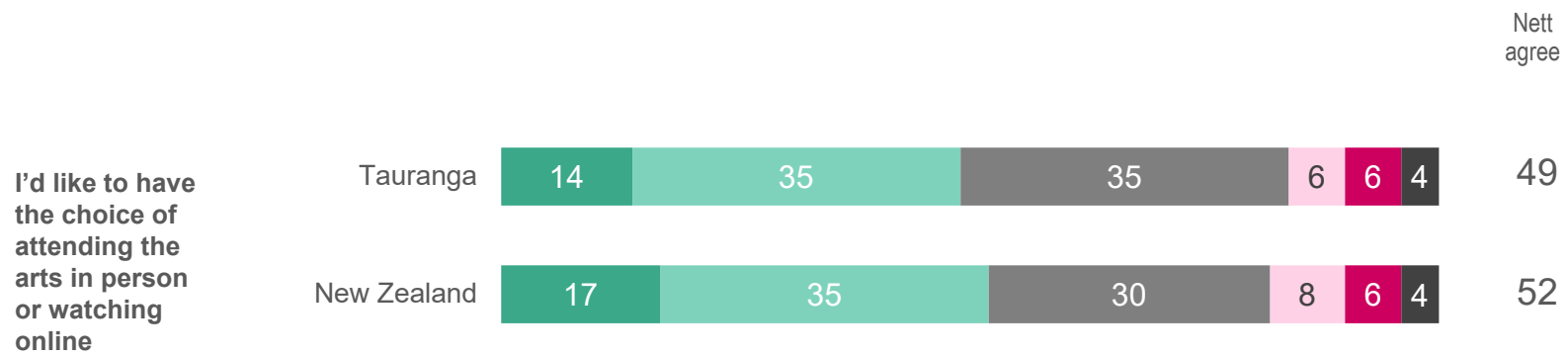
Tauranga residents' views are broadly in line with those of all New Zealanders.

Sub-group differences in Tauranga:

Those aged 15-39 are more likely than average to say the arts have become more important to their wellbeing since COVID-19 arrived in New Zealand (38%, vs. 27%) and that they have attended or participated in new arts activities because of the pandemic (21%, vs. 11%).

In contrast those aged 60+ are less likely than average to agree with each of the statements presented here. In other words COVID-19 has had less impact on their relationship and engagement with the arts.

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

Forty four percent of residents see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 49% would like to have the choice of attending the arts in person or watching them online.

Tauranga residents' attitudes are broadly in line with the national average.

Sub-group differences in Tauranga:
There are no sub-group differences of interest.



FOR FURTHER INFORMATION PLEASE CONTACT

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www.colmarbrunton.co.nz

IMPORTANT INFORMATION

Research Association NZ Code of Practice



Colmar Brunton practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

Research Information

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

Publication of a Research Project

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

Electronic Copies

Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton™ New Zealand is certified to International Standard ISO 20252 (2012). This project will be/has been completed in compliance with this International Standard.

This presentation is subject to the detailed terms and conditions of Colmar Brunton, a copy of which is available on request or [online here](#).

