

New Zealanders and the Arts

Attitudes, attendance and participation in 2017

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1 Background to the research

Creative New Zealand takes a lead on providing research for the arts sector. Since 2005, Creative New Zealand has conducted research to measure New Zealanders engagement with 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 and attitudes towards the arts
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies
- National trends using benchmarked data.

This report presents findings on New Zealanders attitudes towards, attendance at and participation in the arts. All the survey respondents are aged 15+.

1.1 The change in survey method and impact on trends

The survey was first conducted in 2005, and has been repeated every three years since then. Up until 2017, the survey was primarily conducted over the phone by calling randomly generated landline numbers. This was supplemented with a face-to-face boost of Māori, Pacific peoples and Asian New Zealanders. In 2017 the decision was made to change the core methodology to an online panel. The key reasons for this are as follows:

- **Future-proofing.** As the installation and use of landlines decreases it is increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- **Opportunities to offer additional value.** The cost per interview for online interviews is significantly cheaper than telephone. As such, the shift to an online approach made it more affordable for:
 - Creative New Zealand to boost the number of interviews completed in each region to enable more granular analysis and reporting;
 - Creative New Zealand to include additional questions in key regions of interest so Creative New Zealand can delve more deeply into the how residents perceive the arts in their area;
 - Local councils to purchase additional interviews (and in some instances additional questions) so they could receive a report on how residents in their area engage with and perceive the arts.

When the decision was made to change the survey method it was noted this could impact the comparability with previous survey waves. This is because respondents often answer questions differently on a self-completion survey compared to an interviewer-administered one. Having identified this risk the decision was made to commission a 'lite' version of the telephone survey in parallel to the online one to act as a control.

The online survey results recorded noticeably lower levels of attendance and participation than the 2017 telephone survey or the earlier surveys. However, the parallel telephone survey results were largely consistent with previous years. This demonstrated this shift was due to the change in the survey method (and not a genuine shift). Consequently, it was agreed the online survey results could not be directly compared with the previously published survey results from 2005 to 2014.

However, by comparing findings from the telephone and online surveys we have been able to re-weight data to estimate what the previous survey results would have been, had we used an online approach. This means we can still provide insights into how engagement with the arts, and attitudes towards them are evolving over time.

2 What we wanted to know

This study focuses on New Zealanders' (15+ year olds) attendance at, participation in, and attitudes towards the arts in New Zealand.

Attendance is defined as going to any of the below events or locations in the last 12 months:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or book festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

Participation is defined as the 'active involvement' in the making or presentation of art in the last 12 months.

The "arts" is split in to six different art forms, and attendance and participation is measured for each:

- Visual arts
- Craft and object art
- Performing arts
- Literature
- Pacific arts
- Māori arts.

In addition to attendance and performance, a number of attitudes are also measured on the survey using a five point scale (strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree).

A number of changes were made to the 2017 questionnaire, including:

- Removing some attitudinal questions and including new ones on:
 - the quality of New Zealand arts
 - the public's relationship with successful New Zealand artists
 - aspirations for the arts with respect to cultural diversity and the education of New Zealanders.
- Including additional questions for Te Puni Kōkiri (the Ministry of Māori Development) to measure the impact of Ngā Toi Māori (Māori arts).
- Including two open-ended questions to understand why some New Zealanders advocate for the arts (either on a personal or a societal level).
- Including an additional demographic question on region for sampling and analysis.
- Removing questions which asked Christchurch residents to gauge the impact of 2011 earthquakes on their current attendance or participation with the arts.
- Including additional questions on the role and impact of the arts in Christchurch.
- Including additional questions to allow us to identify which Culture Segment each respondent falls into.

3 How we did the research

The population being represented in this study are New Zealanders aged 15 and over.

There are two components of the 2017 study:

- Online survey of 6,101 New Zealanders aged 15+
- Telephone survey of 250 New Zealanders aged 15+

All interviewing took place between 27 October and 29 November 2017.

3.1 Online survey of New Zealanders aged 15+

3.1.1 Online survey summary

The research was principally conducted online, using the Colmar Brunton online panel. The panel includes around 120,000 New Zealanders who have agreed to take part in research for Fly Buys points.

Respondents received an email inviting them to complete the survey in exchange for Fly Buys points. Targeted reminders were sent to those who did not initially respond.

As the panel only includes adults aged 18+, a system of parental pass-ons was used to reach young people aged 15-17 years. An email was sent to parents on the panel asking them if they had a child in this age bracket who would be able to take part in the survey. Parents that completed the survey received Fly Buys points, while the young person that completed the survey went into a prize draw to win one of five prizes of \$100.

The final response rate achieved on the Colmar Brunton online panel was 33%.

A total of 6,101 respondents completed the survey. This sample size has a maximum margin of error of +/- 1.3%.

The average interview duration was 13 minutes.

3.1.2 Interviewing targets

The original sample design included a core national sample of 1,000 New Zealanders. This was then boosted in various ways which resulted in the final sample size of over 6,000 interviews. This included a number of boosts commissioned by Creative New Zealand:

- 150 interviews in each region
- 400 interviews in Southland
- 500 interviews in the following regions: Northland Region, Bay of Plenty, and Waikato
- 3 x 100 interviews each with Māori, Pacific peoples, and Asian New Zealanders.

It also included a number of local boosts commissioned by various councils:

- 1900 interviews in Auckland (commissioned by Auckland Council)
- 500 interviews in Wellington city (commissioned by Wellington City Council)
- 200 interviews in Palmerston North (commissioned by Palmerston North City Council)
- 200 interviews in Rotorua (commissioned by Rotorua Lakes Council)
- 200 interviews in Whangarei (commissioned by Whangarei District Council).

To ensure we achieved a nationally (and locally) representative sample, interviewing targets were set by age within gender within each region (or local council).

The regional or local council interviewing targets were largely met with some exceptions including:

- West Coast (110 interviews vs. a target of 150 interviews)
- Gisborne (128 interviews vs. a target of 150 interviews)
- Tasman (136 interviews vs. a target of 150 interviews)
- Southland (381 interviews vs. a target of 400 interviews)

The reason for these shortfalls was a lack of available panellists in certain hard to reach groups (principally younger males).

3.2 Telephone survey of New Zealanders aged 15+

As noted, a parallel telephone survey was commissioned alongside the online survey. Its purpose was to manage the risk that the change in method presented to the comparability of the results with previous surveys.

The telephone survey was a 'lite' version of the full survey, with a sample size of 250 interviews and a reduced version of the questionnaire. We included key questions to measure attendance and participation by each of the art forms (and thereby overall engagement) as well as some key attitudinal statements.

Telephone numbers for calling were generated using random digit dialling. These numbers were generated in proportion to the number of people living within tightly defined regions across New Zealand to ensure the spread of interviews matched the distribution of the New Zealand 15+ population as per the 2013 Census.

All interviews were conducted by trained Colmar Brunton interviewers. Up to six call backs were made to each household in order to attempt an interview. Only after six call-backs was a household replaced with another randomly generated telephone number from that area. Respondents were defined as the person aged 15 or more with the next birthday.

The final response rate achieved was 19%.

A total of 250 interviews were completed, which has a maximum margin of error of +/- 6.2%

The average interview duration was 13 minutes.

3.3 Weighting

Both the online and telephone sample were weighted to ensure the final profiles were representative of the New Zealand population aged 15+ by age within gender, ethnicity and region. The weighting targets were taken from the 2013 census. The weighting process corrected for the over-sampling of those local authorities which were boosted in the online survey.

3.4 Trend data

As noted, our analysis of the online and telephone survey results for 2017 indicate that the change in method depressed attendance and participation levels for the arts. The methodological change also appeared to result in New Zealanders expressing less positive attitude in the arts. There are several factors that explain why the change in method impacted the results:

- Social desirability effects are typically more pronounced in interviewer-led surveys, with respondents more conscious of giving a response that reflects well on them and 'pleases' the interviewer. In contrast online surveys provide greater anonymity and can result in more truthful responses.
- The introduction to the telephone survey has historically referenced Creative New Zealand and the arts. This might have resulted in a sample skewed towards those who are more engaged with the arts. In contrast the introduction to Colmar Brunton's online panel surveys do not reference the client or subject matter. They simply reference the incentive and interview length.

- The online survey respondents were less likely to agree with positive statements about the arts. This was largely because they were more likely to select the mid-point response (neither agree nor disagree) rather than shifting to a negative viewpoint (by disagreeing). It is possible that seeing the full range of responses on screen (with equal weight given to each) encouraged respondents to choose the mid-point (neither agree nor disagree).

Due to these reasons it was decided that it would be mis-leading to compare the online 2017 survey findings to the previous survey findings (2005 to 2014). Following discussions with Creative New Zealand the decision was made to use the relationships between the survey results in the 2017 online and telephone surveys to re-weight the previous survey waves to estimate what the survey results would have been had an online method been used. This re-weighting has been done for those questions included in the 2017 telephone survey.

3.5 Reporting

This report details the survey findings for New Zealanders aged 15+. It summarises the 2017 findings overall, and where possible, it makes comparisons over time with re-weighted data from the earlier surveys (see section 3.4). In addition, the report highlights those groups of New Zealanders who are more or less positive towards (or engaged with) the arts. These groups include demographics such as gender, age, ethnicity, region, annual household income and household size, as well as the psychographic 'Culture Segments' (see section 3.6).

Any differences noted in the report (either over time, or between sub-groups) are statistically significant, unless stated otherwise. This means we are 95% confident that the difference is genuine, rather than a 'chance' result that can occur from surveying a sample of the population.

Statistically significant differences are also denoted in the charts by the following symbols:



3.6 MHM Culture Segments

Morris Hargreaves McIntyre (MHM) has developed a segmentation for arts, culture and heritage organisations, entitled Culture Segments. They are used in the Audience Atlas study which sits alongside the New Zealander and the Arts Survey.

For the first time the New Zealanders and the Arts survey included a set of questions to identify which Culture Segment each respondent falls into. This has enabled us to highlight differences in attendance, participation and attitudes by the Culture Segments in the sub-group analysis. A summary of each of the eight Culture Segments and the proportion of the population they account for in the survey are presented in the table below.

Culture Segment	Key descriptors	Definition
Affirmation (13%)	Self-identity Aspirational Quality time Improvement	The core of the Affirmation segment comprises young adults, often studying or looking after family at home, for whom the arts is one of many leisure choices. They are adventurous when it comes to their arts and cultural consumption, viewing it as a means of developing themselves as individuals.
Enrichment (11%)	Mature Traditional Heritage Nostalgia	The Enrichment segment is characterised by older adults with time to spare who like spending their leisure time close to the home. They have established tastes and enjoy culture that links into their interests in nature, heritage and more traditional art forms.
Essence (8%)	Discerning Spontaneous Independent Sophisticated	The Essence segment tends to be well-educated professionals who are highly-active cultural consumers and creators, they are leaders rather than followers. Confident in their own tastes, they will act spontaneously according to their mood and pay little attention to what others think.
Entertainment (15%)	Consumers Popularist Leisure Mainstream	The Entertainment segment tends to be conventional, younger adults for whom the arts are on the periphery of their lives. Their occasional forays into culture are usually for spectacular, entertaining or must-see events, and compete against a wide range of other leisure interests.
Expression (20%)	Receptive Confident Community Expressive	The Expression segment is in-tune with their creative and spiritual side. They are confident, fun-loving, self-aware people who accommodate a wide range of interests, from culture and learning, to community and nature.
Perspective (8%)	Settled Self-sufficient Focused Contented	The Perspective segment is settled, fulfilled and home-orientated. The arts and culture are low among their priorities, however their underlying spontaneous nature, need to make their own discoveries, and desire to learn provide a focus for engaging with arts and culture.
Release (12%)	Busy Ambitious Prioritising Wistful	The Release segment tends to be younger adults with busy working and family lives who used to enjoy relatively popular arts and culture, but have become switched off as other things have taken priority in their lives. Consequently they feel they have limited time and resources to enjoy the arts and culture, although they would like to do more.
Stimulation (13%)	Active Experimental Discovery Contemporary	The Stimulation segment is an active group who live their lives to the full, looking for new experiences and challenges to break away from the crowd. They are open to a wide range of experiences, from culture to sports and music, but they like to be at the cutting edge in everything they do.

4 Key Findings

The majority of New Zealanders hold positive attitudes about the arts, which is likely to drive a high level of engagement with the arts in New Zealand (80%).

The change in survey methodology means we have had to re-weight the data for the previous waves¹. Based on the revised data **the 2017 findings represent the highest level of engagement with the arts to date**. The two elements that comprise engagement are attendance and participation.

The recovery in arts attendance has been sustained, following the Christchurch earthquakes and the recession. A total of 73% of New Zealanders have attended at least one arts event or location in the last 12 months. This is consistent with 2014, but higher than 2011 (69%). The survey highlights that cheaper ticket pricing, greater choice and reducing social isolation (for those with no one to go with) are key ways that arts organisations can grow attendance.

Participation in the arts continues to grow, reaching its highest level recorded to date. Over half of all New Zealanders now participate in the arts (52%). This compares to 43% in 2014 and 36% in 2011. This is largely driven by increased participation in the most popular art form, the visual arts (from 19% to 28%). One possible explanation for greater involvement in the visual arts is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

The majority of New Zealanders believe the arts bestow a range of benefits on the nation, and are more likely than ever to recognise the impact of the arts. These benefits include economic growth, developing our national identity and making communities more cohesive and interesting places to live. In recognition of these benefits, the majority of New Zealanders support the public funding of the arts, with support recovering to pre-recession levels (2005).

“The arts give us opportunities to explore different points of view and experiences. They give us ways to express ourselves and communicate ideas with each other. They provide opportunities to use our different senses. The arts can provoke, challenge, delight and amuse us. Without the arts, life would be duller. Humans have a deep-seated need to communicate through music, dance and the visual arts, and any society that ignores or suppresses these fundamental needs is the poorer for it.”

Woman, 40-49, Māori, Auckland

¹ See section 1.1 and 3.4.

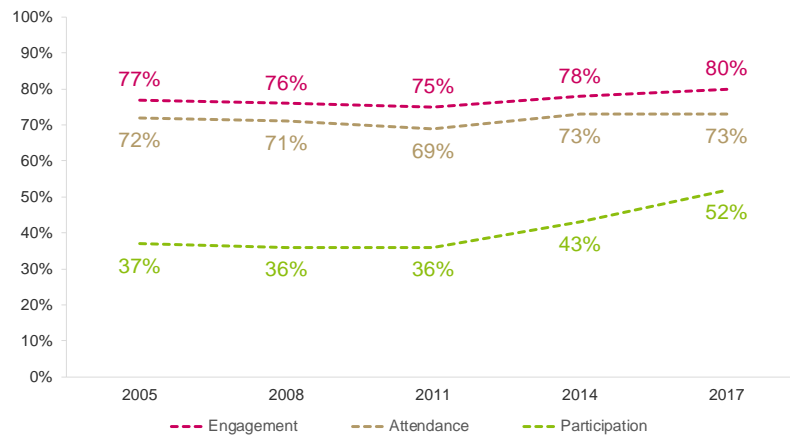
5 Executive Summary

5.1 Overall Measures

Engagement with the arts is a nett calculation based on anyone who attended or participated in at least one art form in the last 12 months.

Overall engagement with the arts is 80% in 2017. This is its highest level to date. It represents a national recovery after the impact of the Christchurch earthquakes and economic recession.

Engagement, attendance and participation



The recovery in **arts attendance** has been sustained. A total of 73% of New Zealanders have attended at least one arts event or venue in the last 12 months. This is consistent with 2014, but higher than 2011 (69%). Over one in five New Zealanders (22%) attend the arts on a very regular basis (11+ times per year).

Participation in the arts continues to grow, reaching its highest level recorded to date. Over half of all New Zealanders now participate in the arts (52%, compared to 43% in 2014). This is largely driven by increased participation in the most popular art form, the visual arts (from 19% to 28%). One possible explanation for the increase in participation in the visual arts is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making. One in five New Zealanders (20%) participate in the arts on a very regular basis (13+ times per year).

5.2 Attitudes to the arts

On balance, New Zealanders are positive about the arts. The majority of New Zealanders hold positive attitudes on 13 of the 21 statements measured. It should be noted that many of those who do not share these positive views often take a neutral position, as opposed to holding a negative viewpoint. In addition, there is only one statement where New Zealanders are more likely to express a negative than positive viewpoint.

5.2.1 Inclusivity of the arts

There is strong support amongst New Zealanders for the arts to reflect New Zealand's cultural diversity (67% agree) and to be part of the education of every New Zealander (61%). Only a minority actively disagree (7% and 11% respectively). There is a feeling the arts could be more inclusive. Forty-three percent agree the 'arts are for people like me', while 36% agree the arts are only for certain types of people.

5.2.2 Access to the arts

There is potential to significantly improve attendance at arts events. Three in five New Zealanders (62%) agree 'some arts events interest me but I still don't go much'.

Just under half of New Zealanders agree they have access to a range of arts and artistic activities (46%).

Three in ten New Zealanders (30%) feel the arts and arts activities is an important reason in why they like living where they do. A similar proportion disagree with this statement indicating there are other more important reasons which influence their place attachment.

5.2.3 What the arts mean to me

The arts have significant meaning for a sizeable proportion of New Zealanders. Thirty-five percent agree the arts are part of their everyday life while 30% agree they can't live without the arts.

More residents are interested in the arts than not. While, 24% of New Zealanders agree they don't find the arts all that interesting, 53% disagree.

5.2.4 How the arts benefit me

The arts provide personal benefits to most New Zealanders. Three-quarters (74%) agree they feel proud when New Zealand artists succeed overseas, whereas two-thirds (64%) learn about different cultures through the arts.

In addition, 41% of New Zealanders agree the arts improve how they feel about life in general, compared to 24% who disagree. The proportion who agree with this statement is also higher than in 2014 (37%).

5.2.5 How the arts benefit New Zealand

The majority of New Zealanders recognise different ways in which the arts benefit the nation. Over half agree they contribute positively to the economy (59%), improve New Zealand society (57%) and help define who we are as New Zealanders (54%). In addition, 50% agree their community would be poorer without the arts.

The proportion recognising each of these benefits is higher than in 2014, although the increase for the proportion who agree the arts help define who we are as New Zealanders is not statistically significant.

5.2.6 Support for public funding of the arts

There is support for public funding of the arts. Over half of New Zealanders (53%) agree the arts should receive public funding. In contrast, just 17% disagree, while the remainder are either neutral or undecided. Support for public funding is also higher than the levels recorded in 2014 and 2011, although in line with 2008 and 2005.

Just under half of all New Zealanders (47%) also feel their local council should give money to support the arts. This compares to 21% who disagree, with the remainder either neutral or undecided.

Those New Zealanders who hold positive perceptions of the arts, including those who derive personal benefits or see benefits for the nation, are much more likely to support public funding of the arts.

5.2.7 Quality of the arts

The majority of New Zealanders are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts are of high quality (62%) while 56% feel they are world class.

5.2.8 Impact of Ngā Toi Māori (Māori arts)

Māori benefit from Ngā Toi Māori in a number of ways. Four in five (81%) agree they help support our national identity, while three in five (61%) agree they learn about Māori culture through Ngā Toi Māori. In addition over half of Māori believe Ngā Toi Māori improves their well-being (55%) and motivates them to kōrero Māori (52%).

Māori are more likely to benefit from Ngā Toi Māori than all New Zealanders. However, Ngā Toi Māori also provide benefits to the wider population. Three in five (60%) agree they help support our national identity, while just under half (45%) agree they learn about Māori culture through Ngā Toi Māori. In addition, one in four New Zealanders agree Ngā Toi Māori improves their well-being (25%) and encourages them to kōrero Māori (24%).

5.3 Engagement by art form

5.3.1 Performing arts

Performing arts is the most popular art form to attend. Just over half (51%) of New Zealanders have attended the performing arts in the last 12 months. This is consistent with previous surveys.

Most of those who attend do so infrequently. The proportion who have attended between one and three times is 86% for ballet or other dance, 75% for concerts or musical performances and 73% for the theatre.

Participation in the performing arts is at its highest level recorded to date. Sixteen percent of New Zealanders have participated in the performing arts in the last 12 months.

Of those who participate 38% do so on a regular basis (at least nine times in the last 12 months).

5.3.2 Visual arts

The proportion who visit the visual arts has increased from 41% in 2014 to 45% in 2017.

Most attendance is relatively infrequent; 75% did so between one and three times in the last 12 months.

Participation in the visual arts has also increased from 19% in 2014 to 28% in 2017, making it the most popular art form to participate in. One possible explanation for the increase in participation is the continued uptake and development of digital technology supporting an increase in web-based art or film making.

Of those who participate, 32% do so on a regular basis (at least nine times in the last 12 months).

5.3.3 Craft and object art

Attendance at craft and object art events or exhibitions has remained consistent between 2014 (40%) and 2017 (39%).

Most attendance is relatively infrequent; 77% did so between one and three times in the last 12 months.

Participation in craft and object art has also remained consistent between 2014 (24%) and 2017 (24%).

Of those who participate 31% do so on a regular basis (at least nine times in the last 12 months).

5.3.4 Māori arts

Attendance at Māori arts events has increased to its highest level to date (from 17% in 2014 to 22% in 2017). Over half of Māori (52%) have attended Māori arts events. They also reach out to a wider audience with 31% of Pacific peoples having attended, 19% of New Zealand Europeans and 19% of Asian New Zealanders.

Most attendance is relatively infrequent; 84% did so between one and three times.

Twelve percent of New Zealanders have participated in the Māori arts in the last 12 months (the highest level to date). This compares with 8% back in 2011. Māori are most likely to participate (42%), but other ethnicities also take part: 23% of Pacific peoples; 10% of Asian New Zealanders and 9% of New Zealand Europeans.

Of those who participate, 20% do so on a regular basis (at least nine times in the last 12 months).

5.3.5 Pacific arts

Attendance at Pacific arts events has also increased to its highest level to date (from 14% in 2014 to 18% in 2017). Over half of Pacific peoples (52%) have attended Pacific arts events. They also reach out to a wider audience with 40% of Māori having attended, 18% of Asian New Zealanders and 14% of New Zealand Europeans.

Most attendance is relatively infrequent; 85% did so between one and three times.

Participation in the Pacific arts is 8%, which is consistent with previous surveys but lower than 2005 (11%). Three in ten Pacific peoples have participated in Pacific arts (29%) but other ethnicities also take part: 22% of Māori; 9% of Asian New Zealanders; and 5% of New Zealand Europeans.

Of those who participate, 13% do so on a regular basis (at least nine times in the last 12 months).

5.3.6 Literary arts

Attendance at literary arts events or festivals has gradually declined from 14% in 2005 to 10% in 2017.

Most of those who attend do so on a relatively infrequent basis; 78% did so between one and three times.

Participation in the literary arts has continued to grow to its highest level to date. Thirteen percent have participated in the literary arts in the last 12 months, compared with 10% back in 2014 (and 7% in 2011). Literary arts is the only art form where participation is higher than attendance (13% vs. 10%).

Of those who participate 25% do so on a regular basis (at least nine times in the last 12 months).

5.3.7 Use of digital technology for arts activities

Digital technology is enabling greater engagement in the arts for two in five New Zealanders (43%). Among other things, it is being used both to create and share art, and develop a stronger relationship with artists.

The most popular activities are researching or reviewing the arts or artists (17%), following or interacting with an artists or arts organisation (17%) and creating art using digital technology (15%).

5.4 Advocacy of the arts

5.4.1 Reasons why the arts improve New Zealanders' lives

The reasons why 41% of New Zealanders feel the arts are life-affirming relate to positive emotions such as feeling good or happy, as well as providing mental stimulation in various ways. The most common responses are 'makes me feel good' (26%), 'adds enjoyment / makes me happy' (14%) and 'appreciate / understand different viewpoints' (10%).

5.4.2 Reasons why the arts improve society

Many of the reasons why 57% of New Zealanders feel the arts help improve New Zealand society relate to community cohesion. The most common responses are 'understanding other cultures' (17%), 'allows creative expression' (10%) and 'thought provoking / open minds' (9%).

5.5 Impact of the Christchurch earthquakes

Residents in Christchurch typically hold positive attitudes about the relationship between the arts and their city.

A clear majority of Christchurch residents believe the arts present opportunities to: help rebuild their city for the future (72% agree); create a more vibrant city (68%); and support community resilience and well-being (63%). Given these potential benefits it is not surprising that 62% agree it is important the Christchurch is recognised as a place that supports excellence in the arts.

The majority of residents in Christchurch believe the arts are inclusive, with 60% agreeing they reflect the diversity of the city's communities. Just over half (52%) agree children and young people have many opportunities to access affordable arts.

In addition to this attitudinal data it is worth noting that overall engagement with the arts in Christchurch is now in line with the nation (81% vs. 80% for all New Zealanders).

6 Overall engagement, attendance and participation

6.1 Overall engagement with the arts

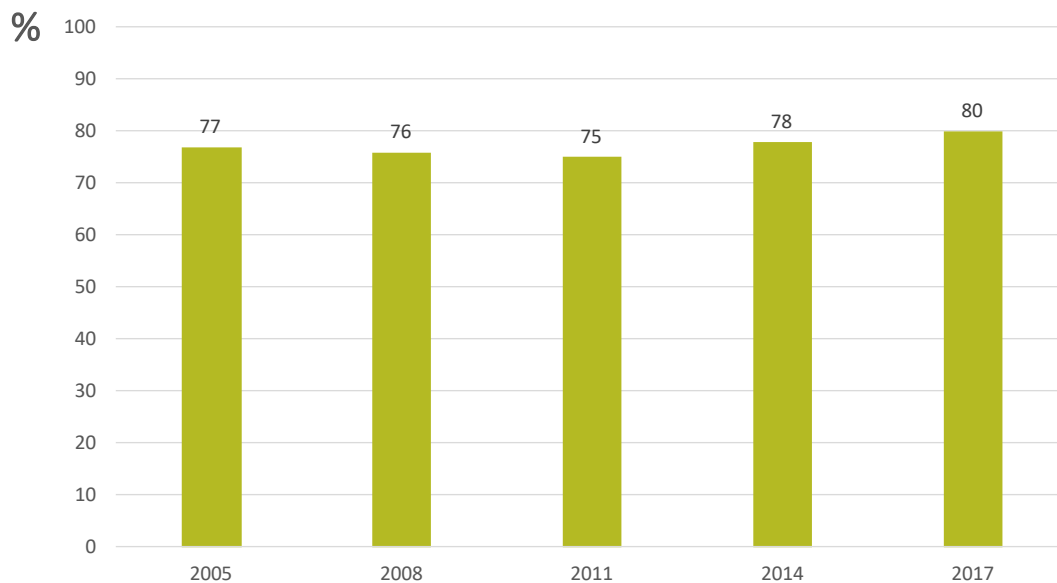
The survey asks respondents specifically about their attendance at and their participation in six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The chart below shows overall engagement with the arts in 2017. Engagement with the arts is a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

The 2017 finding is based on the online survey. Due to the change in survey methodology in 2017 we have re-weighted the findings for the previous survey waves to enable a more meaningful comparison. The weights were calculated by comparing the online survey findings in 2017 with findings from a parallel telephone survey².

Eight in ten New Zealanders (80%) have engaged with the arts in the last 12 months. It represents a new peak in engagement after the impact of the Christchurch earthquakes and economic recession. Indeed engagement with the arts in Christchurch is now in line with the national average (81% compared to 80%).

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literary arts, Pacific arts and Māori arts



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

There is a strong correlation between attending the arts and participating in them. The table below demonstrates that a large proportion of high attendees (47%) are also frequent participators. Conversely a high proportion of non-attendees (75%) are also non-participators.

² See section 3 for further detail on the change in method and approach taken to re-weighting the previous surveys.

Participation	Attendance				
	BASE: All respondents (n=6,101)	Attended nothing	Low attendance	Medium attendance	High attendance
Did not participate		75%	57%	38%	21%
Participated 12 times or less		18%	32%	41%	32%
Participated more than 12 times		7%	11%	21%	47%

There are a number of demographic subgroups who are more likely than average (80%) to be engaged with the arts. They include:

- Those living in Wellington city (87%)
- Māori people (86%)
- Women (85%)
- High income households, with an annual income of \$120,000 or more (85%).

Conversely there are a number of demographic subgroups who are less likely than average (80%) to be engaged with the arts. They include:

- Asian New Zealanders (77%)
- Men (75%)
- Low income households, with an annual income of up to \$30,000 (75%).

In addition, there are differences by the Culture Segments (see Section 3.6 for a definition of each segment):

- The Essence (94%), Expression (92%), Affirmation (88%) and Stimulation (87%) Culture Segments are more likely than average (80%) to be engaged with the arts.
- The Release (75%), Perspective (72%) and Entertainment (50%) Culture Segments are less likely than average (80%) to be engaged with the arts.

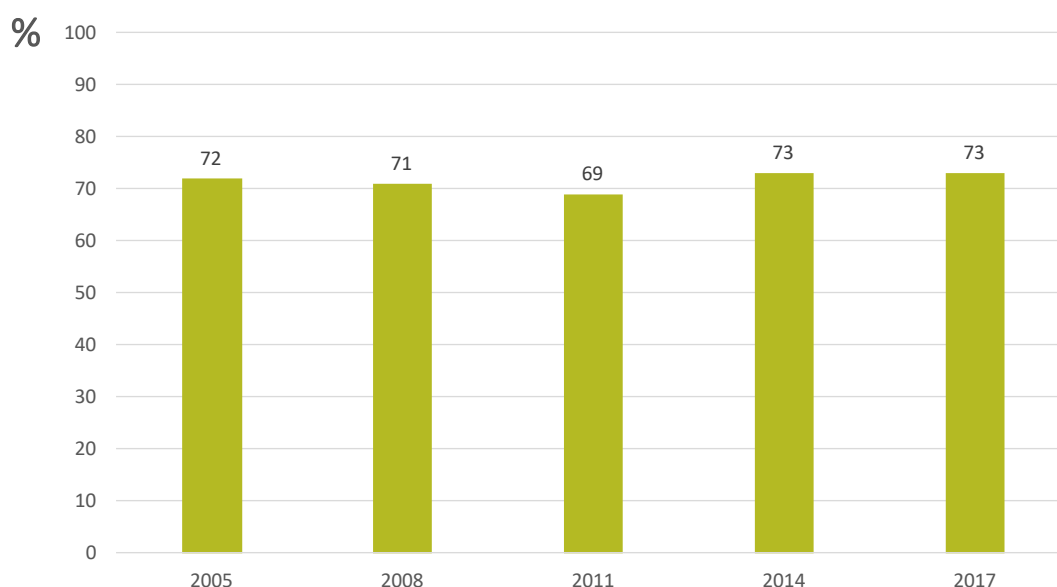
6.2 Overall arts attendance

6.2.1 Overall arts attendance

The chart below summarises the proportion of New Zealanders who have attended at least one arts event or location in the last 12 months.

The recovery in arts attendance (following the Christchurch earthquakes and the recession) has been sustained. A total of 73% of New Zealanders have attended at least one arts event or location in the last 12 months. This is consistent with 2014, but higher than 2011 (69%).

Q Overall attendance is based on all those who have attended the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literary arts, Pacific arts and Māori arts



△▽ = significantly higher / lower than 2014

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

There are a number of demographic subgroups who are more likely than average (73%) to attend the arts. They include:

- Those living in Otago (83%)
- Those living in Wellington city (81%)
- High income households, with an annual income of \$120,000 or more (80%)
- Māori (79%)
- Women (79%)
- Those living in metropolitan areas (77%).

Conversely there are a number of demographic subgroups who are less likely than average (73%) to attend the arts. They include:

- Those living in Northland (67%), Waikato (67%), Manawatu-Wanganui (67%), and West Coast (61%)
- Men (67%)
- Low income households, with an annual income of up to \$30,000 (64%).

In addition, there are differences by the Culture Segments:

- The Essence (89%), Expression (87%), Affirmation (83%) and Stimulation (82%) Culture Segments are more likely than average (73%) to attend the arts.

- The Perspective (59%) and Entertainment (41%) Culture Segments are less likely than average (73%) to attend the arts.

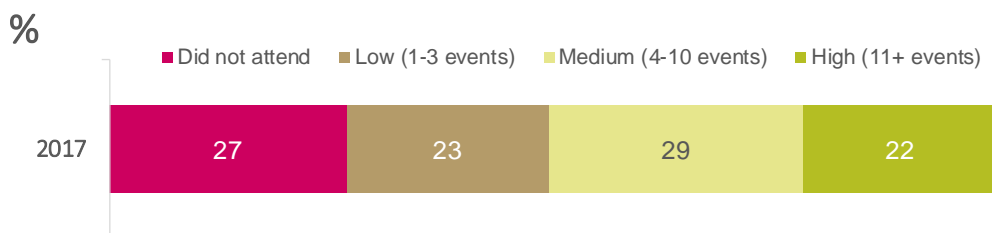
6.2.2 Frequency of attendance

We have identified four groups of New Zealanders in terms of the frequency with which they attend any art form:

- None – did not attend any arts events in the last 12 months
- Low – attended 1 to 3 arts events in the last 12 months
- Medium – attended 4 to 10 arts events in the last 12 months
- High – attended 11+ arts events in the last 12 months.

Over one in five New Zealanders (22%) are represented in the ‘high’ frequency of attendance group. Due to the change in survey methodology it is not possible to make comparisons with previous survey waves³.

Q Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literary arts, Pacific arts and Māori arts



Base: All respondents (n=6,101)

There are a number of demographic subgroups who are more likely than average (22%) to be high attendees. They include:

- The Essence (43%), Expression (33%), and Stimulation (29%) Culture Segments
- Those living in Otago (33%) and Wellington city (30%)
- Māori (33%)
- Women (25%)
- Those living in metropolitan areas (25%).

Conversely there are a number of demographic subgroups who are less likely than average (22%) to be high attendees. They include:

- Those living in Waikato (17%) and Bay of Plenty (18%)
- Men (17%).

In addition, there are differences by the Culture Segments:

- The Essence (43%), Expression (33%), and Stimulation (29%) Culture Segments are more likely than average (22%) to be high attendees.
- The Enrichment (7%), Perspective (7%) and Entertainment (4%) Culture Segments are less likely than average (22%) to be high attendees.

³ See section 3 for further detail on the change in method and approach taken to re-weighting the previous surveys.

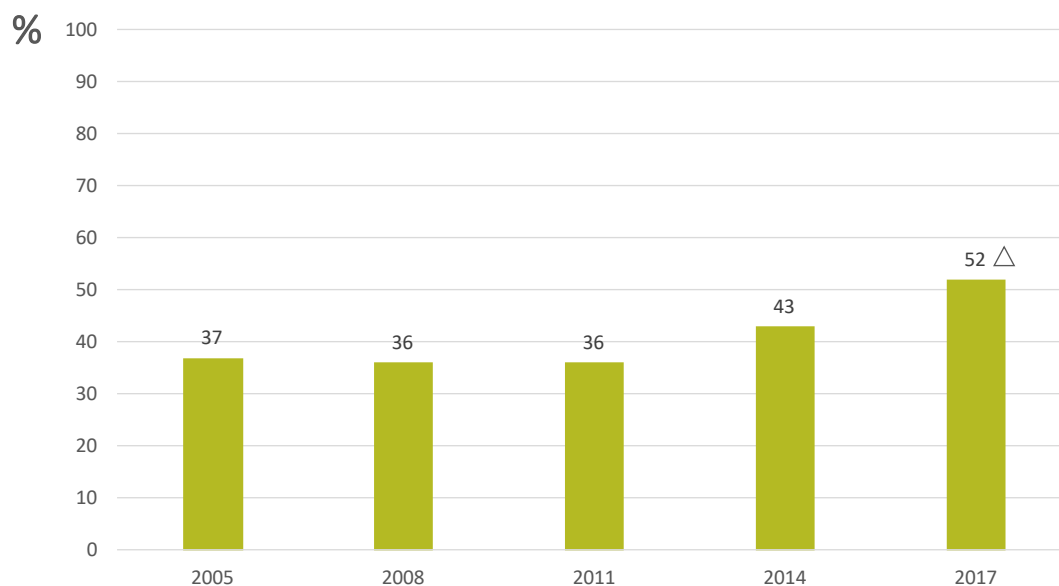
6.3 Overall arts participation

6.3.1 Overall arts participation

The chart below summarises the proportion of New Zealanders who have participated in at least one art form in the last 12 months.

Participation in the arts continues to grow, reaching its highest level recorded to date. Over half of all New Zealanders now participate in the arts (52%).

Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literary arts, Pacific arts and Māori arts



△▽ = significantly higher / lower than 2014

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

There are a number of demographic subgroups who are more likely than average (52%) to participate in the arts. They include:

- Māori (68%)
- Those living in the Wellington region (63%) and Wellington city (58%)
- Young people, aged 15-29 (62%)
- Larger households with four (60%) or five or more people (61%)
- Women (57%).

Conversely there are a number of demographic subgroups who are less likely than average (52%) to participate in the arts. They include:

- Middle aged people aged 40-49 (46%) and older people aged 60+ (46%)
- Men (45%)
- Those living in Taranaki (43%).

In addition, there are differences by the Culture Segments:

- The Essence (71%), Expression (65%) and Affirmation (59%) Culture Segments are more likely than average (52%) to participate in the arts.
- The Release (46%) Perspective (42%), Enrichment (44%) and Entertainment (27%) Culture Segments are less likely than average (52%) to participate in the arts.

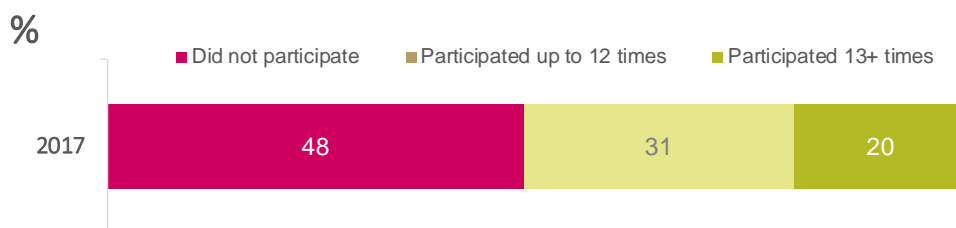
6.3.2 Frequency of participation

We have identified three groups of New Zealanders in terms of the frequency with which they participate in any art form:

- Did not participate in any arts forms in the last 12 months
- Participated up to 12 times in the last 12 months
- Participated more than 12 times in the last 12 months.

One in five New Zealanders (20%) participate in the arts on a very regular basis. Due to the change in survey methodology it is not possible to make comparisons with previous survey waves⁴.

Q Frequency of participation shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literary arts, Pacific arts and Māori arts



Base: All respondents (n=6,101)

There are a number of demographic subgroups who are more likely than average (20%) to participate regularly. They include:

- Māori (31%)
- Young people, aged 15-29 (29%)
- Those living in the Wellington region (27%), Wellington city (26%), and Northland (25%)
- Women (25%).

Conversely there are a number of demographic subgroups who are less likely than average (20%) to participate regularly. They include:

- People aged 30-49 (17%)
- Men (15%)
- Asian New Zealanders (15%).

In addition, there are differences by the Culture Segments:

- The Essence (37%) and Expression (30%) Culture Segments are more likely than average (20%) to participate regularly.
- The Release (14%), Perspective (12%) and Entertainment (7%) Culture Segments are less likely than average (20%) to participate regularly.

⁴ See section 3 for further detail on the change in method and approach taken to re-weighting the previous surveys.

7 Attitudes towards the arts

To understand what New Zealanders think about the arts (and their potential benefits) a series of attitudinal statements have been developed since 2005. A number of these statements were included on the 2017 telephone parallel survey which has enabled us to produce trends for these statements.

7.1 Summary of New Zealanders' attitudes

On balance, New Zealanders are positive about the arts. The majority of New Zealanders hold positive attitudes on 13 of the 21 statements measured. It should be noted that many of those who do not share these positive views often take a neutral position, as opposed to holding a negative viewpoint (full details are provided in sections 7.2 to 7.6).

- *I feel proud when New Zealand artists succeed overseas (74% agree)*
- *The arts should reflect New Zealand's cultural diversity (67% agree)*
- *I learn about different cultures through the arts (64% agree)*
- *Overall New Zealand arts are of high quality (62% agree)*
- *Some arts events interest me but I still don't go much (62% agree)*
- *The arts should be part of the education of every New Zealander (61% agree)*
- *The arts contribute positively to our economy (59% agree)*
- *The arts help improve New Zealand society (57% agree)*
- *The arts in New Zealand are world class (56%)*
- *The arts help define who we are as New Zealanders (54% agree)*
- *The arts should receive public funding (53% agree)*
- *I don't find the arts all that interesting (53% disagree)*
- *My community would be poorer without the arts (50% agree).*

While, less than half of all New Zealanders express a positive viewpoint on the following statements, they are much more likely to hold a positive one than a negative one (a significant proportion are neutral).

- *My local Council should give money to support the arts (47% agree)*
- *My community has a broad range of arts and artistic activities that I can experience or participate in (46% agree)*
- *The arts are for people like me (43% agree)*
- *The arts improve how I feel about life in general (41% agree).*

In contrast New Zealanders are more evenly balanced between a positive and negative viewpoint on the following statements (with others taking a neutral viewpoint).

- *The arts are only for certain types of people (36% agree)*
- *The arts are part of my everyday life (35% agree)*
- *The availability of good arts activities and events is an important reason why I like living where I do (30% agree).*

The final statement is the only one where on balance New Zealanders are more likely to hold a negative attitude than positive.

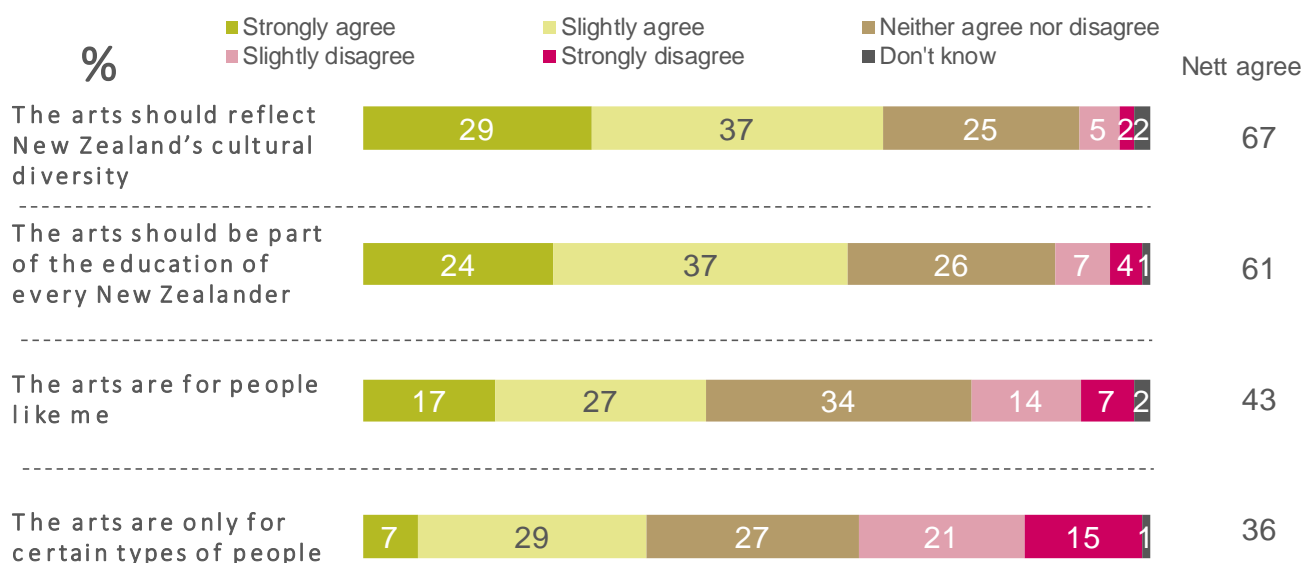
- *I can't live without the arts (30% agree, compared to 39% who disagree, and 29% who are neutral).*

7.2 Inclusivity of the arts

There is strong support amongst New Zealanders for the arts to reflect New Zealand’s cultural diversity and to be part of the education of every New Zealander. The majority of residents in New Zealand agree with these statements, with only a minority actively disagreeing (7% and 11% respectively).

There is a feeling the arts could be more inclusive. Forty three percent agree the ‘arts are for people like me’, while 36% agree the arts are only for certain types of people.

Q To what extent do you agree or disagree?



Base: All respondents (n=6,101)

The following groups of New Zealanders are more likely than average (67%) to agree the arts should reflect New Zealand’s cultural diversity:

- Those living in Wellington city (77%)
- Older people aged 60-69 (73%)
- Māori (72%)
- Women (71%)
- The Expression (80%), Essence (78%) and Affirmation (73%) Culture Segments.

The same groups are more likely than average (61%) to agree the arts should be part of the education of every New Zealander:

- Older people aged 60-69 (67%)
- Women (68%)
- Those living in Wellington city (72%)
- The Essence (84%), Expression (78%), and Affirmation (69%) Culture Segments.

There are few demographic differences of note when it comes to the attitude ‘the arts are for people like me’. This indicates that across the population only a minority either feel the arts are inclusive or of relevance to them. The key differences for this statement relate to the Culture Segments, reflecting psychographic differences. The majority of the Essence, Expression, Stimulation and Affirmation segments agree with this statement. In contrast, the Entertainment and Perspective segments are more likely to disagree than agree with this statement, indicating they feel the arts are on the periphery of their lives.

The following groups of New Zealanders are more likely than average to agree the arts are not wholly inclusive, and only for certain types of people (36%):

- Asian New Zealanders (42%)
- Men (41%)
- Those living in Bay of Plenty (41%)
- The Entertainment Culture Segment (51%).

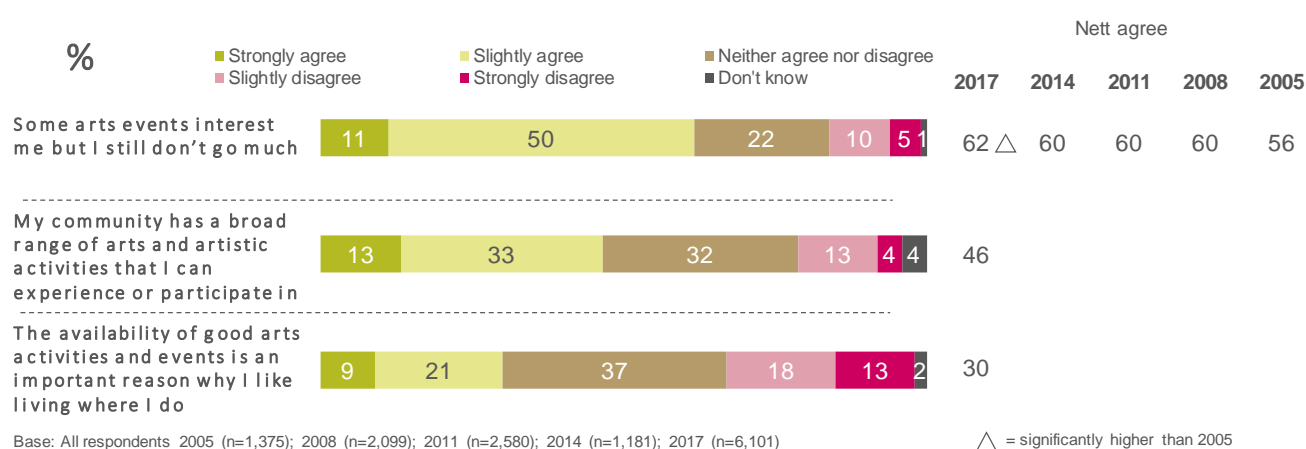
7.3 Access to the arts

There is potential to significantly improve attendance at arts events. Three in five New Zealanders (62%) agree ‘some arts events interest me but I still don’t go much’. This proportion is higher than 2005 (56%) but in line with previous surveys.

A sizeable proportion of New Zealanders agree they have access to a range of arts and artistic activities (46% agree with this). Only a minority disagree with this (17%), while a third remain on the fence; potentially indicating a lack of knowledge of what is available in their area.

Three in ten New Zealanders feel the arts and arts activities is an important reason in why they like living where they do. A similar proportion disagree with this statement indicating there are other more important reasons which influence their place attachment.

Q To what extent do you agree or disagree?



The survey highlights a number of groups with the greatest potential to grow arts attendance. The following are more likely to agree than average ‘some arts interest me but I still don’t go much’ (62%):

- Those aged 50-59 (67%)
- Middle-income households who earn up to \$80,000 and more than \$50,000 per annum (67%)
- Women (66%)
- The Enrichment (76%) and Affirmation (67%) Culture Segments.

There are a number of geographical differences in terms of those who believe their community has a broad range of arts and artistic activities they can experience or participate in. Those living in the main provincial towns or cities are more likely than average to agree that these opportunities exist in their community (50%).

Those hotspots where access to the arts is higher than average include: Wellington city (61%); Otago (59%); Nelson (58%) and Taranaki (58%). In contrast, those areas where access to the arts is most challenging include: West Coast (31%); Southland (36%); Waikato (40%) and Auckland (44%).

The relatively low level of agreement amongst Aucklanders is perhaps surprising given it is the largest city in New Zealand with a wide range of arts venues and activities. However, this finding suggests there are various barriers that prevent residents from accessing what the city has to offer. Potentially, these barriers could include the cost of living and transport.

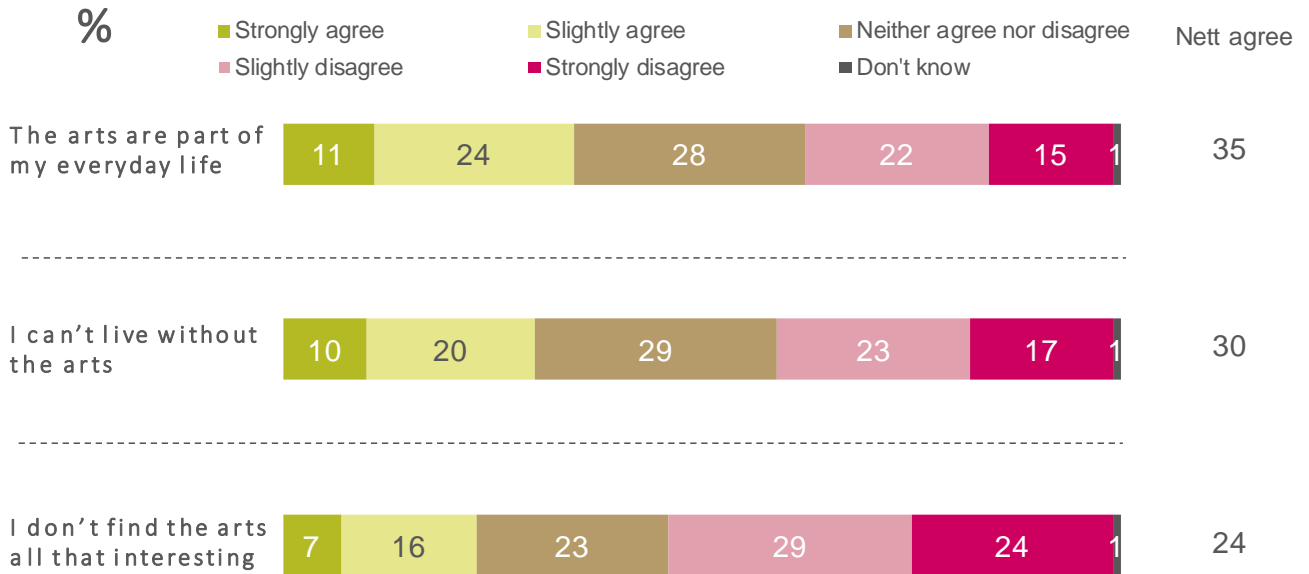
Wellington city’s arts scene is of particular importance to its residents in determining why they like living where they do (50% vs. 30% nationally). The Expression (51%) and Essence (44%) Culture Segments are also more likely to agree with this statement than average.

7.4 What the arts mean to me

The arts have significant meaning for a sizeable proportion of New Zealanders. Thirty-five percent agree the arts are part of their everyday life while 30% agree they can't live without the arts.

More residents are interested in the arts than not. While, 24% of New Zealanders agree they don't find the arts all that interesting, 53% disagree.

Q To what extent do you agree or disagree?



Base: All respondents (n=6,101)

There are a number of demographic groups for whom the arts have particular resonance, and who are more likely than average to agree the arts are part of their daily lives, and they can't live without the arts:

- Those living in Wellington city
- Women
- The Essence, Expression and Stimulation Culture Segments.

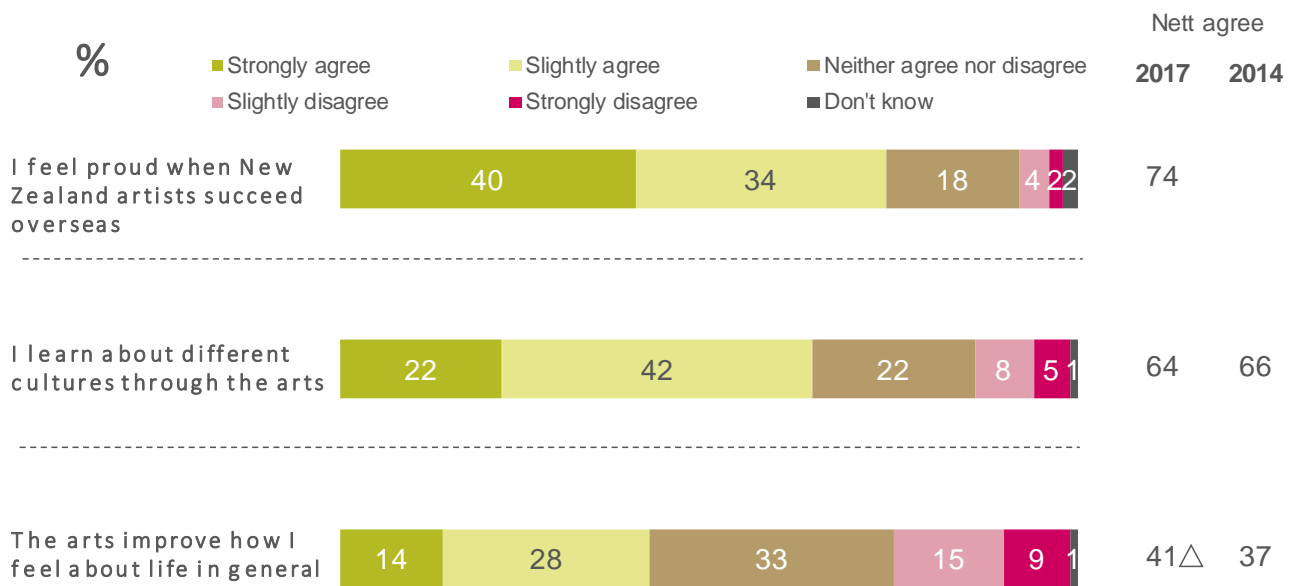
Men (30%) and the Entertainment (51%) and Perspective (36%) Culture Segments are the groups who have least interest in the arts (and more likely to agree with the statement 'I don't find the arts all that interesting'.)

7.5 How the arts benefit me

The arts provide personal benefits to most New Zealanders. Three quarters agree they feel proud when New Zealand artists succeed overseas, whereas two thirds learn about different cultures through the arts.

In addition, 41% of New Zealanders agree the arts improve how they feel about life in general, compared to 24% who disagree. The proportion who agrees the arts improve how they feel about life in general is also higher than in 2014 (37%).

Q To what extent do you agree or disagree?



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

△▽ = significantly higher / lower than 2014

There are a number of demographic groups who are more likely than average (74%) to feel proud when New Zealand artists succeed overseas:

- Older people aged 50+ (81%)
- Women (80%)
- High income households, earning more than \$120,000 per annum (79%)
- The Essence (89%), Expression (87%), Affirmation (80%) and Enrichment (80%) Culture Segments.

Many of the same demographic groups who are more likely than average (64%) to learn about different cultures through the arts:

- Those living in Wellington city (74%)
- Women (72%)
- High income households, earning more than \$120,000 per annum (69%)
- The Essence (84%), Expression (80%) and Affirmation (73%) Culture Segments.

Finally, the arts are most likely to impact the wellbeing of the following groups:

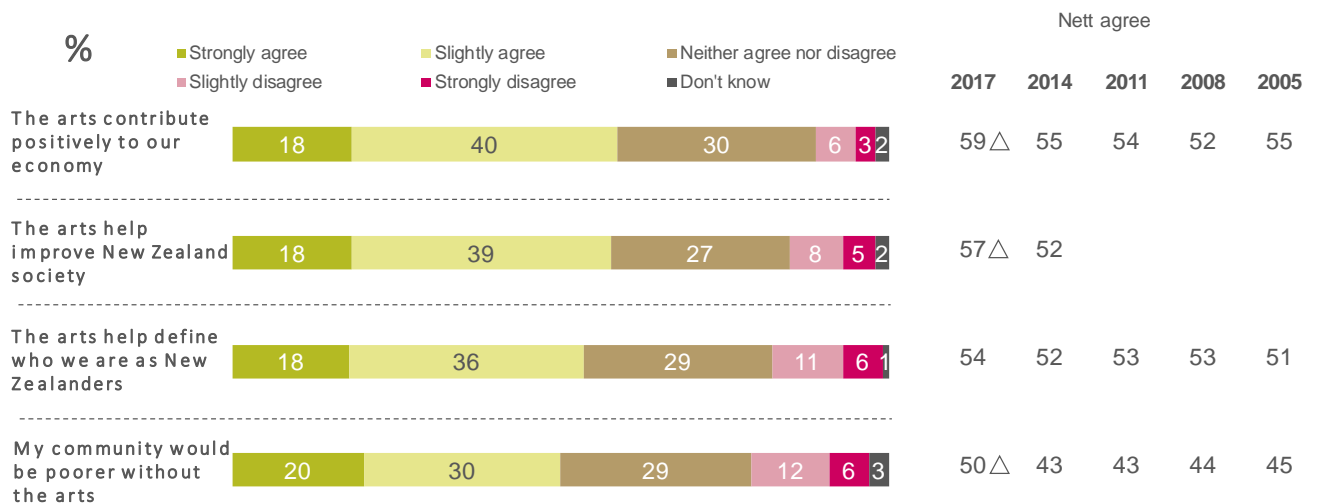
- Those living in Wellington city (60%)
- Asian New Zealanders (47%)
- High income households, earning more than \$120,000 per annum (46%)
- Women (45%)
- The Essence (67%), Expression (60%), Affirmation (49%) and Stimulation (47%) Culture Segments.

7.6 How the arts benefit New Zealand

The majority of New Zealanders recognise different ways in which the arts benefit the nation. Over half agree they contribute positively to the economy (59%), improve New Zealand society (57%) and help define who we are as New Zealanders (54%). In addition, 50% agree their community would be poorer without the arts.

There is also increasing recognition of the different ways in which the arts benefit the nation. The proportion agreeing with each of the benefits is higher than in 2014, although the increase for the statement on national identity is not statistically significant.

Q To what extent do you agree or disagree?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

Δ ∇ = significantly higher / lower than 2014

There are a number of demographic groups who are more likely than average to agree the arts contribute positively to the economy and improve New Zealand society:

- Those living in Wellington city and Wellington region
- High income households, earning more than \$120,000 per annum
- Women
- The Essence, Expression and Affirmation Culture Segments.

A slightly different set of demographic groups are more likely than average (54%) to agree the arts help define who we are as New Zealanders:

- Those living in Wellington city (68%)
- Māori (60%)
- Older people aged 50+ (58%)
- Women (58%)
- The Essence (73%) and Expression (70%) Culture Segments.

Finally, the following demographic groups are more likely than average (50%) to feel their community would be poorer without the arts:

- Those living in Wellington city (66%), Tasman (62%) and Nelson (59%)
- Older people aged 50+ (60%)
- High income households, earning more than \$120,000 per annum (59%)
- Women (53%)
- The Essence (69%), Expression (67%) and Affirmation (56%) Culture Segments.

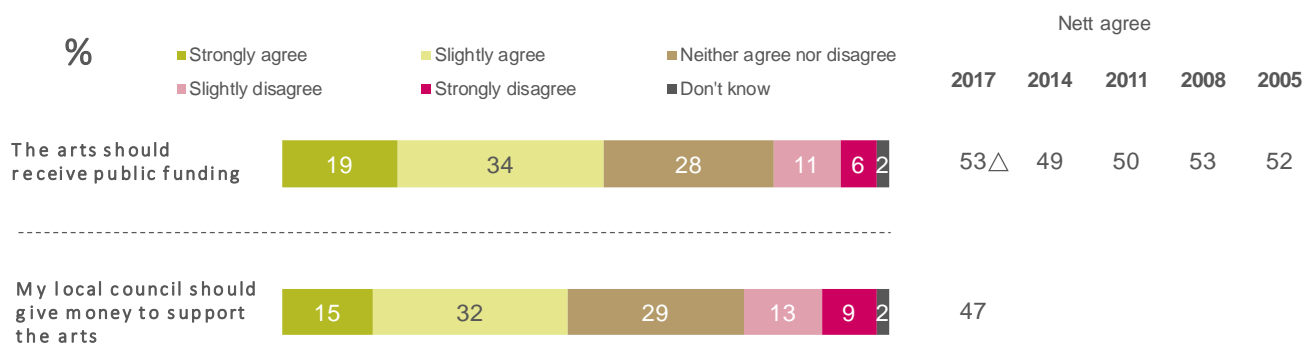
7.7 Support for public funding of the arts

There is support for public funding of the arts. Over half of New Zealanders (53%) agree the arts should receive public funding. In contrast, just 17% disagree, while the remainder are either neutral or undecided. Support for public funding is also higher than the levels recorded in 2014 and 2011, although in line with 2008 and 2005.

As might be expected, those New Zealanders who hold positive perceptions of the arts, including those who derive personal benefits or see benefits for the nation, are much more likely to support public funding of the arts. Typically between seven in ten and eight in ten who hold positive attitudes about the arts believe they should be publicly funded. This demonstrates the importance of advocating for the arts to build further support for public funding.

Just under half of all New Zealanders (47%) also feel their local council should give money to support the arts. This compares to 21% who disagree, with the remainder either neutral or undecided. Again, those who hold positive attitudes about the arts are much more likely to support funding from their local council, typically around two in three of those with a positive viewpoint. Support for council funding is particularly high amongst those who agree the arts is an important reason they like living where they do.

Q To what extent do you agree or disagree?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

[△]_▽ = significantly higher / lower than 2014

There are a number of demographic groups who are more likely than average (53%) to support public funding of the arts:

- Those living in Wellington city (68%) and Wellington region (61%)
- High income households, earning more than \$120,000 per annum (60%)
- Older people aged 60-69 (58%)
- Women (57%)
- The Essence (73%), Expression (72%) and Affirmation (59%) Culture Segments.

These same groups are also more likely than average (47%) to believe their local council should help fund the arts:

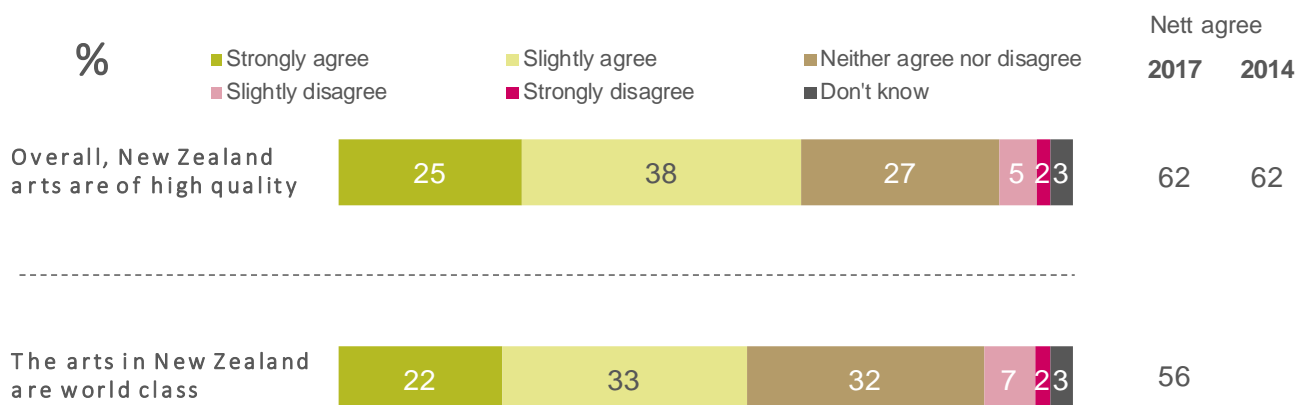
- Those living in Wellington city (63%) and Wellington region (58%)
- High income households, earning more than \$120,000 per annum (54%)
- Older people aged 60-69 (52%)
- Women (51%)
- The Essence (68%), Expression (64%), Stimulation (54%) and Affirmation (53%) Culture Segments.

It is worth noting that those living in certain areas are more likely than average (21%) to be actively opposed to their local council funding the arts (i.e. those who disagree with the statement). This includes those living in Gisborne (31%), Bay of Plenty (26%) and Waikato (25%).

7.8 Quality of the arts

The majority of New Zealanders are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts are of high quality (62%) while 56% feel they are world class.

Q To what extent do you agree or disagree?



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

There are a number of demographic groups who are more likely than average (62%) to agree the New Zealand arts of high quality:

- Māori (68%)
- Those living in Manawatu-Whanganui (71%), Wellington region (70%) and Wellington city (70%)
- Older people aged 60-69 (73%)
- Women (68%)
- The Essence (82%), Expression (78%) and Affirmation (69%) Culture Segments.

There are a number of demographic groups who are more likely than average (56%) to agree the arts in New Zealand are world class:

- Māori (67%)
- Those living in the Wellington region (65%) and Wellington city (62%)
- Older people aged 60+ (65%)
- Lower income households, earning up to \$50,000 per annum (60%)
- Women (60%)
- The Expression (77%) and Essence (73%) Culture Segments.

It is worth noting that some groups of New Zealanders are less convinced of the quality of the arts in New Zealand, and less likely to agree with both of the above statements. This includes Asian New Zealanders, younger people aged 15-39 and men. One possible interpretation of this finding is that the current arts scene is not doing as well to appeal to the cultural tastes of these groups.

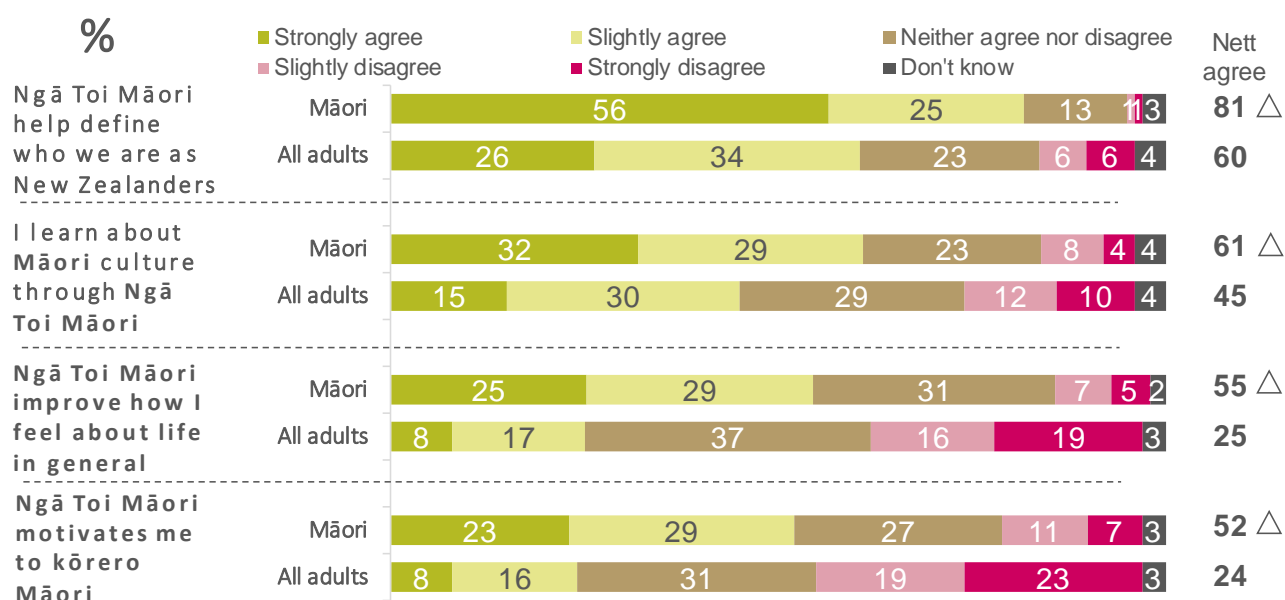
7.9 Impact of Ngā Toi Māori (Māori arts)

A number of statements were included in the 2017 survey on behalf of Te Puni Kōkiri (the Ministry of Māori Development) to measure the impact of Ngā Toi Māori (Māori arts). With a robust sample of Māori (717 respondents) the findings have been broken out by both Māori and all adults.

Māori benefit from Ngā Toi Māori in a number of ways. Four in five agree they help support our national identity, while three in five agree they learn about Māori culture through Ngā Toi Māori. In addition, over half of Māori believe Ngā Toi Māori improves their well-being and motivates them to kōrero Māori.

Māori are much more likely to benefit from Ngā Toi Māori than all New Zealanders. However, Ngā Toi Māori provides benefits to the wider population also. Sixty percent of all New Zealanders agree they help support our national identity, while just under half agree they learn about Māori culture through Ngā Toi Māori. In addition, one in four New Zealanders agree Ngā Toi Māori improves their well-being and encourages them to kōrero (speak) Māori.

Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than all adults

Base: All respondents: Māori (717); New Zealand (6,101)

Māori women are consistently more likely than men to hold positive attitudes about Ngā Toi Māori. This is the only significant demographic difference of note in the Māori sample.

Across all New Zealanders the following groups are more likely than average (60%) to agree Ngā Toi Māori helps define who we are as New Zealanders:

- Those living in the Wellington region (69%) and Wellington city (69%)
- High income households, earning more than \$120,000 per annum (67%)
- Women (66%)
- The Essence (78%), Expression (74%), Affirmation (66%) and Stimulation (66%) Culture Segments.

The following groups are more likely than average (45%) to agree they learn about Māori culture through Ngā Toi Māori:

- Those living in the Wellington region (54%) and Wellington city (56%)
- Higher income earners, those earning between \$80,001 and \$120,000 per annum (49%) and earning more than \$120,000 per annum (52%)
- Women (52%)
- Those aged 30-49 (51%)
- The Essence (64%), Expression (63%) and Stimulation (53%) Culture Segments.

The following groups are more likely than average (25%) to agree Ngā Toi Māori improves how they feel about life in general:

- Pacific peoples (37%)
- High income households, earning more than \$120,000 per annum (30%)
- Women (29%)
- Those aged 15-39 (31%)
- The Expression (42%), Essence (41%), and Stimulation (30%) Culture Segments.

Finally, the following groups are more likely than average (24%) to agree Ngā Toi Māori motivates them to kōrero (speak) Māori:

- Pacific peoples (37%)
- Those living in the Wellington region (32%) and Wellington city (31%)
- Women (29%)
- Those aged 15-39 (29%)
- The Expression (40%) and Essence (38%) Culture Segments.

8 Attendance by art form

8.1 Summary of attendance by art form

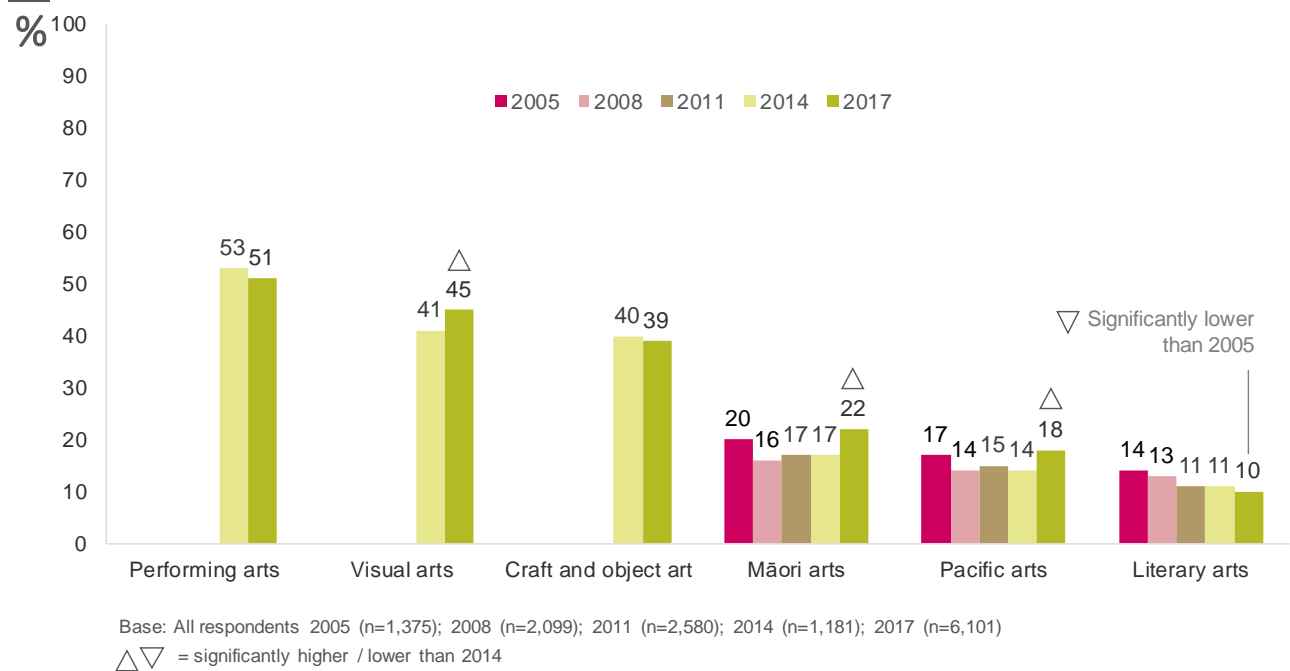
The chart below shows the proportion of New Zealanders who have attended each of the six art forms listed in the survey. The 2017 findings are based on the online survey. Due to the change in survey methodology we have re-weighted the findings for the previous survey waves to enable a more meaningful comparison. The weights were calculated by comparing the online survey findings in 2017 with findings from a parallel telephone survey⁵.

The performing arts remains the most popular art form, with over half of New Zealanders having attended in the last 12 months. This is followed by the visual arts⁶ which is one of several art forms where attendance has increased since 2014, alongside Māori arts and Pacific arts.

In contrast, the literary arts is the least popular art form and there has been a gradual (yet significant) decrease in attendance in literary festivals or events over the past 12 years.

Further analysis of each art form (including differences by demographic groups) is presented in the following sub-sections.

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



⁵ See section 3 for further detail on the change in method and approach taken to re-weighting the previous surveys.

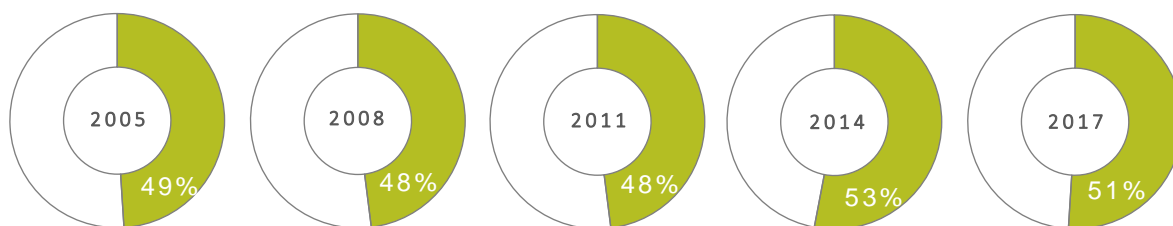
⁶ In 2014 'craft and object art' was split out from visual arts as a separate art form, as such comparative data is not provided before 2014 for either art form.

8.2 Attendance at performing arts

8.2.1 Attendance at performing arts

Performing arts is the most popular art form included in the survey. Just over half of New Zealanders have attended the performing arts in the last 12 months. The difference between 2017 and 2014 is not statistically significant.

Q Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

Those demographic groups who are more likely than average (51%) to attend the performing arts include:

- Higher income earners, those earning between \$80,001 and \$120,000 per annum (55%) and earning more than \$120,000 per annum (62%)
- Those living in Wellington city (61%)
- Women (58%)
- The Essence (70%), Expression (65%), Affirmation (58%) and Stimulation (58%) Culture Segments.

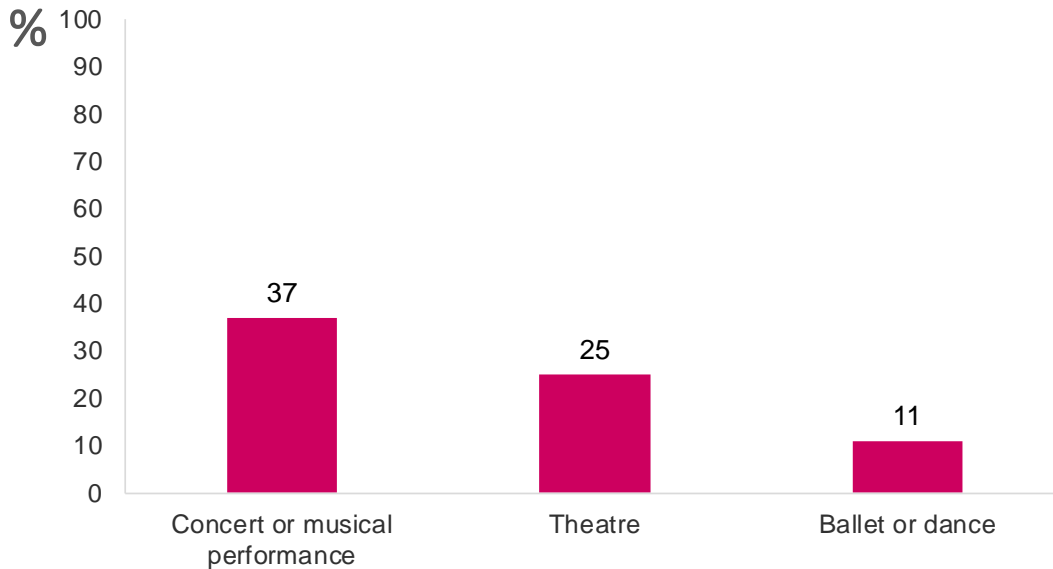
Conversely those groups who are less likely than average (51%) to attend the performing arts include:

- Asian New Zealanders (47%)
- Those living in the Bay of Plenty (46%), Waikato (46%), Manawatu-Wanganui (44%), Gisborne (40%), Northland (40%) and West Coast (38%)
- Men (44%)
- Low income households, earning up to \$30,000 per annum (38%)
- The Enrichment (40%), Perspective (34%) and Entertainment (25%) Culture Segments.

8.2.2 Attendance at different types of performing arts

Concerts or musical performances are the most popular type of performing arts. Thirty-seven percent of New Zealanders have attended a concert or musical performance in the last 12 months. This is followed by the theatre (25%) and ballet or some other form of dance (11%).

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



Base: All respondents (n=6,101)

There are consistent groups of New Zealanders who are more likely to attend each one of the performing arts. This includes:

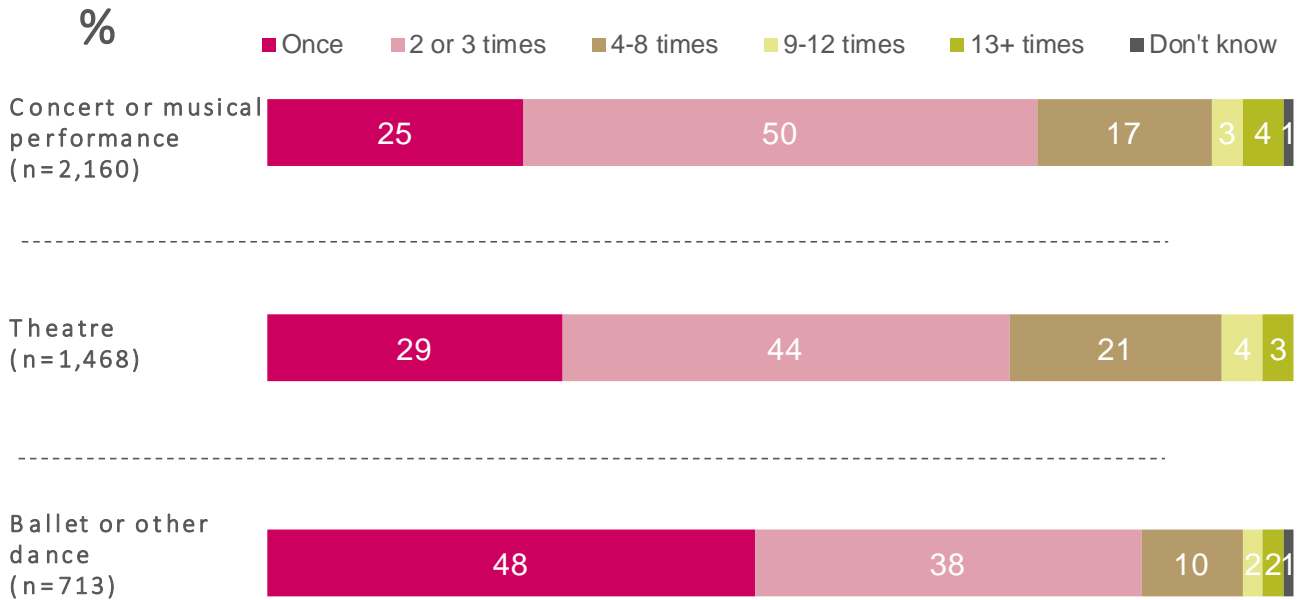
- Those living in Wellington city
- High-income households, earning more than \$120,000 per annum
- Women
- The Essence and Expression Culture Segments.

In addition, residents in Otago (46%) are more likely than average to (37%) have attended a concert or musical performance; while residents in Marlborough (34%) and Nelson (32%) are more likely than average (25%) to have attended the theatre.

8.2.3 Frequency of attendance at the performing arts

Most of those who attend the performing arts do so on a relatively infrequent basis. The proportion who have attended between one and three times is 75% for concerts or musical performances, 73% for the theatre, and 86% for ballet or other dance performances.

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



Base: All respondents who have attended each art form, numbers shown in brackets

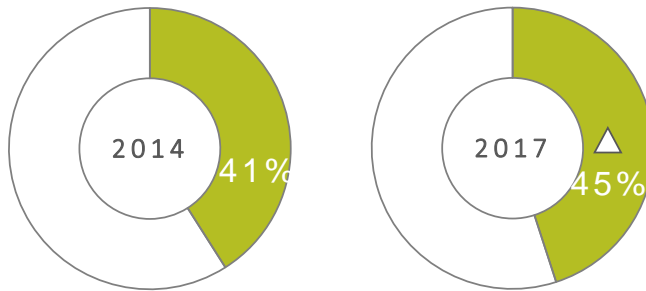
Wellington city residents is the one demographic group who are more likely than average to attend each of the performing arts on a regular basis (at least four times in the last 12 months).

8.3 Attendance at visual arts

8.3.1 Attendance at visual arts

Almost half of all New Zealanders (45%) have attended a visual arts event in the last 12 months. This is a significant increase from 2014 (41%). Note that in 2014 craft and object art was split out as a standalone art form. As such, no comparative data is provided for visual arts before 2014.

Q Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (45%) to attend the visual arts include:

- Those living in Otago (64%) and Wellington city (61%)
- Lower-income households, earning between \$30,001 and \$50,000 per annum (54%)
- High-income households, earning more than \$120,000 per annum (51%)
- Asian New Zealanders (50%)
- The Essence (70%), Expression (59%) and Stimulation (52%) Culture Segments.

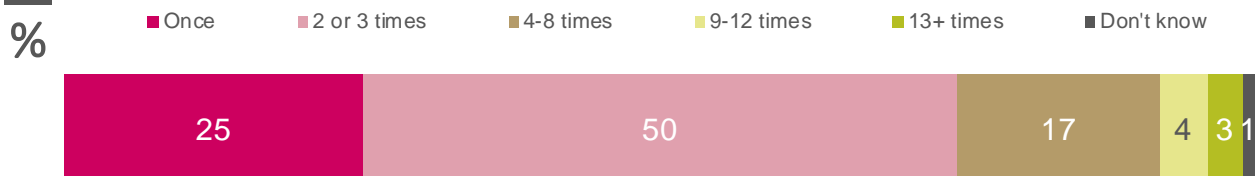
Conversely, those groups who are less likely than average (45%) to attend the performing arts include:

- Those living in the Waikato (35%) and West Coast (31%)
- Low income households, earning up to \$30,000 per annum (32%)
- The Enrichment (39%), Perspective (29%) and Entertainment (13%) Culture Segments.

8.3.2 Frequency of attendance at the visual arts

Most of those who attend the visual arts do so on a relatively infrequent basis; 75% did so between one and three times in the last 12 months.

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



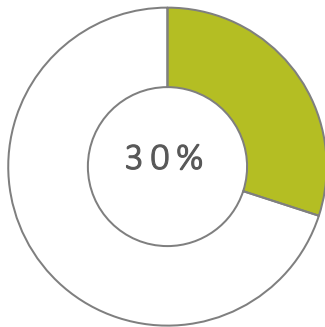
Base: All who have attended the visual arts (n=2,786)

Those living in Wellington city (34%) and the Essence Culture Segment (37%) are more likely than average (25%) to attend the visual arts on a regular basis (at least four times in the last 12 months).

8.3.3 Impact of film festivals

Three in ten New Zealanders who had attended visual arts had attended a film festival in the last 12 months.

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



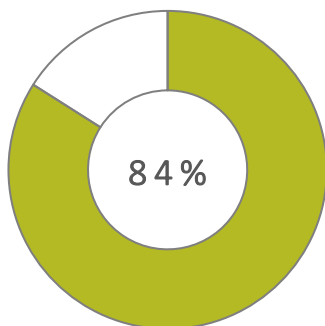
Base: All who have attended the visual arts (n=2,786)

Of those people who have attended the visual arts in the last 12 months, the following demographic groups are more likely than average (30%) to have attended a film festival:

- Pacific peoples (47%)
- Those living in Wellington city (45%) and Auckland (37%)
- Asian New Zealanders (41%)
- Young people aged 15-29 (39%)
- The Expression Culture Segment (38%).

The vast majority of those who had attended a film festival (84%) also attended at least one other type of visual arts event. This means there are very few New Zealanders whose only visual arts experience (in the last 12 months) is a film festival (2% of all New Zealanders).

Q And have you visited visual arts other than film festivals in the last 12 months?



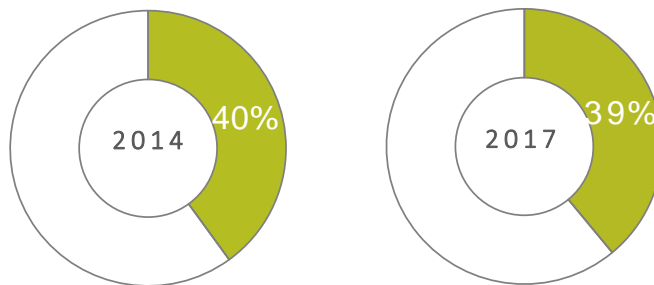
Base : All who have attended film festivals (n=817)

8.4 Attendance at craft and object art

8.4.1 Attendance at craft and object art

Four in ten New Zealanders (39%) have attended a craft and object art event in the last 12 months. This is consistent with 2014 (40%). Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided before 2014.

Q Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

Those demographic groups who are more likely than average (39%) to attend craft and object art events include:

- Those living in Otago (53%) and Taranaki (47%)
- Lower-income households, earning between \$30,001 and \$50,000 per annum (48%)
- Older people aged 60-69 (45%)
- Women (45%)
- The Essence (61%), Expression (53%), Stimulation (46%) and Affirmation (45%) Culture Segments.

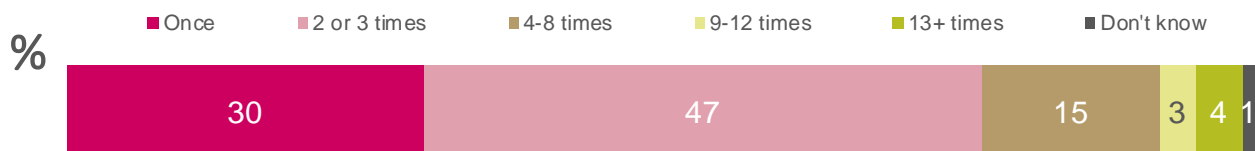
Conversely those groups who are less likely than average (45%) to attend craft and object art events include:

- Those living in the Waikato (35%)
- Low income households, earning up to \$30,000 per annum (33%)
- Men (31%)
- The Release (31%), Enrichment (29%), Perspective (22%) and Entertainment (11%) Culture Segments.

8.4.2 Frequency of attendance at the craft and object art

Most of those who attend craft and object art events do so on a relatively infrequent basis; 77% did so between one and three times in the last 12 months.

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



Base: All who have attended craft and object art (n=2,487)

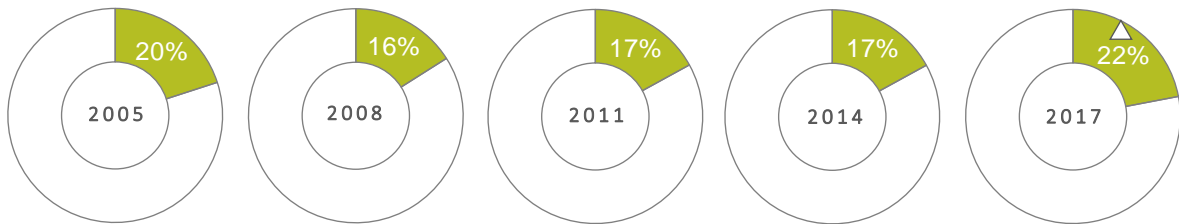
Those living in Wellington city (30%) and the Essence Culture Segment (32%) are more likely than average (22%) to attend craft and object art events on a regular basis (at least four times in the last 12 months).

8.5 Attendance at Māori arts

8.5.1 Attendance at Māori arts

One in five New Zealanders (22%) have attended Māori arts events in the last 12 months. This is higher than 2014, and the highest level of attendance for the Māori arts to date. Over half of Māori (52%) have attended Māori arts events. They also reach out to a wider audience with 31% of Pacific peoples having attended, 19% of New Zealand Europeans and 19% of Asian New Zealanders.

Q Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (22%) to attend Māori arts events include:

- Those living in the Hawkes Bay (32%)
- Women (27%)
- The Essence (34%), Expression (33%) and Stimulation (28%) Culture Segments.

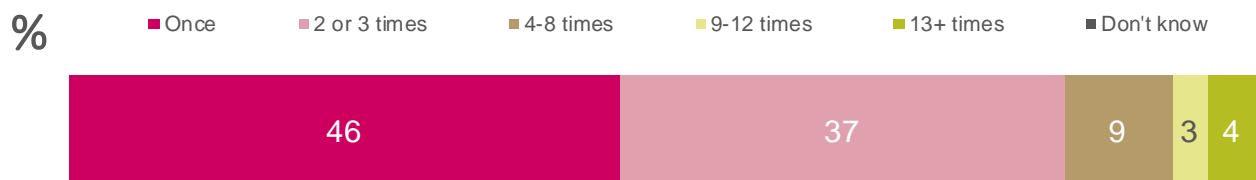
Conversely those groups who are less likely than average (22%) to attend Māori arts events include:

- Men (17%)
- Older people aged 70+ (15%)
- Those living in Nelson (12%)
- The Release (16%), Enrichment (14%), Perspective (13%) and Entertainment (6%) Culture Segments.

8.5.2 Frequency of attendance at Māori arts

Most of those who attend Māori arts do so on a relatively infrequent basis; 84% did so between one and three times.

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



Base: All who have attended Maori arts (n=1,318)

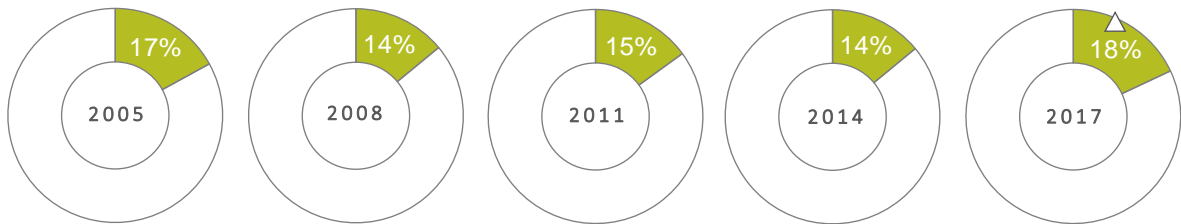
Māori (34%), low income households (up to \$30,000) (29%), and the Expression Culture Segment (23%) are more likely than average (16%) to attend Māori arts events on a regular basis (at least four times in the last 12 months).

8.6 Attendance at Pacific arts

8.6.1 Attendance at Pacific arts

Eighteen percent of New Zealanders have attended Pacific arts events in the last 12 months. This is higher than 2014, and the highest level of attendance for the Pacific arts to date. Over half of Pacific peoples (52%) have attended Pacific arts events. They also reach out to a wider audience with 40% of Māori having attended, 18% of Asian New Zealanders and 14% of New Zealand Europeans.

Q Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (18%) to attend Pacific arts events include:

- Those living in Auckland (23%)
- Those aged 30-39 (22%)
- Women (22%)
- The Essence (28%) and Expression (28%) Culture Segments.

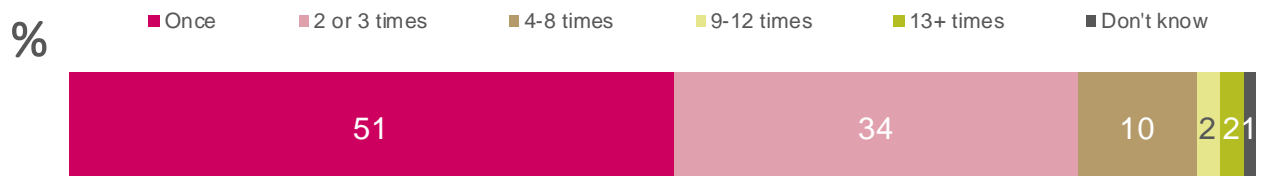
Conversely those groups who are less likely than average (18%) to attend Pacific arts events include:

- New Zealand Europeans (14%)
- Men (14%)
- Those living in Bay of Plenty (13%), Nelson (10%), Tasman (9%) and West coast (6%)
- Older people aged 70+ (9%)
- The Enrichment (11%), Perspective (8%) and Entertainment (8%) Culture Segments.

8.6.2 Frequency of attendance at Pacific arts

Most of those who attend Pacific arts do so on a relatively infrequent basis; 85% did so between one and three times.

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



Base: All who have attended the Pacific arts (n=1,067)

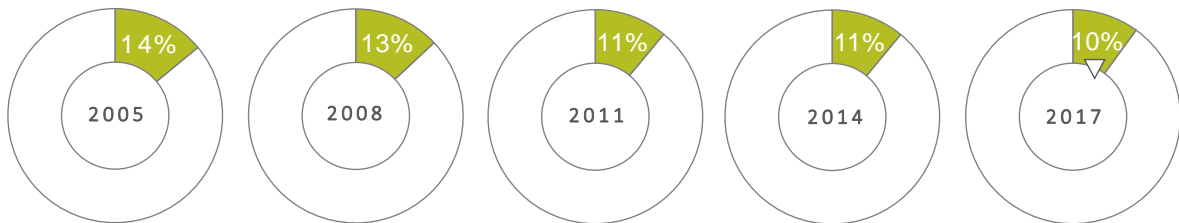
Pacific peoples (29%), those aged 30-39 (22%) and the Expression Culture Segment (22%) are more likely than average (14%) to attend Pacific arts events on a regular basis (at least four times in the last 12 months).

8.7 Attendance at Literary arts

8.7.1 Attendance at Literary arts

One in ten New Zealanders have attended a literary festival or event in the last 12 months. This continues a gradual decline in attendance since 2005 and is lower than the benchmark year.

Q Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

▽ = significantly lower than 2005

Those demographic groups who are more likely than average (10%) to attend a literary festival or event in the last 12 months include:

- Asian New Zealanders (17%)
- Those living in Wellington city (14%)
- The Expression (16%) and Essence (15%) Culture Segments.

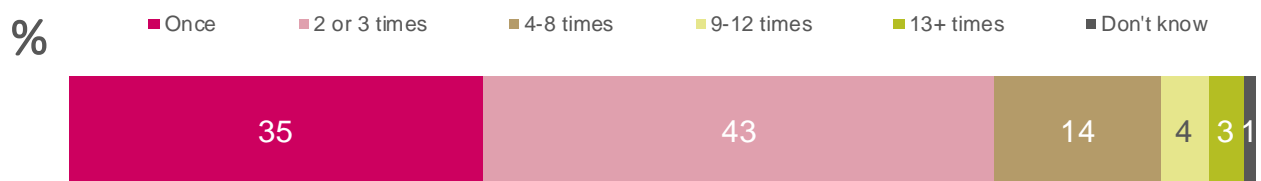
Conversely those groups who are less likely than average (10%) to attend a literary festival or event in the last 12 months include:

- Those living in Northland (6%), Southland (6%) and the Bay of Plenty (5%)
- The Enrichment (4%), Perspective (2%) and Entertainment (2%) Culture Segments.

8.7.2 Frequency of attendance at literary arts

Most of those who attend a literary festival or event do so on a relatively infrequent basis; 78% did so between one and three times.

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



Base: All who have attended the literary arts (n=580)

Younger people, aged 15-29 (31%) are more likely than average (21%) to attend a literary festival or event on a regular basis (at least four times in the last 12 months).

8.8 Encouraging greater attendance at the arts

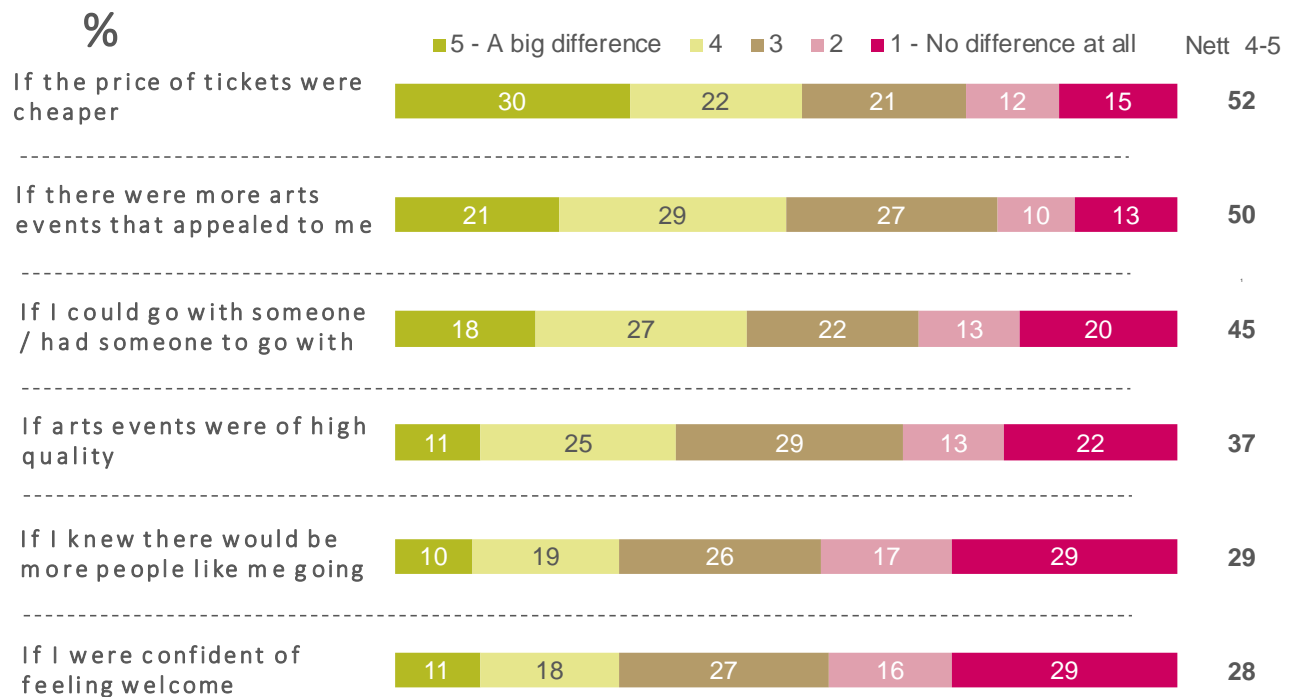
Three in five New Zealanders (62%) agree some arts interest them but they still don't go much. We asked the respondents who agreed with this statement what might encourage them to go more often.

Ticket prices and choice emerged as key factors that influence attendance. Half of the respondents indicate reducing the price of tickets (52%) and having a greater range of events that appealed to them (50%) would encourage them to attend the arts more often.

There is also an opportunity to improve attendance by challenging social isolation and improving the quality of arts events. Forty-five percent of respondents indicate having someone to go with to the arts would encourage them to go more often, while 37% believe that higher quality arts events would do so.

Finally, there is evidence greater inclusivity needs to be promoted to encourage attendance. Three in ten respondents indicate the following would encourage them to go more often: if they knew more people like them would be going (29%) and if they were confident of feeling welcome (28%).

Q You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?



Base: All respondents who are interested in the arts but don't go much: (n=3,822)

A number of demographic groups repeatedly indicate these different factors would encourage them to go to the arts more often than they currently do. They include: younger people; women; ethnic minorities (in particular Asian New Zealanders); those on relatively high households incomes (between \$80,001 and \$120,000 per annum); and the Affirmation and Expression Culture Segments.

Further detail for each factor are provided below.

The following demographic groups are more likely than average (52%) to indicate they would go to arts more often if the price of tickets was cheaper:

- Asian New Zealanders (63%)
- Women (59%)
- Younger people aged 15-49 (58%)

- Those earning between \$80,001 and \$120,000 per annum (58%)
- Those living in metropolitan areas (58%)
- The Affirmation Culture Segment (65%).

The following demographic groups are more likely than average (50%) to indicate they would go to the arts more often *if there were more arts events that appealed to them*:

- Younger people aged 15-39 (62%)
- Those living in Wellington city (57%) and Auckland (54%)
- Those earning between \$80,001 and \$120,000 per annum (56%)
- Asian New Zealanders (56%)
- The Affirmation (58%) and Expression (57%) Culture Segments.

The following demographic groups are more likely than average (45%) to indicate they would go to the arts more often *if they had someone to go with*:

- Those living in Christchurch (64%)
- Pacific peoples (61%)
- Younger people aged 15-29 (61%) and 30-39 (56%)
- Asian New Zealanders (55%)
- One person households (53%)
- Those earning between \$80,001 and \$120,000 per annum (53%)
- Women (52%)
- The Affirmation (59%) and Expression (51%) Culture Segments.

The following demographic groups are more likely than average (37%) to indicate they would go to the arts more often *if arts events were of high quality*:

- Asian New Zealanders (53%)
- Those living in Christchurch (54%) and Wellington city (42%)
- Younger people aged 15-29 (49%) and 30-39 (45%)
- Higher income earners, those earning between \$80,001 and \$120,000 per annum (45%) and earning more than \$120,000 per annum (42%)
- The Expression (47%) Culture Segment.

The following demographic groups are more likely than average (29%) to indicate they would go to the arts more often *if they knew there would be more people like them going*:

- Asian New Zealanders (42%)
- Younger people aged 15-29 (45%) and 30-39 (35%)
- Those living in Auckland (34%)
- The Expression (40%) and Affirmation (39%) Culture Segments.

The following demographic groups are more likely than average (28%) to indicate they would go to the arts more often *if they were confident of feeling welcome*:

- Pacific peoples (42%)
- Younger people aged 15-29 (41%) and 30-39 (35%)
- Those living in Manawatu-Whanganui (40%) and Auckland (31%)
- Asian New Zealanders (38%)
- Māori (35%)
- Women (32%)
- The Affirmation (36%) and Expression (34%) Culture Segments.

9 Participation by art form

9.1 Summary of participation by art form

The chart below shows the proportion of New Zealanders who have participated in each art form in the last 12 months. The 2017 findings are based on the online survey. Due to the change in survey methodology we have re-weighted the findings for the previous survey waves to enable a more meaningful comparison. The weights were calculated by comparing the online survey findings in 2017 with findings from a parallel telephone survey⁷.

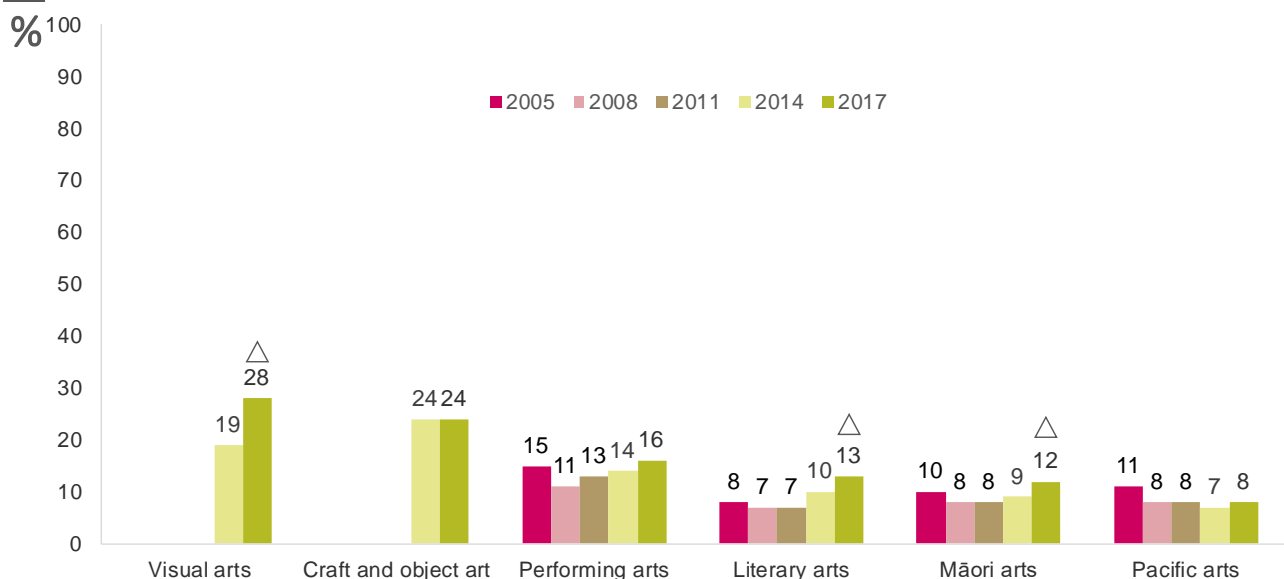
In 2017 the visual arts has overtaken craft and object art to become the most popular art form. It is one of several art forms where participation has increased since 2014, alongside literary arts and Pacific arts. These increases have driven the increase in overall participation.

Participation in the performing arts continues an upwards trend, and has reversed the decline that took place in 2008. The least popular art form for participation is the Pacific arts.

While generally the proportion who attends each art form is higher than the proportion who are actively involved, the reverse is true for literary arts, where participation is higher than attendance.

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

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



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

△▽ = significantly higher / lower than 2014

⁷ See section 3 for further detail on the change in method and approach taken to re-weighting the previous surveys.

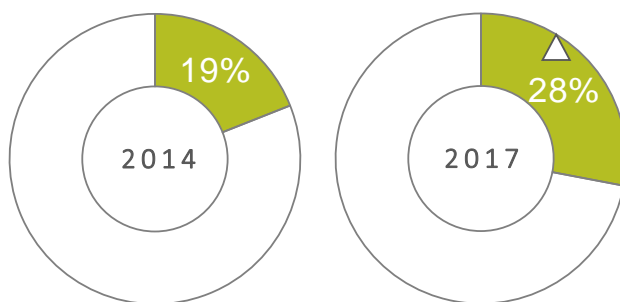
9.2 Participation in the visual arts

9.2.1 Participation in the visual arts

Twenty-eight percent of New Zealanders (28%) have participated in the visual arts in the last 12 months. This is a significant increase from 2014 (19%). One possible explanation for the increase in participation is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided for visual arts before 2014.

Q Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (28%) to participate in the visual arts include:

- Young New Zealanders, aged 15-29 (40%)
- The Expression (42%) and Essence (36%) Culture Segments.

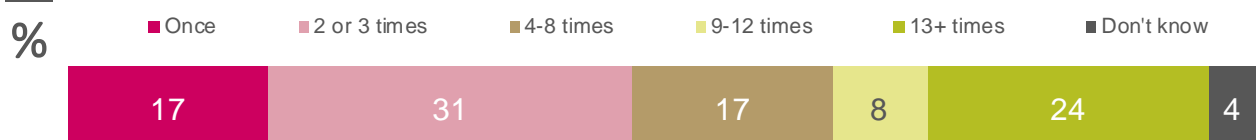
Conversely those groups who are less likely than average (45%) to participate in the visual arts include:

- Those living in Southland (22%) and the West Coast (16%)
- Older New Zealanders, aged 60+ (21%)
- The Perspective (21%), Enrichment (19%) and Entertainment (10%) Culture Segments.

9.2.2 Frequency of participation in the visual arts

Of those who participate in the visual arts 32% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the visual arts (n=1,604)

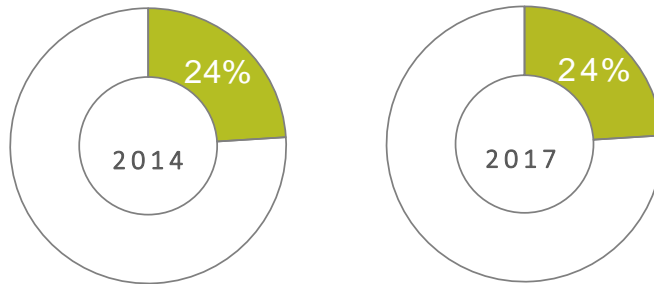
Older people, aged 70+ (43%), those living in Northland (41%) and the Essence Culture Segment (43%) are more likely than average (32%) to attend the visual arts on a regular basis (at least nine times in the last 12 months).

9.3 Participation in craft and object art

9.3.1 Participation in craft and object art

One in four New Zealanders (24%) have participated in craft and object art in the last 12 months. This is consistent with 2014. Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided before 2014.

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents 2014 (n=1,181); 2017 (n=6,101)

Those demographic groups who are more likely than average (24%) to participate in craft and object art include:

- Those living in Hawke’s Bay (34%)
- Low-income households, earning up to \$30,000 per annum (31%)
- Women (32%)
- Māori (31%)
- The Essence (35%), Expression (32%) and Affirmation (29%) Culture Segments.

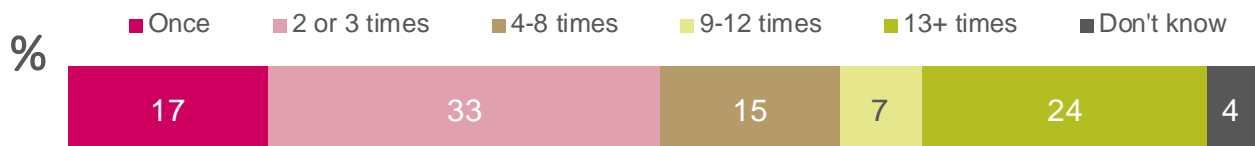
Conversely those groups who are less likely than average (24%) to participate in craft and object art include:

- Those living in metropolitan areas (21%)
- Higher income households, earning more than \$80,000 per annum (20%)
- Men (16%)
- The Entertainment (12%) Culture Segment.

9.3.2 Frequency of participation in craft and object art

Of those who participate in craft and object art, 31% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in craft and object art (n=1,540)

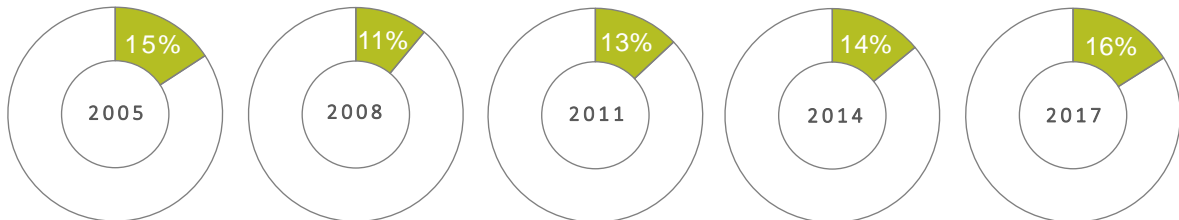
A number of groups are more likely than average (31%) to participate in craft and object art on a regular basis. This includes older people aged 70+ (41%), lower income households, earning between \$30,001 and \$50,000 per annum (40%), women (34%) and the Essence Culture Segment (46%).

9.4 Participation in the performing arts

9.4.1 Participation in the performing arts

Participation in the performing arts is at its highest level recorded to date. Sixteen percent of New Zealanders have participated in the performing arts in the last 12 months.

Q Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

Those demographic groups who are more likely than average (16%) to participate in the performing arts include:

- Younger people, aged 15-29 (26%)
- Larger households with 4+ people (26%)
- Māori (21%)
- Asian New Zealanders (20%)
- The Expression (27%) and Essence (24%) Culture Segments.

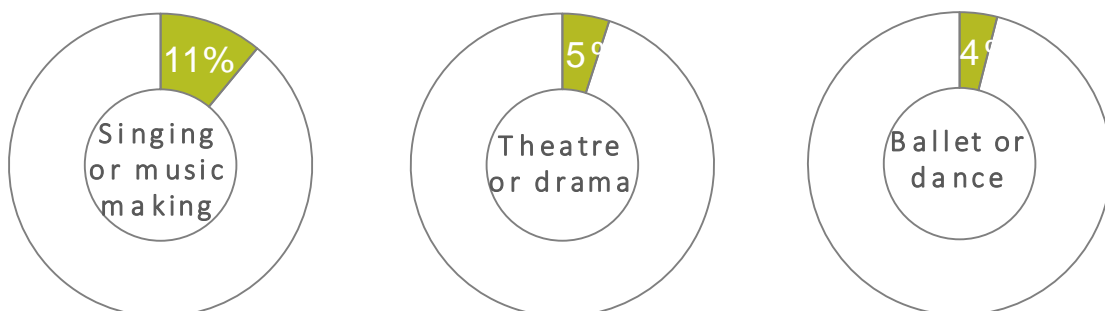
Conversely those groups who are less likely than average (16%) to participate in the performing arts include:

- High income households, earning more than \$120,000 per annum (13%)
- Those living in Bay of Plenty (12%)
- Older people aged 60-69 (12%) and 70+ (8%)
- The Enrichment (10%), Perspective (7%) and Entertainment (5%) Culture Segments.

9.4.2 Participation in different types of the performing arts

Singing or music-making is the most popular performing art; 11% have participated in the last 12 months compared to 5% who have participated in the theatre, and 4% in ballet or some other form of dance.

Q Which of these were you actively involved in?

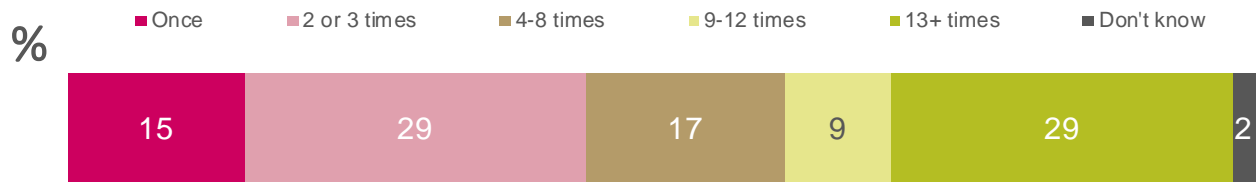


Base: All respondents (n=6,101)

9.4.3 Frequency of participation in the performing arts

Of those who participate in the performing arts, 38% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the performance arts (n=896)

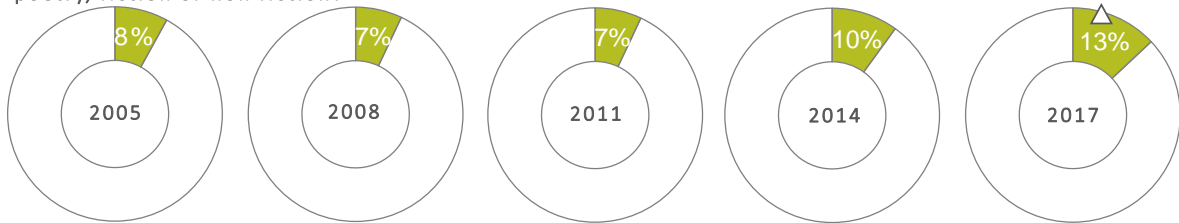
Those living in Wellington city (51%) are more likely than average (38%) to participate in the performing arts on a regular basis.

9.5 Participation in the literary arts

9.5.1 Participation in the literary arts

Participation in the literary arts is at its highest level recorded to date. Thirteen percent of New Zealanders have participated in the literary arts in the last 12 months. This compares with 7% back in 2011. In contrast to all other art forms, literary arts is the only art form where participation is higher than attendance (13% vs. 10%).

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 respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (13%) to participate in the literary arts include:

- Younger people, aged 15-29 (24%)
- Pacific peoples (22%)
- Households with 3+ people (20%)
- Those living in Wellington city (18%)
- The Expression (21%) and Essence (20%) Culture Segments.

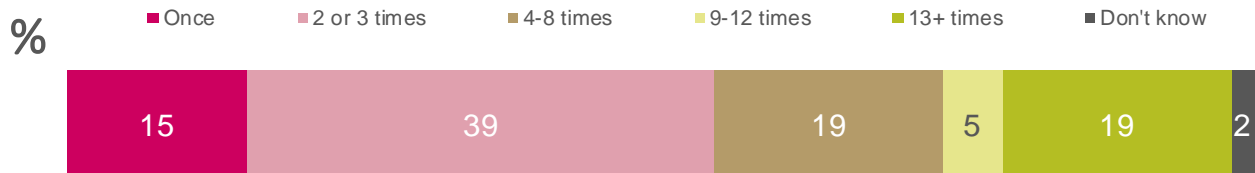
Conversely those groups who are less likely than average (13%) to participate in the literary arts include:

- High income households, earning more than \$120,000 per annum (13%)
- Older people aged 60+ (9%)
- Those living in Bay of Plenty (9%)
- The Enrichment (7%) and Entertainment (6%) Culture Segments.

9.5.2 Frequency of participation in the literary arts

Of those who participate in the literary arts, 25% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the literary arts (n=746)

The Essence Culture Segment (38%) are more likely than average (25%) to participate in the literary arts on a regular basis.

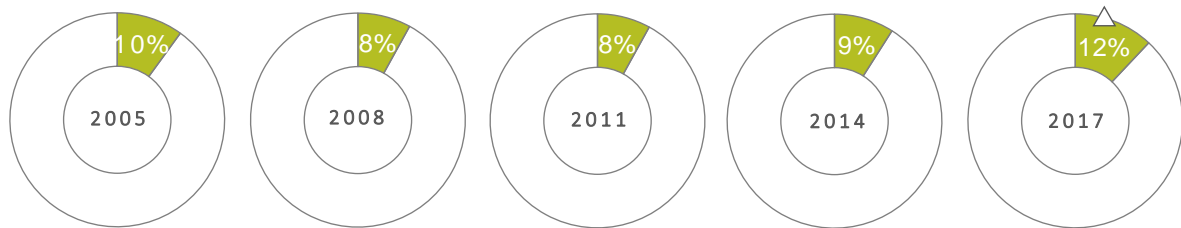
9.6 Participation in the Māori arts

9.6.1 Participation in the Māori arts

Participation in the Māori arts is at its highest level recorded to date. Twelve percent of New Zealanders have participated in the Māori arts in the last 12 months. This compares with 8% back in 2011.

Two in five Māori (42%) have participated in Māori arts. They also involve a wider audience with 23% of Pacific peoples having participated, 10% of Asian New Zealanders and 9% of New Zealand Europeans.

Q Still thinking about Māori arts, in the last 12 months have you been actively involved in any Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

△ = significantly higher than 2014

Those demographic groups who are more likely than average (12%) to participate in the Māori arts include:

- Those living in Gisborne (19%), Hawke’s Bay (18%) and Wellington region (17%)
- Women (15%)
- Younger people, aged 15-29 (15%)
- The Expression (21%) and Essence (19%) Culture Segments.

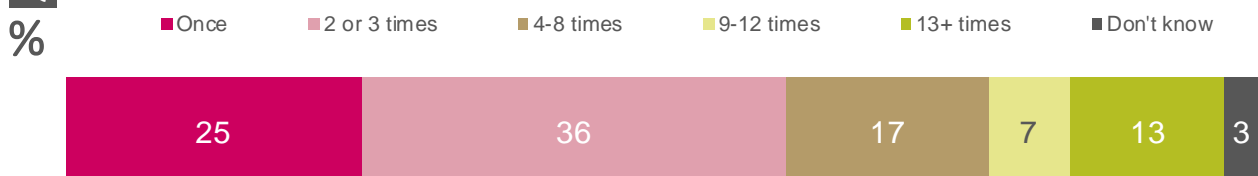
Conversely those groups who are less likely than average (12%) to participate in the Māori arts include:

- Men (8%)
- Those living in Southland (8%)
- Older people aged 70+ (4%)
- The Release (8%), Entertainment (5%) and Enrichment (4%) Culture Segments.

9.6.2 Frequency of participation in the Māori arts

Of those who participate in the Māori arts, 20% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the Māori arts (655)

Māori (28%) are more likely than average (20%) to participate in the Māori arts on a regular basis.

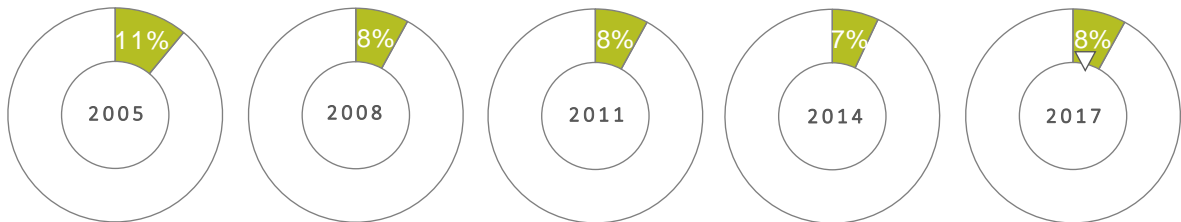
9.7 Participation in the Pacific arts

9.7.1 Participation in the Pacific arts

Participation in the Pacific arts is 8%, which is consistent with more recent surveys but lower than 2005 (11%).

Three in ten Pacific peoples have participated in Pacific arts (29%). They also involve a wider audience with 22% of Māori having participated, 9% of Asian New Zealanders, and 5% of New Zealand Europeans.

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101)

▽ = significantly lower than 2005

Those demographic groups who are more likely than average (8%) to participate in the Pacific arts include:

- Larger households with 5+ people (14%)
- The Expression (14%) and Essence (12%) Culture Segments.

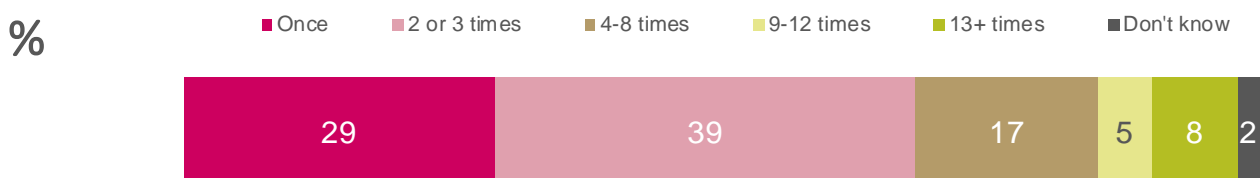
Conversely those groups who are less likely than average (8%) to participate in the Pacific arts include:

- Men (5%)
- Those living in Southland (4%), Bay of Plenty (5%) and Wellington City (5%)
- Older people aged 70+ (2%)
- The Entertainment (4%), Enrichment (3%) and Perspective (1%) Culture Segments.

9.7.2 Frequency of participation in the Pacific arts

Of those who participate in the Pacific arts, 13% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the Pacific arts (n=429)

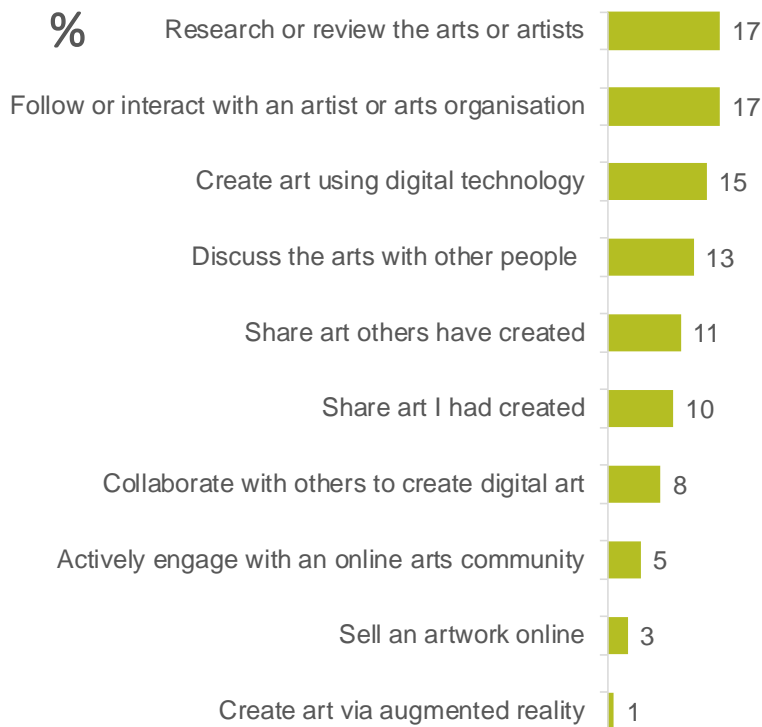
Twenty percent of Pacific peoples participate in Pacific arts on a regular basis but this is consistent with the average.

9.8 Use of digital technology for arts activities

Digital technology is enabling greater engagement in the arts for two in five New Zealanders (43%). Among other things, it is being used to create and share art and develop a stronger relationship with artists.

The most popular activities are researching or reviewing the arts or artists (17%), following or interacting with an artist or arts organisation (17%) and creating art using digital technology (15%).

Q In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



Base: All respondents (n=6,101)

Those demographic groups who are more likely than average (43%) to use digital technology for arts activities include:

- Those living in Wellington city (57%)
- Younger people, aged 15-29 (56%)
- Māori (50%)
- The Essence (61%), Expression (59%), Affirmation (52%) and Stimulation (49%) Culture Segments.

Conversely those groups who are less likely than average (43%) to use digital technology for arts activities include:

- Those living in the Waikato (39%), Bay of Plenty (37%), Manawatu-Whanganui (35%), Marlborough (33%), Nelson (33%) and Southland (32%)
- Older people aged 70+ (27%)
- The Perspective (29%), Enrichment (27%) and Entertainment (15%) Culture Segments.

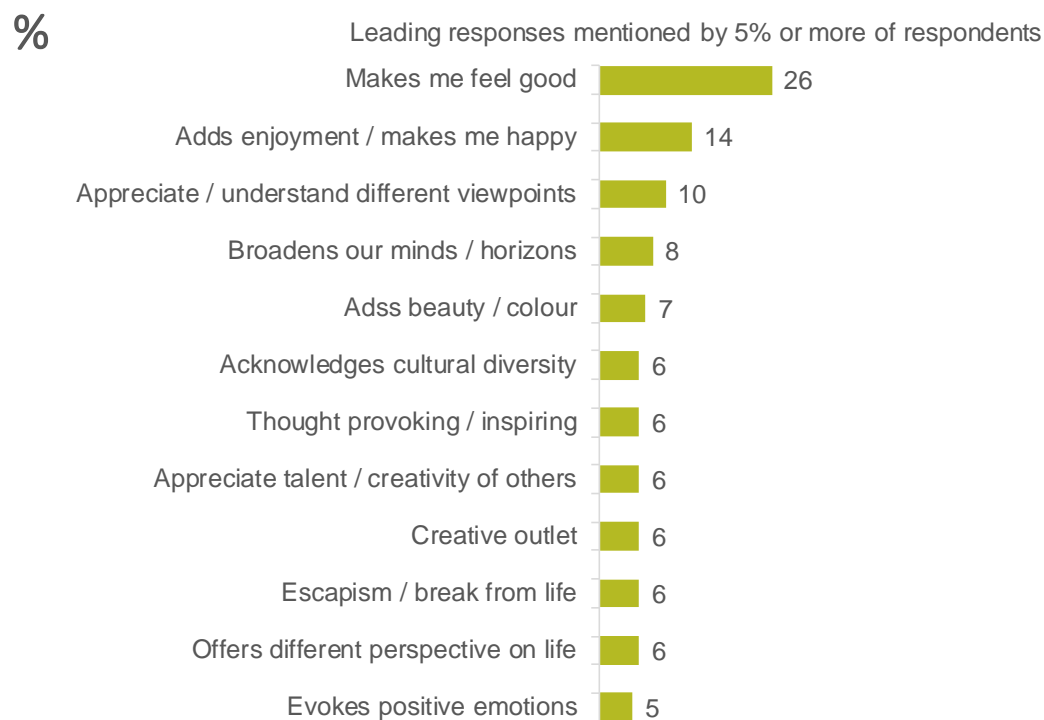
10 Advocacy of the arts

10.1 Reasons why the arts improve New Zealanders' lives

There are various ways in which New Zealanders advocate for the arts. Forty-one percent agree the arts improve how they feel about life in general, while 57% agree they help improve New Zealand society. In order to better understand why these groups of New Zealanders are advocates of the arts, we asked an open-ended question as to the main reasons they think this. To reduce respondent burden if someone had agreed with both statements they were only asked the follow-up question for one statement.

The chart below shows the leading reasons why 41% of New Zealanders agree the arts improve how they feel about life in general. These reasons relate to positive emotions such as feeling good or happy, as well as providing mental stimulation in various ways.

Q You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



Base: All respondents who agree the arts improve how they feel about life in general (n=1,334)

There are relatively few differences in the range of reasons mentioned by different demographic groups. However, some key differences are detailed below:

Makes me feel good (26%)

- Those on lower incomes of between \$30,001 and \$50,000 (37%)
- Essence Culture Segment (35%)

Adds enjoyment / makes me happy (14%)

- Those on lower incomes of between \$30,001 and \$50,000 (22%)

Escapism / break from life (7%)

- Older people aged 70+ (12%)

Appreciate talent / creativity of others (6%)

- Older people aged 70+ (14%)
- Affirmation Culture Segment (13%)

Thought provoking / inspiring (6%)

- Those on high incomes of over \$120,000 (12%)

Acknowledges / cultural diversity (6%)

- Those on high incomes of over \$120,000 (12%)
- Expression Culture Segment (10%)

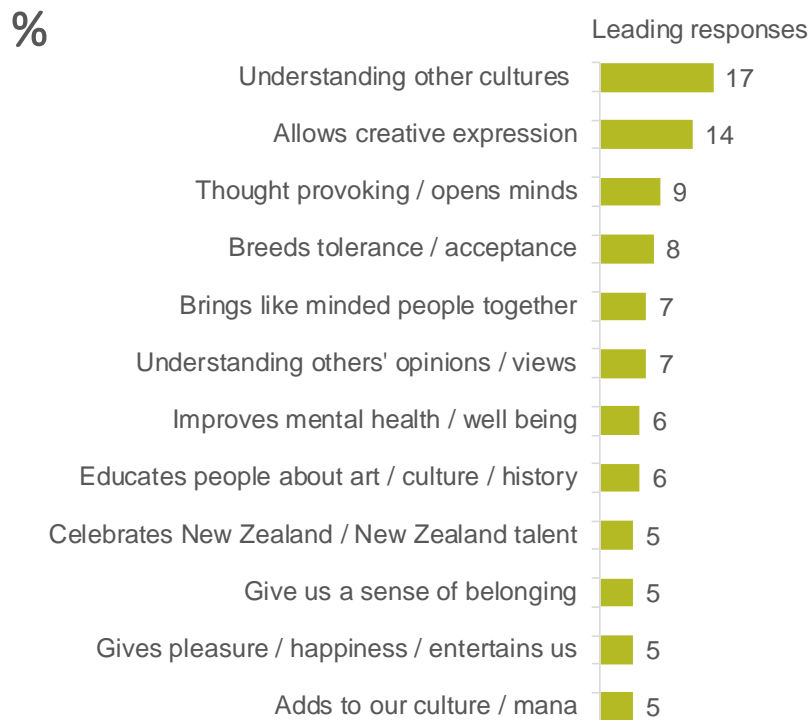
Below, we have provided some examples of New Zealanders who believe the arts improve how they feel about life.

- It improves my mood. It makes everything seem more beautiful.*
 Woman, 15-29, Asian New Zealander, Auckland
- It helps relieve stress, and the joy of making sound together is something that is not easily recreated.*
 Man, 15-29, New Zealand European, Taranaki
- They remind me of my culture, my country's heritage, our existence and how great we can aspire to be.*
 Gender diverse, 30-39, New Zealand European, Canterbury
- The arts promote creative thinking and inspire creative action.*
 Man, 30-39, Pacific peoples, Northland
- It helps me identify with my culture more when I am always so busy juggling work family and everyday life.*
 Woman, 40-49, New Zealand European, Manawatu-Whanganui
- Good art and good music is soul nutrition.*
 Man, 40-49, Pacific peoples, Wellington
- Without art we would live in a dull city with no sharing between cultures.*
 Woman, 50-59, Asian New Zealander, Otago
- Watching a good 'show' is an uplifting experience.*
 Man, 50-59, New Zealand European, Nelson
- Through Ngā toi Māori I am able to rekindle with my tūpuna (ancestors) and continue to maintain their dreams and aspirations for the future generations to come.*
 Woman, 60-69, Māori, Bay of Plenty
- They draw out the creative side of my nature, and contribute to a positive perspective and self-esteem.*
 Man, 60-69, New Zealand European, Auckland
- They give me enjoyment, a sense of community, knowing who I am as a Cantabrian and New Zealander.*
 Man, 70+, Māori, Canterbury
- Because of my poor health, I don't participate outside of my home. Pottery was a big part of my earlier life and it changed my thinking at the time and will continue to do so.*
 Woman, 70+, Māori, Southland

10.2 Reasons why the arts improve society

The chart below shows the leading reasons why 57% of New Zealanders agree the arts help improve New Zealand society. Many of these relate to community cohesion, and this theme has particular resonance for Pacific peoples. Other areas referenced include creativity, well-being, national-identity and culture, as well as pure joy.

Q You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



Base: All respondents who agree the arts improve society (n=2,323)

There are relatively few differences in the range of reasons mentioned by different demographic groups. However, some key differences are detailed below:

Understanding other cultures (17%)

- Pacific peoples (34%)
- The Essence Culture Segment (24%)

Thought provoking / opens minds (9%)

- Those living in Wellington city (16%) and Southland (15%)

Breeds tolerance / acceptance (8%)

- Pacific peoples (20%)
- Middle aged people, aged 50-59 (12%)
- The Essence (14%) and Affirmation (13%) Culture Segments

Understand others' opinions / views (7%)

- Those living in Marlborough (16%)
- Affirmation Culture Segment (14%)

Brings like-minded people together (7%)

- Those living in Hawke's Bay (15%) and Northland (12%)

Gives pleasure / happiness / entertains us (5%)

- Those living in Tasman (16%) and Taranaki (13%)

Below, we have provided some examples of why many New Zealanders believe the arts help improve society.

- It adds diversity, creativity and enjoyment. It inspires people.*
 Woman, 15-29, Asian New Zealander, Wellington
- It has such beauty and meaning to it, it distracts us all from so many bad things. It provides happiness.*
 Man, 15-29, New Zealand European, Waikato
- Arts is a way to help people understand about other cultures without it being boring.*
 Woman, 30-39, Pacific peoples, Waikato
- Art does not prejudice your weight, or height, physical or intellectual abilities. So many people can be a part of art in some way shape or form and it brings communities together.*
 Man, 30-39, Māori, Auckland
- Arts give people the opportunity to express themselves and feel heard. It is a great way to channel emotions, to engage and to heal.*
 Woman, 40-49, New Zealand European, Canterbury
- It gives people an escape, perhaps a deeper understanding of cultures and what it means to be human.*
 Man, 40-49, New Zealand European, Auckland
- Our arts are amazing and they get noticed by people all over the world.*
 Woman, 50-59, New Zealand European, Nelson
- It reflects a different side of society apart from sports.*
 Man, 50-59, Māori, Bay of Plenty
- Being engaged in arts make us feel better. Every child should be encouraged to express themselves artistically.*
 Woman, 60-69, Asian, Auckland
- A great many people get immense satisfaction from the arts and that creates a more positive society. It also benefits us as a nation from the tourism perspective.*
 Man, 60-69, New Zealand European, Manawatu-Whanganui
- Society reflects the arts and the arts reflect society. A society is defined by its arts, not by its politics or by its military prowess.*
 Woman, 70+, New Zealand European, West Coast
- It gives visitors to New Zealand and locals an insight into who we are as a multi-racial society.*
 Man, 70+, Māori, Marlborough

11 Perceptions of the arts in Christchurch

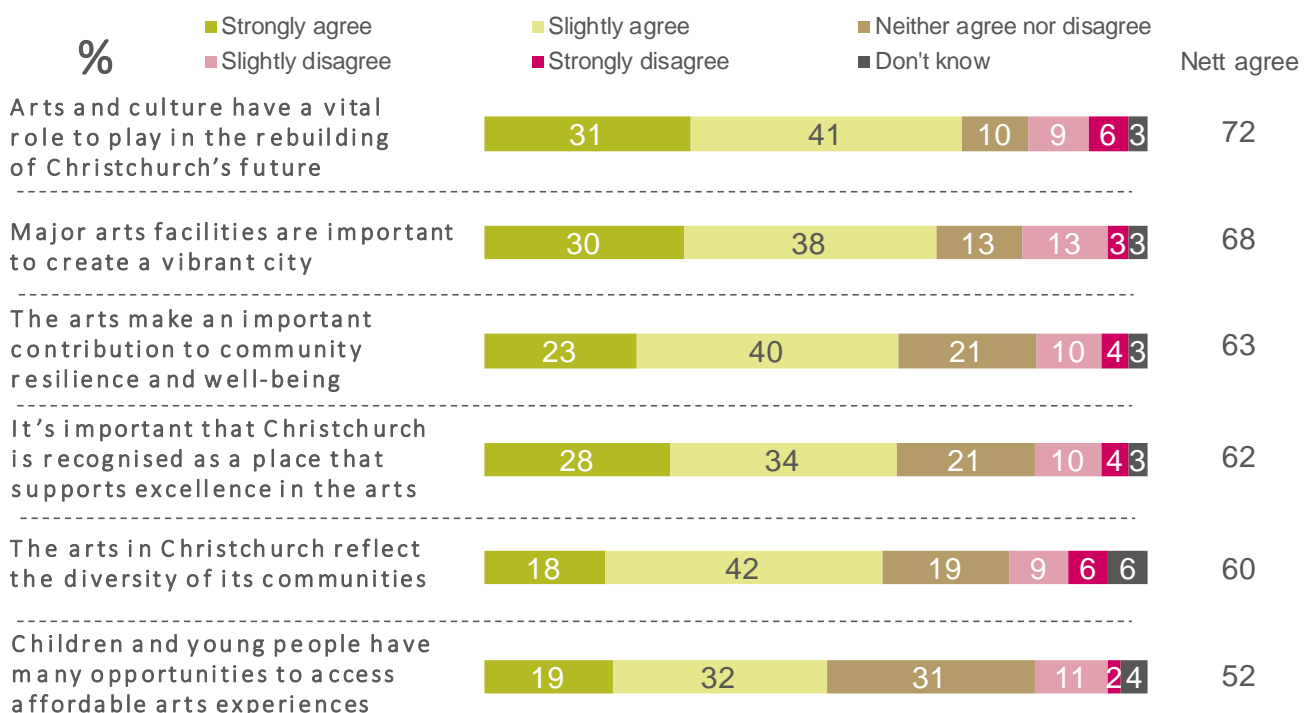
Following the 2010/11 earthquakes a number of questions were added to understand the role of the arts in the city and its recovery. Due to the change in the survey methodology it is not possible to present trends for the statements included in the previous surveys (on the perceived importance of Christchurch as a place that supports excellence in the arts and the role arts and culture has to play in rebuilding the city’s future). In addition to these two statements, four new ones were added.

The chart below shows that residents in Christchurch typically hold positive attitudes about the relationship between the arts and their city. It should be noted those who do not agree with these statement tend to hold a neutral position, rather than disagree with them (indicating a negative attitude).

A clear majority of Christchurch residents believe the arts present opportunities to: help rebuild their city for the future (72% agree); create a more vibrant city (68%); and support community resilience and well-being (63%). Given these potential benefits it is not surprising that over six in ten (62%) agree it is important the Christchurch is recognised as a place that supports excellence in the arts.

The majority of residents in Christchurch believe the arts are inclusive, with 60% agreeing they reflect the diversity of the city’s communities. In addition, 52% agree children and young people have many opportunities to access affordable arts. The high proportion who remain neutral on this statement (31%) may indicate a lack of awareness of what is available for children.

Q To what extent do you agree or disagree?



Base: All respondents in Christchurch (n=113)

In addition to this attitudinal data it is worth noting that overall engagement with the arts in Christchurch is in line with the nation (81% are engaged compared to 80% for all New Zealanders). Overall attendance is 80% in Christchurch compared to 73% for all New Zealanders, although the difference is not statistically significant. Finally overall participation in Christchurch is consistent with all New Zealanders (51% compared to 52%).

Appendices

Appendix A: Profile of those who have attended each art form

Performing arts

Summarised below is the profile of attendees at performing arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6101	3041	2938
Male	48%	41%	55%
Female	51%	58%	45%
Gender diverse	1%	2%	1%
15-29	25%	25%	25%
30-39	19%	19%	17%
40-49	15%	15%	14%
50-59	14%	14%	15%
60-69	14%	13%	15%
70+	13%	13%	14%
NZ European	78%	80%	77%
Māori	13%	13%	13%
Pacific peoples	6%	6%	6%
Asian	12%	12%	13%
Household size - 1 person	17%	16%	18%
2 person	53%	54%	53%
3 person	15%	15%	14%
4 person	10%	10%	10%
5 or more people	6%	6%	5%
Household income - up to \$30,000	16%	12%	20%
\$30,001 - \$50,000	16%	15%	16%
\$50,001 - \$80,000	18%	18%	18%
\$80,001 - \$100,000	11%	11%	11%
\$100,001 - \$120,000	10%	11%	8%
More than \$120,000	14%	17%	11%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	36%	30%
Provincial cities	23%	22%	23%
Town/rural	44%	42%	47%
Auckland	20%	20%	19%
Wellington	5%	6%	4%
Christchurch	8%	10%	7%

Compared to the total population, the audience for performing arts events over-represents:

- Women
- New Zealand Europeans
- Higher income households, earning more than \$100,000 per annum
- People living in Wellington.

Under-represented groups include:

- Men
- Lower income households, earning up to \$30,000 per annum.

Visual arts

Summarised below is the profile of attendees at visual arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups **over** or **under** represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6101	2786	2983
Male	48%	45%	50%
Female	51%	53%	49%
Gender diverse	1%	2%	1%
15-29	25%	26%	23%
30-39	19%	19%	18%
40-49	15%	14%	15%
50-59	14%	14%	14%
60-69	14%	14%	15%
70+	13%	13%	15%
NZ European	78%	78%	79%
Māori	13%	13%	13%
Pacific peoples	6%	5%	6%
Asian	12%	14%	10%
Household size - 1 person	17%	16%	18%
2 person	53%	52%	55%
3 person	15%	16%	13%
4 person	10%	10%	9%
5 or more people	6%	6%	5%
Household income - up to \$30,000	16%	12%	19%
\$30,001 - \$50,000	16%	18%	14%
\$50,001 - \$80,000	18%	17%	19%
\$80,001 - \$100,000	11%	11%	12%
\$100,001 - \$120,000	10%	11%	8%
More than \$120,000	14%	17%	13%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	37%	29%
Provincial cities	23%	24%	22%
Town/rural	44%	39%	49%
Auckland	20%	22%	18%
Wellington	5%	6%	3%
Christchurch	8%	9%	8%

Compared to the total population, the audience for visual arts events over-represents:

- Women and gender diverse
- Asian New Zealanders
- People living in Auckland and Wellington
- Higher income households, earning more than \$100,000 per annum.

Under-represented groups include:

- Men

- Pacific peoples
- People living in towns or rural communities
- Lower income households, earning up to \$30,000 per annum.

Craft and object art

Summarised below is the profile of attendees at craft and object art events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups **over** or **under** represented.

Demographic variable	Total NZ 15+ popn.	Attended	Did not attend
Unweighted Base	6101	2487	3269
Male	48%	38%	55%
Female	51%	60%	45%
Gender diverse	1%	2%	*
15-29	25%	23%	25%
30-39	19%	17%	19%
40-49	15%	14%	16%
50-59	14%	16%	14%
60-69	14%	16%	13%
70+	13%	14%	14%
NZ European	78%	78%	79%
Māori	13%	15%	12%
Pacific peoples	6%	5%	6%
Asian	12%	13%	11%
Household size - 1 person	17%	17%	17%
2 person	53%	54%	54%
3 person	15%	14%	14%
4 person	10%	9%	9%
5 or more people	6%	5%	6%
Household income - up to \$30,000	16%	13%	17%
\$30,001 - \$50,000	16%	19%	14%
\$50,001 - \$80,000	18%	17%	19%
\$80,001 - \$100,000	11%	12%	11%
\$100,001 - \$120,000	10%	10%	9%
More than \$120,000	14%	16%	14%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	34%	32%
Provincial cities	23%	25%	22%
Town/rural	44%	41%	46%
Auckland	20%	20%	19%
Wellington	5%	5%	4%
Christchurch	8%	9%	8%

Compared to the total population, the audience for craft and object arts events over-represents:

- Women and gender diverse.

Under-represented groups include:

- People aged 15-29 years
- Lower income households, earning up to \$30,000 per annum
- People living in towns or rural communities.

Māori Arts

Summarised below is the profile of attendees at Māori arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups **over** or **under** represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6101	1318	4674
Male	48%	36%	51%
Female	51%	61%	49%
Gender diverse	1%	3%	1%
15-29	25%	25%	25%
30-39	19%	19%	18%
40-49	15%	16%	14%
50-59	14%	14%	15%
60-69	14%	16%	14%
70+	13%	9%	15%
NZ European	78%	67%	81%
Māori	13%	31%	8%
Pacific peoples	6%	9%	5%
Asian	12%	11%	13%
Household size - 1 person	17%	16%	17%
2 person	53%	50%	55%
3 person	15%	15%	14%
4 person	10%	12%	9%
5 or more people	6%	6%	5%
Household income - up to \$30,000	16%	16%	15%
\$30,001 - \$50,000	16%	17%	15%
\$50,001 - \$80,000	18%	21%	17%
\$80,001 - \$100,000	11%	11%	11%
\$100,001 - \$120,000	10%	9%	10%
More than \$120,000	14%	14%	15%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	28%	34%
Provincial cities	23%	23%	23%
Town/rural	44%	49%	43%
Auckland	20%	18%	20%
Wellington	5%	4%	5%
Christchurch	8%	6%	9%

Compared to the total population, the audience for Māori arts events over-represents:

- Women and gender diverse
- Māori and Pacific peoples
- People living in towns or rural communities.

Under-represented groups include:

- Men
- People living in Christchurch
- People aged 70 years and older
- New Zealand Europeans.

Pacific Arts

Summarised below is the profile of attendees at Pacific arts events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups **over** or **under** represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6101	1067	4897
Male	48%	36%	50%
Female	51%	61%	49%
Gender diverse	1%	3%	1%
15-29	25%	28%	24%
30-39	19%	22%	18%
40-49	15%	17%	14%
50-59	14%	14%	15%
60-69	14%	14%	14%
70+	13%	6%	15%
NZ European	78%	60%	83%
Māori	13%	29%	9%
Pacific peoples	6%	18%	3%
Asian	12%	12%	12%
Household size - 1 person	17%	14%	17%
2 person	53%	49%	55%
3 person	15%	16%	14%
4 person	10%	12%	9%
5 or more people	6%	8%	5%
Household income - up to \$30,000	16%	15%	16%
\$30,001 - \$50,000	16%	13%	17%
\$50,001 - \$80,000	18%	21%	17%
\$80,001 - \$100,000	11%	12%	11%
\$100,001 - \$120,000	10%	12%	9%
More than \$120,000	14%	14%	15%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	38%	32%
Provincial cities	23%	20%	23%
Town/rural	44%	42%	45%
Auckland	20%	26%	18%
Wellington	5%	4%	5%
Christchurch	8%	7%	9%

Compared to the total population, the audience for Pacific arts events over-represents:

- Women and gender diverse
- Māori and Pacific peoples
- Five or more person households
- People living in Auckland.

Under-represented groups include:

- Men
- People aged 70 years and older
- New Zealand Europeans.

Literary arts

Summarised below is the profile of attendees at literature events in the last 12 months. The profile is compared to that of the total population aged 15+ to highlight groups **over** or **under** represented.

Demographic variable	Total NZ 15+ population	Attended	Did not attend
Unweighted Base	6101	580	5414
Male	48%	41%	48%
Female	51%	54%	51%
Gender diverse	1%	4%	1%
15-29	25%	27%	25%
30-39	19%	21%	18%
40-49	15%	12%	15%
50-59	14%	13%	15%
60-69	14%	13%	14%
70+	13%	14%	14%
NZ European	78%	65%	80%
Māori	13%	17%	13%
Pacific peoples	6%	9%	6%
Asian	12%	22%	11%
Household size - 1 person	17%	20%	16%
2 person	53%	46%	55%
3 person	15%	14%	15%
4 person	10%	12%	9%
5 or more people	6%	9%	5%
Household income - up to \$30,000	16%	14%	16%
\$30,001 - \$50,000	16%	19%	15%
\$50,001 - \$80,000	18%	19%	18%
\$80,001 - \$100,000	11%	11%	11%
\$100,001 - \$120,000	10%	10%	10%
More than \$120,000	14%	14%	15%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	46%	32%
Provincial cities	23%	20%	23%
Town/rural	44%	34%	45%
Auckland	20%	30%	19%
Wellington	5%	7%	5%
Christchurch	8%	10%	8%

Compared to the total population, the audience for literature events over-represents:

- Gender diverse
- Asian New Zealanders
- Larger households with five or more people
- People living in Auckland.

Under-represented groups include:

- Men
- New Zealand Europeans
- People living in towns or rural communities.

Appendix B: Profile of attendees to the arts by frequency of attendance

Summarised below are the profiles of attendees at any art form, broken out by the frequency with which they have attended in the last 12 months. The profiles are compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Definitions:

- None - did not attend anything
- Low – attended 1 to 3 events in the past 12 months
- Medium – attended more than 3 events and up to 10 events in the past 12 months
- High – attended more than ten events in the past 12 months

Demographic variable	Total NZ 15+ popn.	Attended nothing	Low Attendance	Medium Attendance	High Attendance
Unweighted Base	6101	1665	1403	1693	1340
Male	48%	59%	50%	44%	37%
Female	51%	40%	50%	55%	60%
Gender diverse	1%	*	*	1%	3%
15-29	25%	25%	27%	26%	23%
30-39	19%	17%	19%	20%	18%
40-49	15%	15%	16%	13%	15%
50-59	14%	15%	14%	13%	15%
60-69	14%	12%	13%	14%	16%
70+	13%	15%	11%	14%	13%
NZ European	78%	78%	79%	79%	74%
Māori	13%	10%	11%	13%	20%
Pacific peoples	6%	7%	6%	4%	8%
Asian	12%	13%	13%	12%	12%
Household size - 1 person	17%	18%	16%	15%	18%
2 person	53%	52%	53%	57%	51%
3 person	15%	14%	16%	14%	15%
4 person	10%	10%	8%	10%	10%
5 or more people	6%	6%	7%	5%	6%
Household income - up to \$30,000	16%	21%	16%	13%	13%
\$30,001 - \$50,000	16%	14%	13%	19%	17%
\$50,001 - \$80,000	18%	17%	20%	16%	20%
\$80,001 - \$100,000	11%	12%	13%	10%	10%
\$100,001 - \$120,000	10%	8%	8%	11%	12%
More than \$120,000	14%	11%	15%	16%	16%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	28%	33%	34%	38%
Provincial cities	23%	23%	23%	22%	24%
Town/rural	44%	49%	45%	43%	38%
Auckland	20%	18%	19%	19%	24%
Wellington	5%	3%	4%	5%	7%
Christchurch	8%	6%	10%	10%	8%

Appendix C: Profile of participants in the arts by frequency of participation

Summarised below are the profiles of participants in any art form, broken out by the frequency with which they have participated in the last 12 months. The profiles are compared to that of the total population aged 15+ to highlight groups *over* or *under* represented.

Definitions:

- Did not participate at all in the last 12 months
- Participated between 1 and 12 times
- Participated more than 12 times

Demographic variable	Total NZ 15+ popn.	Did not participate	Participated 1-12 times	Participated 13+ times
Unweighted Base	6101	3065	1831	1205
Male	48%	55%	46%	35%
Female	51%	45%	53%	62%
Gender diverse	1%	*	1%	3%
15-29	25%	20%	27%	36%
30-39	19%	19%	20%	16%
40-49	15%	16%	14%	11%
50-59	14%	15%	14%	12%
60-69	14%	15%	11%	14%
70+	13%	15%	12%	11%
NZ European	78%	80%	75%	77%
Māori	13%	9%	16%	20%
Pacific peoples	6%	5%	7%	8%
Asian	12%	13%	14%	9%
Household size - 1 person	17%	16%	18%	16%
2 person	53%	57%	50%	49%
3 person	15%	13%	15%	17%
4 person	10%	8%	11%	12%
5 or more people	6%	5%	7%	6%
Household income - up to \$30,000	16%	15%	16%	17%
\$30,001 - \$50,000	16%	16%	16%	16%
\$50,001 - \$80,000	18%	17%	19%	18%
\$80,001 - \$100,000	11%	12%	10%	9%
\$100,001 - \$120,000	10%	10%	10%	8%
More than \$120,000	14%	16%	14%	12%
Metropolitan cities (Auckland, Christchurch and Wellington)	33%	34%	33%	31%
Provincial cities	23%	24%	22%	22%
Town/rural	44%	43%	44%	47%
Auckland	20%	21%	19%	19%
Wellington	5%	4%	5%	6%
Christchurch	8%	9%	10%	7%

Appendix D Questionnaire

Q1a Which gender do you most identify with...

Male	1
Female	2
Gender diverse	3

Q1b Which of the following age groups do you fall into?

15 to 17	1
18 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 54	8
55 to 59	9
60 to 64	10
65 to 69	11
70 to 74	12
75 to 79	13
80+	14

Q1c Which ethnic group do you most identify with? You can choose more than one group.

MULTICODE OK

New Zealand European (or Pākehā)	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Filipino	18
Korean	22
Japanese	23
Sri Lankan	19
Cambodian	24
Vietnamese	25
Another ethnic group (please tell us)	09
Don't know	12
Refused	13

Q1d And which of the following best describes your total annual household income from all sources, including returns from investments, before tax?

\$20,000 or less	1
More than \$20,000 up to \$30,000	2
More than \$30,000 up to \$40,000	3
More than \$40,000 up to \$50,000	4
More than \$50,000 up to \$60,000	5
More than \$60,000 up to \$80,000	6
More than \$80,000 up to \$100,000	7
More than \$100,000 up to \$120,000	8
More than \$120,000 up to \$150,000	9
More than \$150,000	12
Refused	10
Don't know	11

Q1e How many people living in your household are aged 15 years or over?
ENTER NUMBER:

Q1f In which of the following places do you live?
Please select one only.

Whangarei	1
Northland (outside of Whangarei)	2
Auckland city	3
Auckland region (outside of Auckland city)	4
Hamilton	5
Waikato (outside of Hamilton)	6
Rotorua	7
Tauranga	8
Bay of Plenty (outside of Rotorua or Tauranga)	9
Gisborne city	10
Gisborne region (outside of Gisborne city)	11
Napier/Hastings	12
Hawkes Bay (outside of Napier / Hastings)	13
New Plymouth	14
Taranaki (outside of New Plymouth)	15
Palmerston North	16
Wanganui	17
Manawatu-Whanganui (outside of Palmerston North or Whanganui)	18
Wellington city	19
Wellington region (outside of Wellington city)	20
Tasman region	21
Nelson city	22
Nelson region (outside of Nelson city)	23
Marlborough region	24
West Coast region	31
Christchurch	25
Canterbury (outside of Christchurch)	26
Dunedin	27
Otago (outside of Dunedin)	28
Invercargill	29
Southland (outside of Invercargill)	30

ASK AUCKLANDERS (CODE 3 OR 4 @ Q1F)

Q1g. In which suburb do you live?
Please select the option that best applies.

SCRIPTER INSTRUCTION: SHOW SUBURB LIST AS DROP DOWN BOX IN ALPHABETICAL ORDER.
INCLUDE 'I DON'T LIVE IN THE AUCKLAND REGION' AS SINGLE RESPONSE CODE OUTSIDE DROP DOWN BOX

<INSERT SUBURB LIST>	1	
None - I don't live in the Auckland Region	2	THANK AND CLOSE

Attitudes toward the arts

SHOW ALL

Q2txt The first set of questions ask you about your views on the arts.

Q2 To what extent do you agree or disagree?

There are no right or wrong answers; we are interested in your views on these statements.

DYNAMIC GRID

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
1	The arts are for people like me	1	2	3	4	5	6
2	I can't live without the arts	1	2	3	4	5	6
3	The arts help define who we are as New Zealanders	1	2	3	4	5	6
4	The arts are only for certain types of people	1	2	3	4	5	6
5	The arts are part of my everyday life	1	2	3	4	5	6
6	I don't find the arts all that interesting	1	2	3	4	5	6
7	Some arts events interest me but I still don't go much	1	2	3	4	5	6
8	The arts contribute positively to our economy	1	2	3	4	5	6
9	The arts in New Zealand are world class	1	2	3	4	5	6
10	The arts should receive public funding	1	2	3	4	5	6
11	My community would be poorer without the arts	1	2	3	4	5	6
12	My local council should give money to support the arts	1	2	3	4	5	6
13	The availability of good arts activities and events is an important reason why I like living where I do	1	2	3	4	5	6
14	The arts improve how I feel about life in general	1	2	3	4	5	6
15	The arts help improve New Zealand society	1	2	3	4	5	6
16	I learn about different cultures through the arts	1	2	3	4	5	6
17	My community has a broad range of arts and artistic activities that I can experience or participate in	1	2	3	4	5	6
18	Overall New Zealand arts are of high quality	1	2	3	4	5	6
19	I feel proud when New Zealand artists succeed overseas	1	2	3	4	5	6
20	The arts should reflect New Zealand's cultural diversity	1	2	3	4	5	6
21	The arts should be part of the education of every New Zealander	1	2	3	4	5	6

Participation and attendance: Visual arts

Q3txt The next section of the survey includes questions on different art forms. The questions ask which art forms you watch, and which ones you take part in.

Q3a Firstly, thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?

Yes	1	GO TO Q4a GO TO Q4a
No	2	
Don't know/Can't remember	3	

Q3b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q3c Were film festivals included among the visual arts you have visited in the last 12 months?

Yes	1	GO TO Q4a GO TO Q4a
No	2	
Don't know	3	

Q3d And have you visited visual arts other than film festivals in the last 12 months?

This might include art galleries or exhibitions or online galleries

Yes	1
No	2
Don't know	3

Q4a Thinking now about craft and object art such as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles, have you visited any art galleries, exhibitions or online galleries in the last 12 months?

Yes	1	GO TO Q5a GO TO Q5a
No	2	
Don't know/Can't remember	3	

Q4b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q5a Thinking again about the visual arts, in the last 12 months have you been actively involved in, for example, painting, photography, sculpting, drawing, print-making, typography, web-based/digital art, or film-making in any way?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q6a

GO TO Q6a

Q5b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q6a Thinking again about craft and object art, in the last 12 months have you been actively involved in, for example ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles in any way?

Yes	1
No	2
Don't know	3

GO TO Q7

GO TO Q7

Q6b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Performing arts

Q7 Now thinking about the performing arts, such as theatre, dance and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?

Yes	1	GO TO Q9 GO TO Q9
No	2	
Don't know	3	

Q8a Which of these have you been to in the last 12 months?

Theatre	1
Concert or other musical performance	2
Ballet or other dance event	3
Another type of performing arts event (specify)	4

ASK Q8b IF CODE 1 AT Q8a

Q8b On average, how often have you attended the theatre in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8c IF CODE 2 AT Q8a

Q8c On average, how often have you attended concerts or other music performances in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8d IF CODE 3 AT Q8a

Q8d On average, how often have you attended ballet or other dance events in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8e IF CODE 4 AT Q8a

Q8e On average, how often have you attended [INSERT OTHER EVENTS SPECIFIED AT Q8a] in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q9 Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making activities?

Yes	1
No	2
Don't know	3

GO TO Q11a

GO TO Q11a

Q10a Which of these were you actively involved in?

Please select all that apply

Theatre or drama	1
Singing or other music-making	2
Ballet or other dance	3
Another type of performing arts (please tell us)	4

Q10b On average, how often have you done (this/those) in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Literature

Q11a Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q12a

GO TO Q12a

Q11b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q12a 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?

Yes	1
No	2
Don't know	3

GO TO Q13ai

GO TO Q13ai

Q12b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Digital engagement

Q13ai In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.

Please select all that apply

Create art using digital technology	1
Collaborate with others to create digital art such as visual art, craft, video art, music, graphics, games, dance, theatre or creative writing	2
Create art via augmented reality	3
Sell an artwork online	4
Share art I had created	5
Share art others had created	6
Discuss the arts with other people	7
Actively engage with an online arts community	8
Follow or interact with an artist or arts organisation (e.g. via social media, newsletters etc.)	9
Research or review the arts or artists	10
None of these	11

Participation and attendance: Pacific arts

Q17a Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q18a

GO TO Q18a

Q17b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
DO NOT READ: Don't know	6

Q18a Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?

Yes	1
No	2
Don't know	3

GO TO Q19a

GO TO Q19a

Q18b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
DO NOT READ: Don't know	6

Participation and attendance: Māori arts

Q19a Thinking about Māori Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q20a

GO TO Q20a

Q19b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q20a Still thinking about Māori Arts, in the last 12 months have you been actively involved in any Māori arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?

Yes	1
No	2
Don't know	3

GO TO Q20c

GO TO Q20c

Q20b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q20c To what extent do you agree or disagree with the following about Ngā Toi Māori (or Māori Arts)?

DYNAMIC GRID

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
Ngā Toi Māori (Māori arts) help define who we are as New Zealanders	1	2	3	4	5	6
I learn about Māori culture through Ngā Toi Māori (Māori arts)	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) motivates me to kōrero Māori (speak in Māori)	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) improve how I feel about life in general	1	2	3	4	5	6

Encouraging arts attendance

ASK IF AGREE (CODES 1-2) @ Q2_9

Q20d You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

Please answer on scale of 1 to 5, where 1 is no difference at all and 5 is a big difference.

DYNAMIC GRID - RANDOMISE

If I could go with someone / had someone to go with	1
If the price of tickets were cheaper	2
If I knew there would be more people like me going	3
If there were more arts events that appealed to me	4
If arts events were of high quality	5
If I were confident of feeling welcome	6

SCALE – STATIC

1 - No difference at all	1
2	2
3	3
4	4
5 – A big difference	5

Advocacy of the arts

DP: RESPONDENTS SHOULD ONLY BE ASKED Q20E OR Q20F. IF THEY QUALIFY FOR BOTH THEN RANDOMLY ALLOCATE THEM TO ONE QUESTION.

ASK IF AGREE (CODES 1-2) @ Q2_14

Q20e You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?

Please type in your answer below.

OPEN ENDED QUESTION. INCLUDE DON'T KNOW BUTTON

ASK IF AGREE (CODES 1-2) @ Q2_15

Q20f You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?

Please type in your answer below.

OPEN ENDED QUESTION. INCLUDE DON'T KNOW BUTTON

Impact of the Christchurch earthquakes

ASK ALL IN CHRISTCHURCH (CODE 25 @ Q1F)

Q23 How strongly do you agree or disagree with these two statements using the scale: strongly agree, slightly agree, neither agree nor disagree, slightly disagree, or strongly disagree?

CODE ONE ONLY FOR EACH STATEMENT.

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	DO NOT READ: Don't know
It's important that Christchurch is recognised as a place that supports excellence in the arts	1	2	3	4	5	6
Arts and culture have a vital role to play in the re-building of Christchurch's future	1	2	3	4	5	6
Major arts facilities are important to create a vibrant city	1	2	3	4	5	6
The arts make an important contribution to community resilience and well-being	1	2	3	4	5	6
Children and young people have many opportunities to access affordable arts experiences	1	2	3	4	5	6
The arts in Christchurch reflect the diversity of its communities	1	2	3	4	5	6

MHM Segments

SHOW ALL

Q24txt You are almost at the end of the survey. The final questions in the survey will allow us to understand what different groups of people think about the arts.

Q24 Have you **ever** been to any of these events or places?

DYNAMIC GRID

Please select one only

	I have been	I would be interested	I'm not interested
Pop or music rock festival	1	2	3
Contemporary dance	1	2	3
Art gallery or exhibition	1	2	3

Q25 The following statements refer to your personal approach to life. Please indicate the degree to which you agree or disagree with each statement:

DYNAMIC GRID – RANDOMISE ORDER

Please select one only

	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree
I am usually the first among my friends to know what's going on	1	2	3	4	5
I am happiest seeing things that have a track record and proven popularity	1	2	3	4	5
The arts and culture are essential to my life	1	2	3	4	5
I am happy to do my own thing regardless of what others might think	1	2	3	4	5
I like to enjoy life and don't worry about the future	1	2	3	4	5
I like to get out into the outdoors whenever I can	1	2	3	4	5
I consider myself to be a spiritual person	1	2	3	4	5