

NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN
NORTHLAND 2017

INTRODUCTION

Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys have been repeated every three years with the most recent research completed in 2014.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement;
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

This report presents findings on public attitudes, attendance and participation in the arts in Northland. The findings are compared to all New Zealanders (aged 15+).

‘Attendance’ is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary 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 forms.

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

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

Approach



496
ONLINE INTERVIEWS
With adults aged 15+
living in Northland



FIELDWORK DATES
27 October to 29 November 2017



NATIONAL COMPARISON
Findings are compared to all New Zealanders
(6,101 interviews)

METHOD

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable to boost the sample across each of the regions, so we can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

The overall sampling target in Northland was 500 interviews. In order to achieve a representative sample of residents in Northland, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of these targets due to lack of available panellists.

However, weighting was applied to ensure the final sample profile was representative of the Northland population. Weighting was also applied to the national results to correct for the over-sampling of residents in Northland.

TREND DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 606 respondents the margin of error is up to +/- 6.8 percentage points.

We have used statistical tests to determine whether the survey findings between Northland and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle (△▽).

SUMMARY

Summary of key findings

OVERALL: In general, residents in Northland are engaged with the arts. Their attitudes towards the arts in New Zealand are somewhat less positive, although they are more likely to recognise the economic benefits (in terms of tourism) the arts brings to the region, and this may partly explain why they are more likely to feel the arts are important to their region’s identity.

ENGAGEMENT IN THE ARTS

The majority of residents in Northland are engaged with the arts (79%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (67%) or have **participated** in the arts in the last 12 months (56%).

Overall attendance of the arts is lower compared with all New Zealanders (67% vs. 73%). Attendance is highest for craft and object art (42%), and lowest for literary arts (6%), which is lower than the New Zealand average (10%).

Participation is highest for visual arts (30%) and is lowest for Pacific arts (6%).

ADVOCACY OF THE ARTS

The recognition of the different ways in which the arts benefit New Zealand is mixed. Residents are less likely than the national average to agree that the arts help improve our society (51% vs. 57%), or feel that they learn about different cultures through the arts (59% vs. 64%).

Although 52% agree that their community would be poorer without the arts, only 22% agree that the availability of arts and activities in Northland is an important reason why they like living there, lower than the national average (30%).

Under half (47%) of Northland residents agree that they would like to see public funding of the arts, lower than the New Zealand average (53%). A similar proportion (46%) agree that their local council should financially support the arts.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Northland residents (63%) agree some arts interest them but they still don’t go much.

We asked these people what might encourage them to go more often.

Choice and price emerged as key barriers. Forty five percent of the respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, a similar proportion (44%) indicated that reducing the price of tickets would make a big difference to their likelihood to attending.

ARTS EVENTS AND ACTIVITIES IN NORTHLAND

Northland residents perceive a positive impact from the arts in terms of tourism, especially from Māori arts. Fifty-eight percent agree that Māori arts attract visitors to the region (vs. 50% on average*) and 53% agree the arts encourage overseas visitors to the region (vs. 45% on average*).

These findings potentially explain why Northland residents are more likely than average* to feel the arts and culture are important to the region’s identity (51% vs. 40%).

However, there is a gap between perceived quality of the arts in Northland versus the whole of New Zealand. Sixty one percent of residents agree the arts in New Zealand are of high quality, whereas only 49% agree the arts in Northland are of high quality. This suggests there is more to do to promote a flourishing arts scene in Northland.

* These questions were not asked nationally and are only compared to the average across certain regions or cities (see slide 46 for more detail).

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women in Northland generally express greater engagement with the arts than men, and in general hold more positive attitudes about the arts. It is also noticeable that older people often hold more positive attitudes than average, while younger people, aged 15-29 years, hold less positive attitudes.

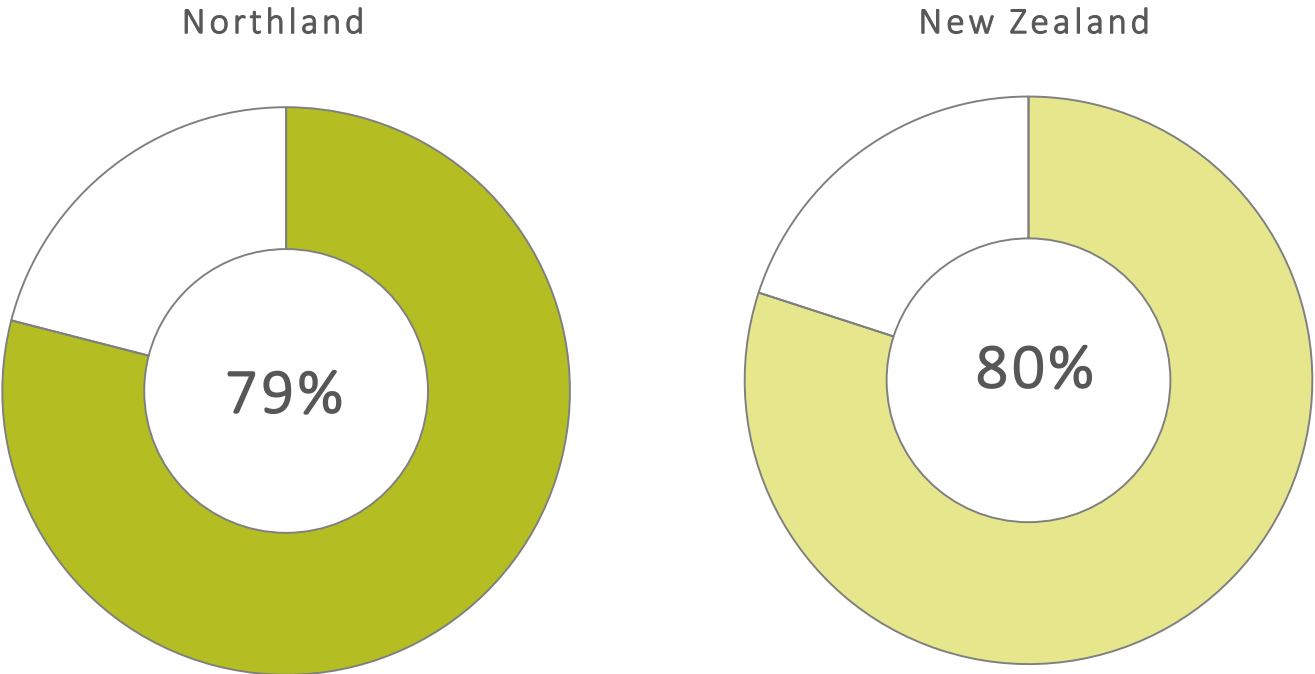


OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

Overall engagement

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori 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 results opposite are therefore a net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 79% of residents in Northland engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

Sub-group differences in Northland:

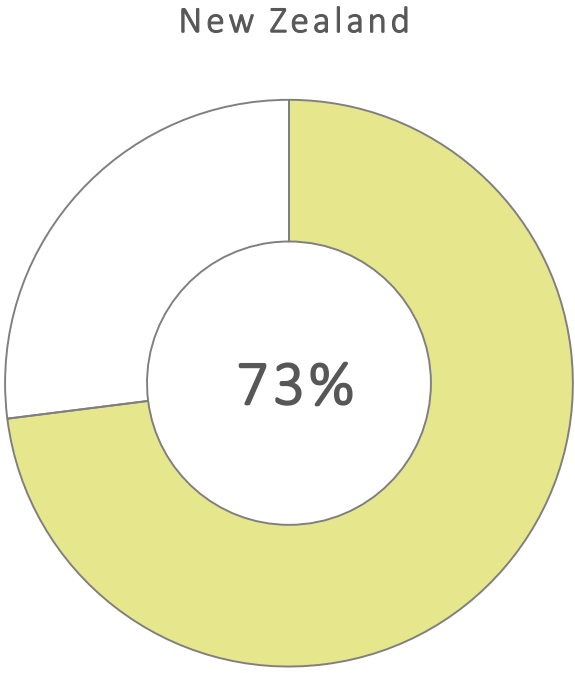
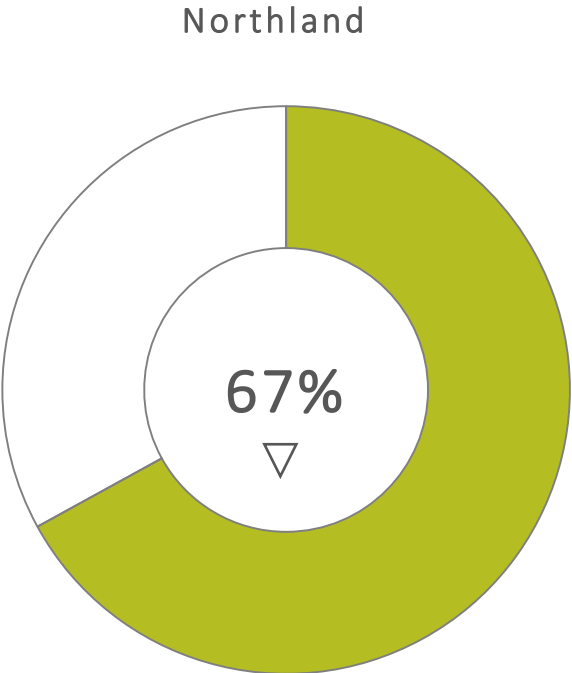
Women are more likely than average to have engaged with the arts in the last 12 months (83% vs. 79%).

Whangarei residents are less likely than average to have engaged with the arts in the last 12 months (75% vs. 79%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Northland (496); New Zealand (6,101)

Overall attendance

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, Literature, Pacific arts and Māori arts**



A total of 67% of residents in Northland have attended at least one arts event or location in the last 12 months. This is lower compared to the finding for all New Zealanders (73%).

Sub-group differences in Northland:

Women are more likely than average to have attended any art event in the last 12 months (74% vs. 67%).

In contrast, the following groups are less likely than average (67%) to have attended any arts event in the last 12 months:

- Men (60%)
- Younger people, aged 15-29 (51%).

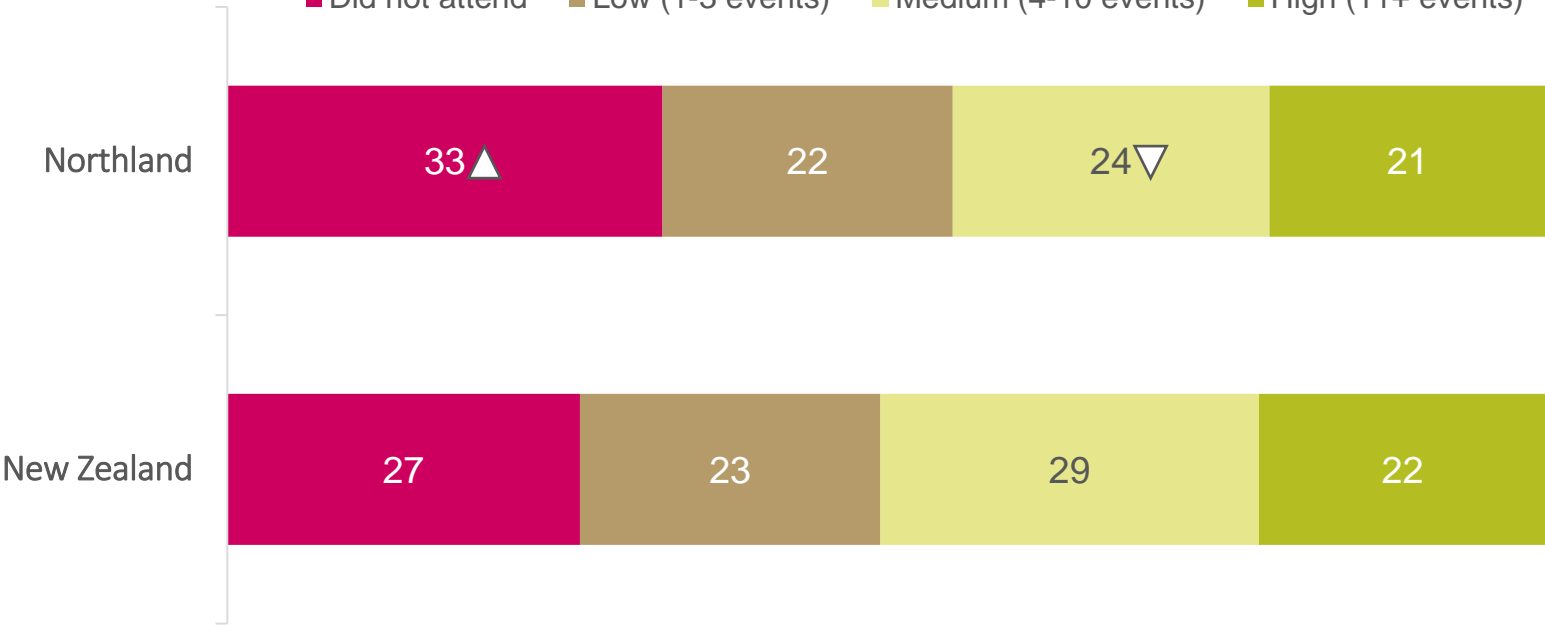
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Northland (496); New Zealand (6,101)

Frequency of attendance

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

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



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

Twenty one percent of residents in Northland attend the arts on a regular basis (more than ten times a year). This is in line with the average for all New Zealanders (22%).

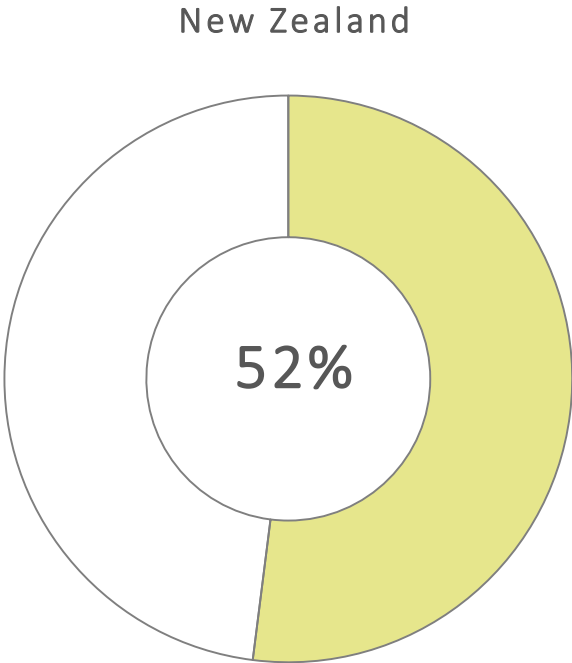
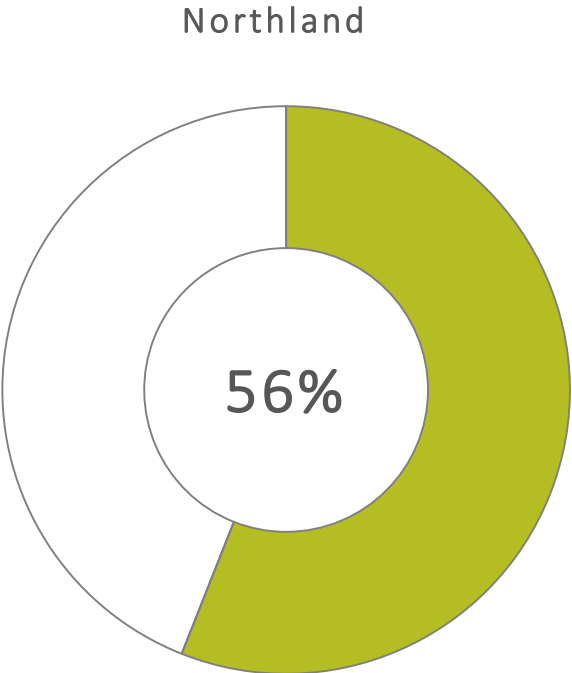
Compared with the national average, significantly fewer Northland residents have attended between 4 and 10 arts events (24% vs. 29%).

Sub-group differences in Northland:
 Younger people, aged 15-29 (70%) are more likely than average (55%) to either not have attended the arts, or attended less than four times.

▲▼ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Overall participation

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, Literature, Pacific arts and Māori arts



A total of 56% of residents in Northland have participated in at least one art form in the last 12 months. This compares to 52% for all New Zealanders. The difference is not statistically significant.

Sub-group differences in Northland:

Older people, aged 60-69 years, are less likely than average to have participated in any arts event in the last 12 months (45% vs. 56%).

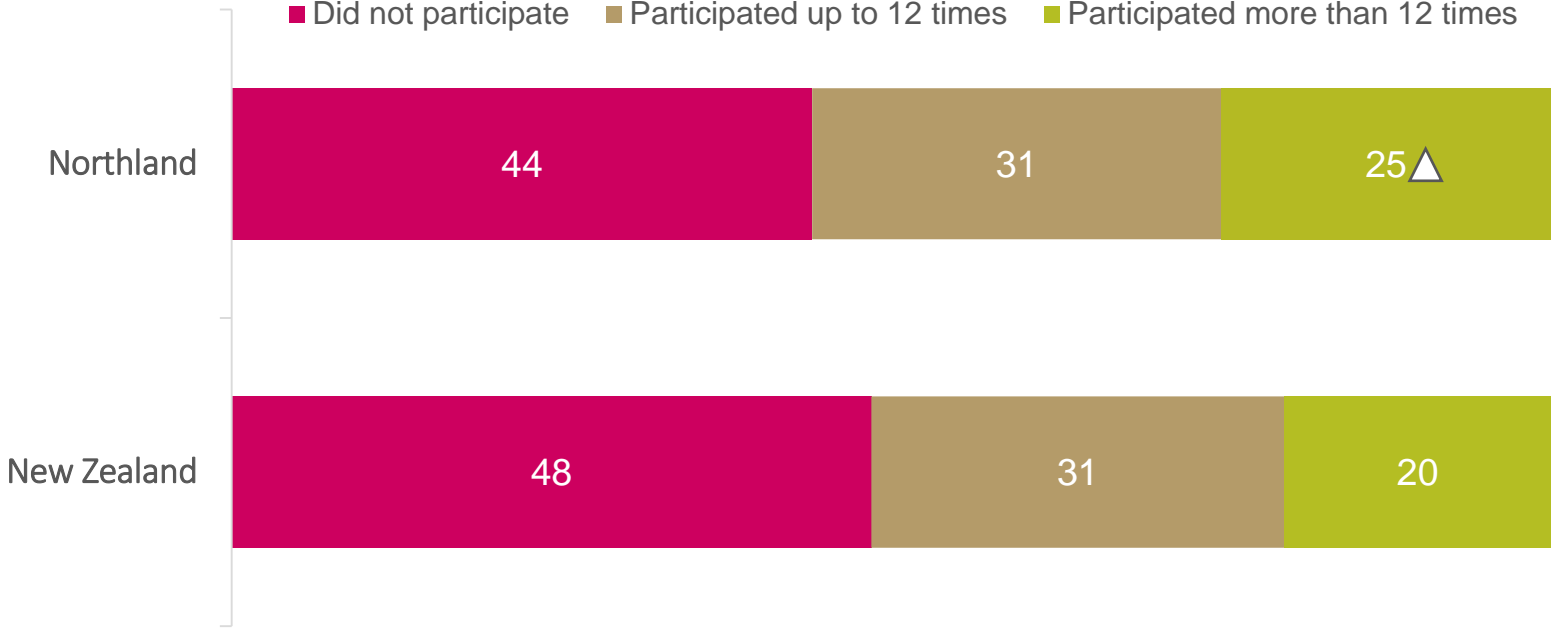
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Northland (496); New Zealand (6,101)

Frequency of participation

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

%

■ Did not participate ■ Participated up to 12 times ■ Participated more than 12 times



▲ ▼ = significantly higher / lower than New Zealand

Base: All respondents: Northland (496); New Zealand (6,101)

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

One in four residents in Northland (25%) participate on a regular basis (more than 12 times a year). Participation is greater compared to the average for all New Zealanders (20%).

Sub-group differences in Northland:

Those with a household income of between \$81k-\$120k are more likely than average to have participated more than 12 times (44% vs. 25%).

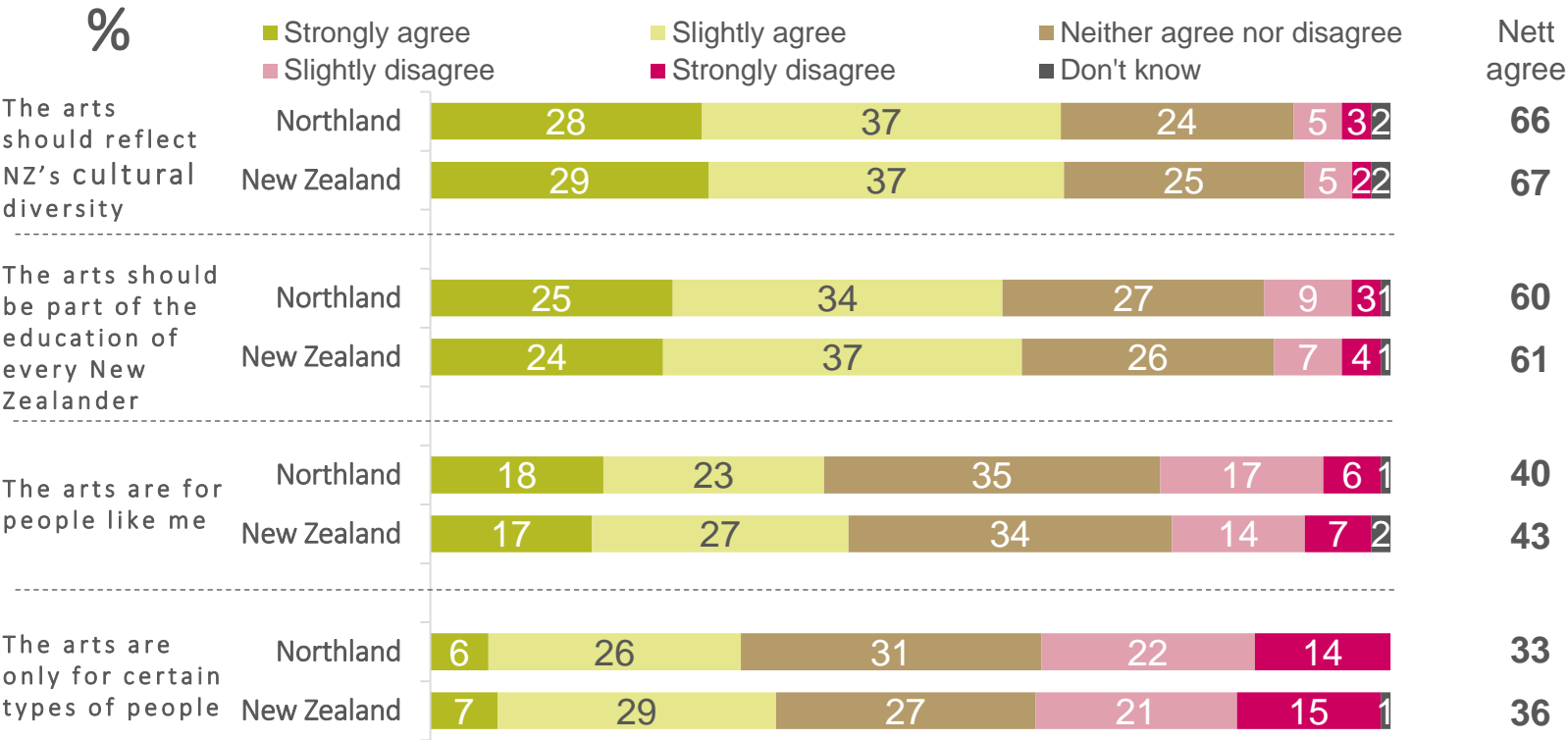
In contrast, those with a household income of up to \$30k are less likely than average to have participated more than 12 times (21% vs. 25%).



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Northland residents for the arts to reflect New Zealand's cultural diversity (66%) and to be part of the education of every New Zealander (60%).

The majority of residents in Northland agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Twenty-three percent disagree that the 'arts are for people like me'. At the same time one third (33%) agree 'the arts are only for certain types of people'.

Sub-group differences in Northland:

The following groups are more likely than average (66%) to agree that the arts should reflect New Zealand's cultural diversity:

- Older people, aged 60-69 and 70+ (80% and 82% respectively)
- Women (70%).

Younger people, aged 15-29, are less likely than average to agree that the arts should reflect New Zealand's cultural diversity (46% vs. 66%).

The following groups are more likely than average (60%) to agree that the arts should be part of the education of every New Zealander:

- Older people, aged 60-69 and 70+ (71% and 69% respectively)
- Women (64%).

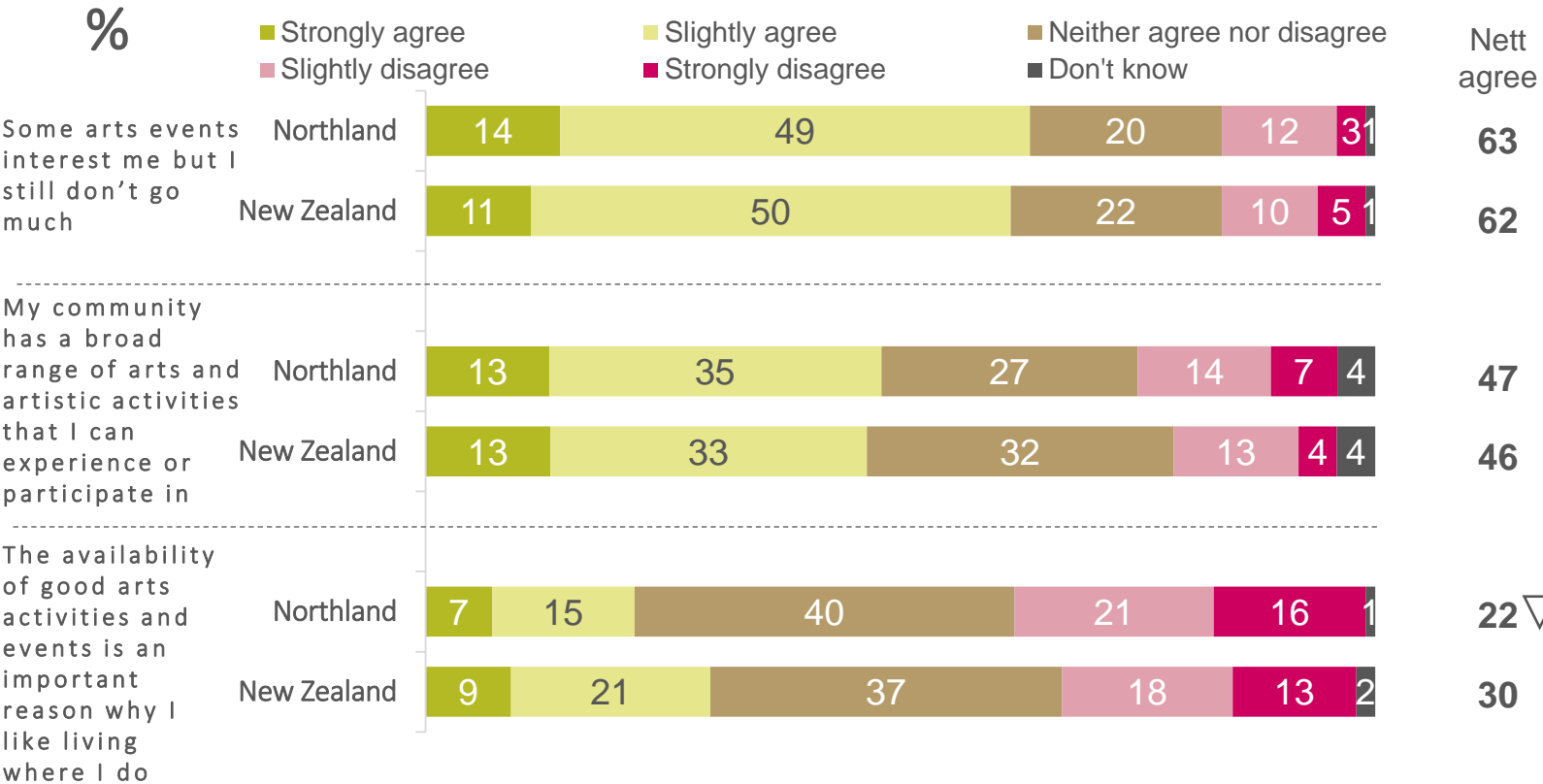
Again, younger people, aged 15-29, are less likely than average to agree that the arts should be part of New Zealanders' education (44% vs. 60%).

Men are more likely than average to agree that the arts are only for certain types of people (39% vs. 33%). In contrast, women are less likely to agree with this (28% vs. 33%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



There is potential to significantly improve attendance at arts events. More than three in five Northland residents (63%) agree some arts events interest them but they still don't go much.

There is evidence that residents in Northland have access to a range of arts and artistic activities (47% agree with this). 21% disagree about the availability of activities, while a proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

One in five residents (22%) feel the arts and arts activities is an important reason in why they like living in Northland. This is lower than all New Zealanders (30%). It could be that other reasons are of greater importance to residents in determining this.

Sub-group differences in Northland:

Older people, aged 60-69 years, are more likely than average to agree that the arts interest them but they still don't go to much (74% vs. 63%).

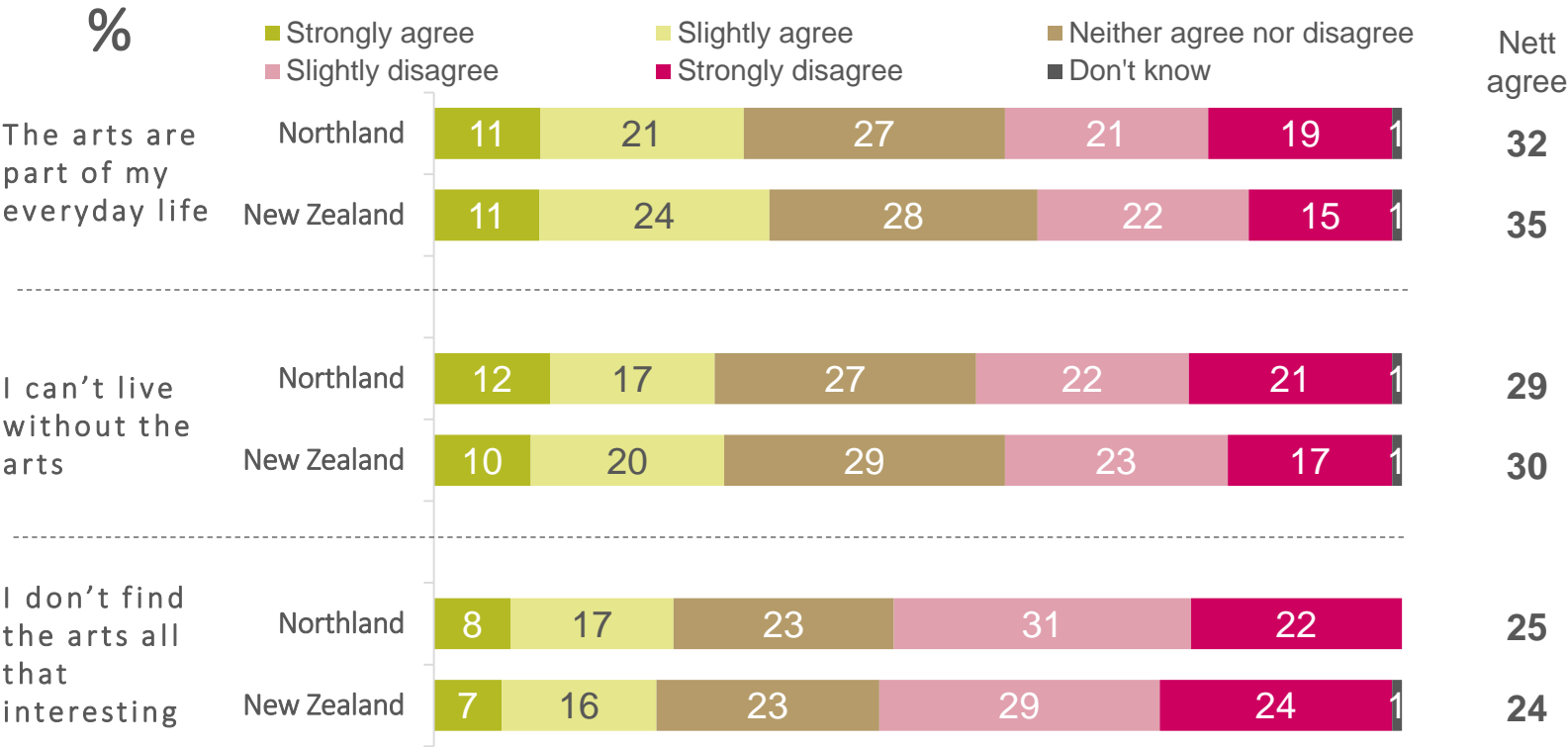
Older people, aged 70+ years, are more likely than average to agree that their community has a good range of arts that they can participate in (62% vs. 47%). Conversely, young people, aged 15-29, are less likely to agree that their community has a range of arts they can experience (31% vs. 47%).

Residents in low income households (up to \$30k) are more likely than average to agree that the availability of arts in the region is an important reason why they like living there (32% vs. 22%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: What the arts mean to me

Q To what extent do you agree or disagree?



The arts have meaning for a sizeable minority of residents in Northland. Thirty-two percent agree the arts are part of their everyday life while a similar proportion (29%) agree they can't live without the arts.

More residents are interested in the arts than not. While, one in four (25%) Northland residents agree they don't find the arts all that interesting, 53% disagree. This is in line with all New Zealanders (53%).

Sub-group differences in Northland:

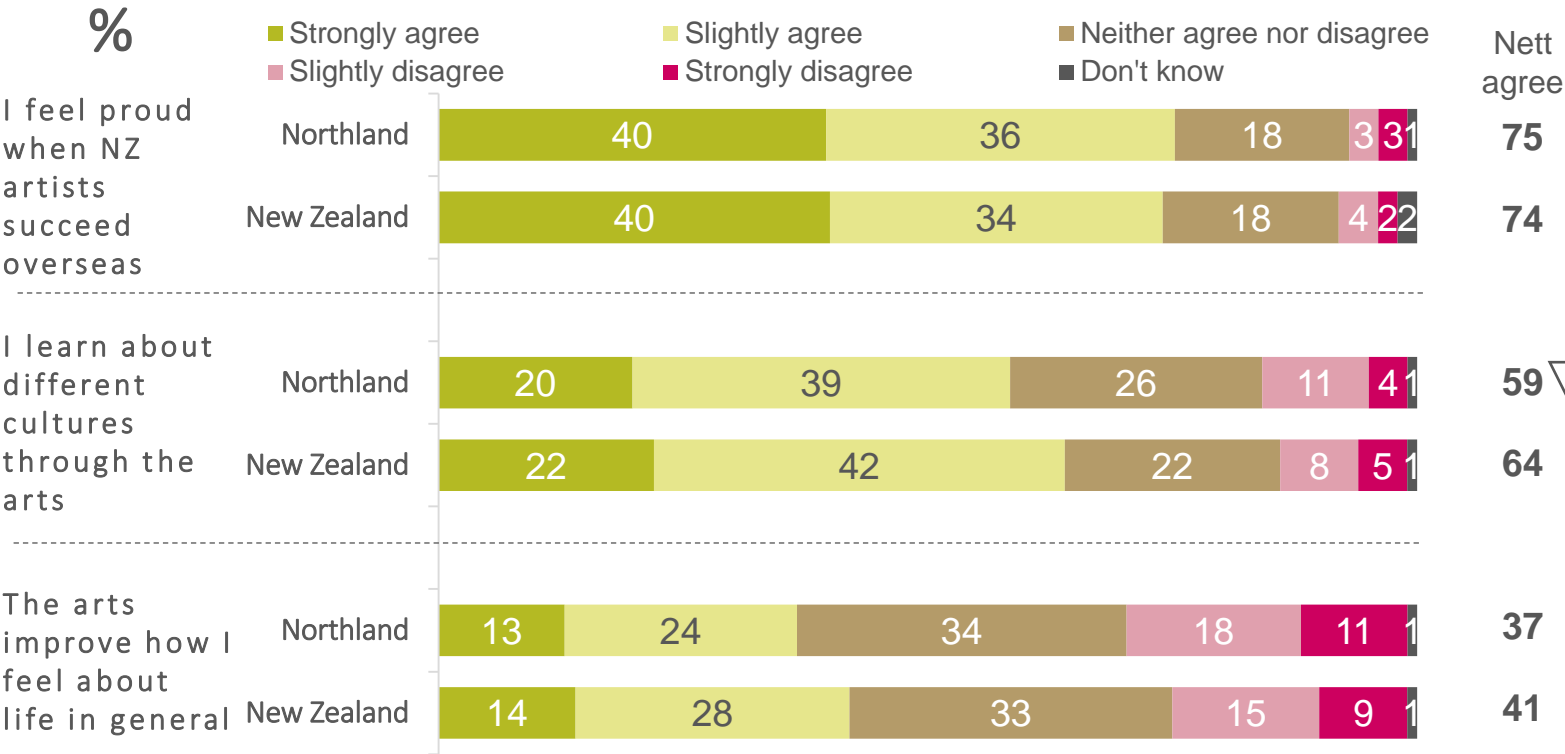
One person households are more likely than average to agree that arts are part of their everyday life (44% vs. 32%).

Women are less likely than average to agree that they don't find the arts all that interesting (21% vs. 25%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The personal value Northland residents get from the arts varies. Three in four (75%) agree they feel proud when New Zealand artists succeed overseas.

Three in five residents (59%) feel they learn about different cultures through the arts, this is lower than the national average (64%).

Finally, 37% of residents agree the arts improve how they feel about life in general. This compares to 41% of all New Zealanders, although the difference is not statistically significant.

Sub-group differences in Northland:

The following groups are more likely than average (75%) to agree that they feel proud when New Zealand artists succeed overseas:

- Older people, aged 60-69 and 70+ (91% and 86% respectively)
- Those with a household income of between \$31k-\$50k (85%)
- Women (83%).

In contrast, men and young people, aged 15-29, are less likely than average (75%) to agree they feel proud when NZ artists succeed overseas (67% and 56% respectively).

The following groups are more likely than average (59%) to agree that they learn about different cultures through the arts:

- Older people, aged 60-69 (70%)
- Those with a household income of between \$31k-\$50k (69%)
- Women (63%).

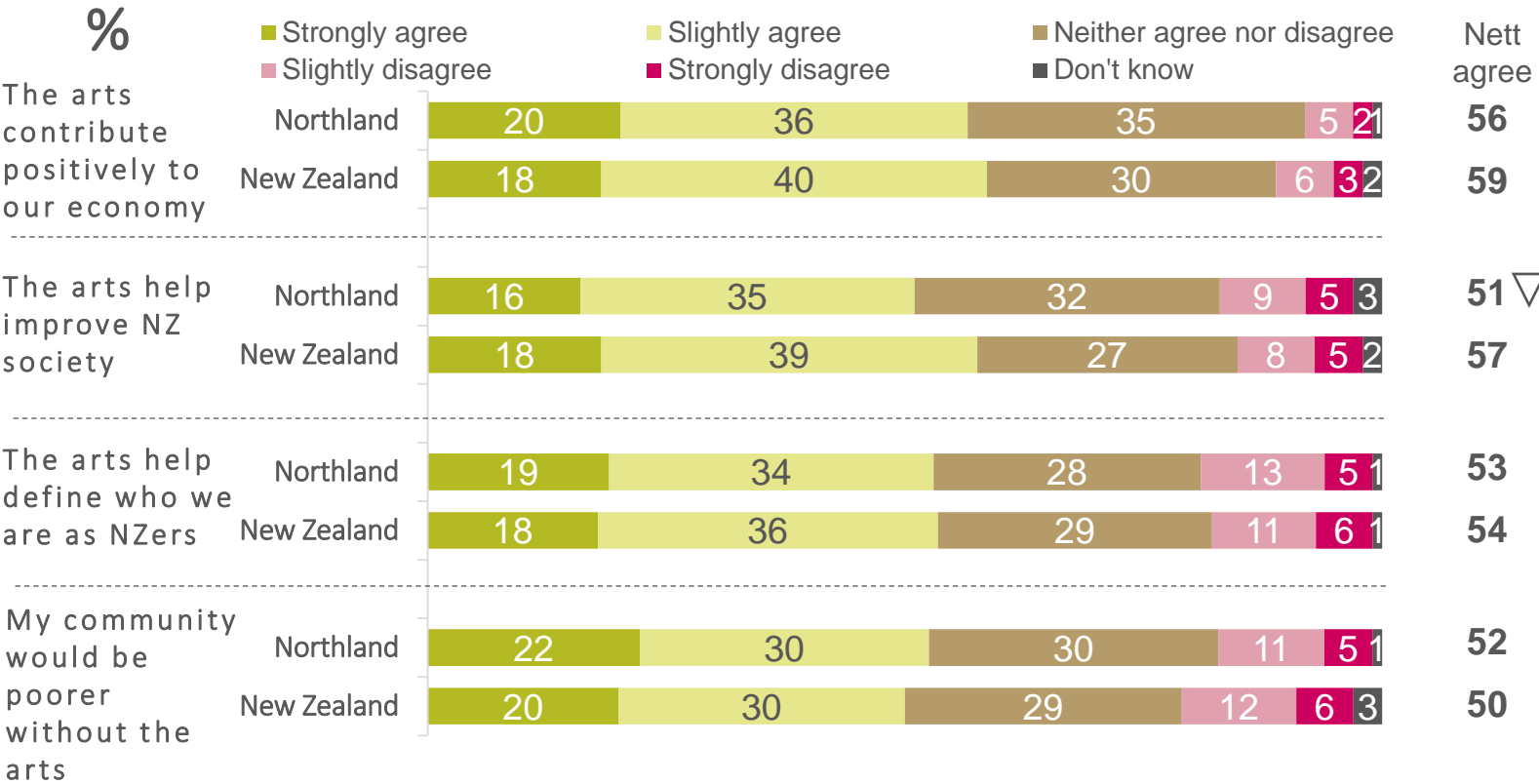
The following groups are more likely than average (37%) to agree that the arts improve how they feel about life in general:

- Those living by themselves (51%)
- Those with a household income of up to \$30k (47%)
- Women (42%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



The majority of residents in Northland recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (56%), and help define who we are as New Zealanders (53%). These views are in line with all New Zealanders.

Fifty-one percent of residents feel that the arts help improve the New Zealand society. This is lower than the national average (57%).

Finally, more than half (52%) agree their community would be poorer without the arts, consistent with all New Zealanders.

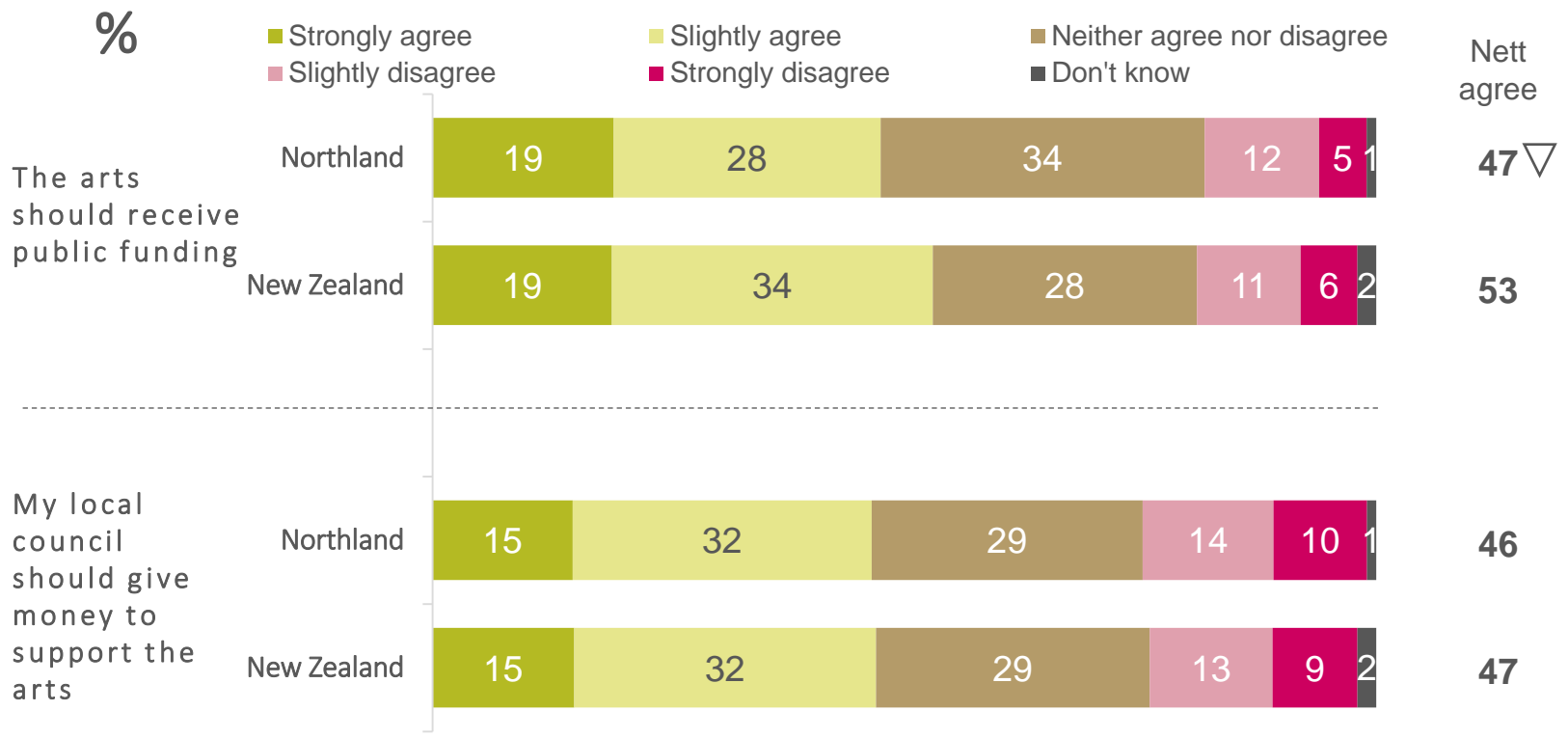
Sub-group differences in Northland:

- Women are more likely than average to agree that arts contribute positively to our economy (62% vs. 56%). In contrast, men and young people, aged 15-29, are less likely to agree (49% and 37% respectively).
- Older people, aged 60-69 years (62%) are more likely than average (51%) to agree that arts improve New Zealand society.
- Those with a high household income (more than \$120k) are less likely to agree that the arts help improve New Zealand society (32% vs. 51%).
- Those with a household income between \$31k-\$50k are more likely than average to agree that arts help define who we are as New Zealanders (63% vs. 53%).
- Older people, aged 60-69 and 70+, are more likely than average (52%) to agree that their community would be poorer without the arts (both 68%). In contrast, young people, aged 15-29 years, are less likely to agree (23% vs. 52%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



On balance, there is support for the funding of the arts. Although lower than the national average (53%), just under half of Northland residents (47%) agree the arts should receive public funding. In contrast, 17% disagree, while the remainder are on the fence or do not express an opinion.

Forty six percent of all residents in Northland feel the local council should give money to support the arts. This compares to 24% who disagree.

Sub-group differences in Northland:

The following groups are more likely than average to agree (47%) that the arts should receive public funding:

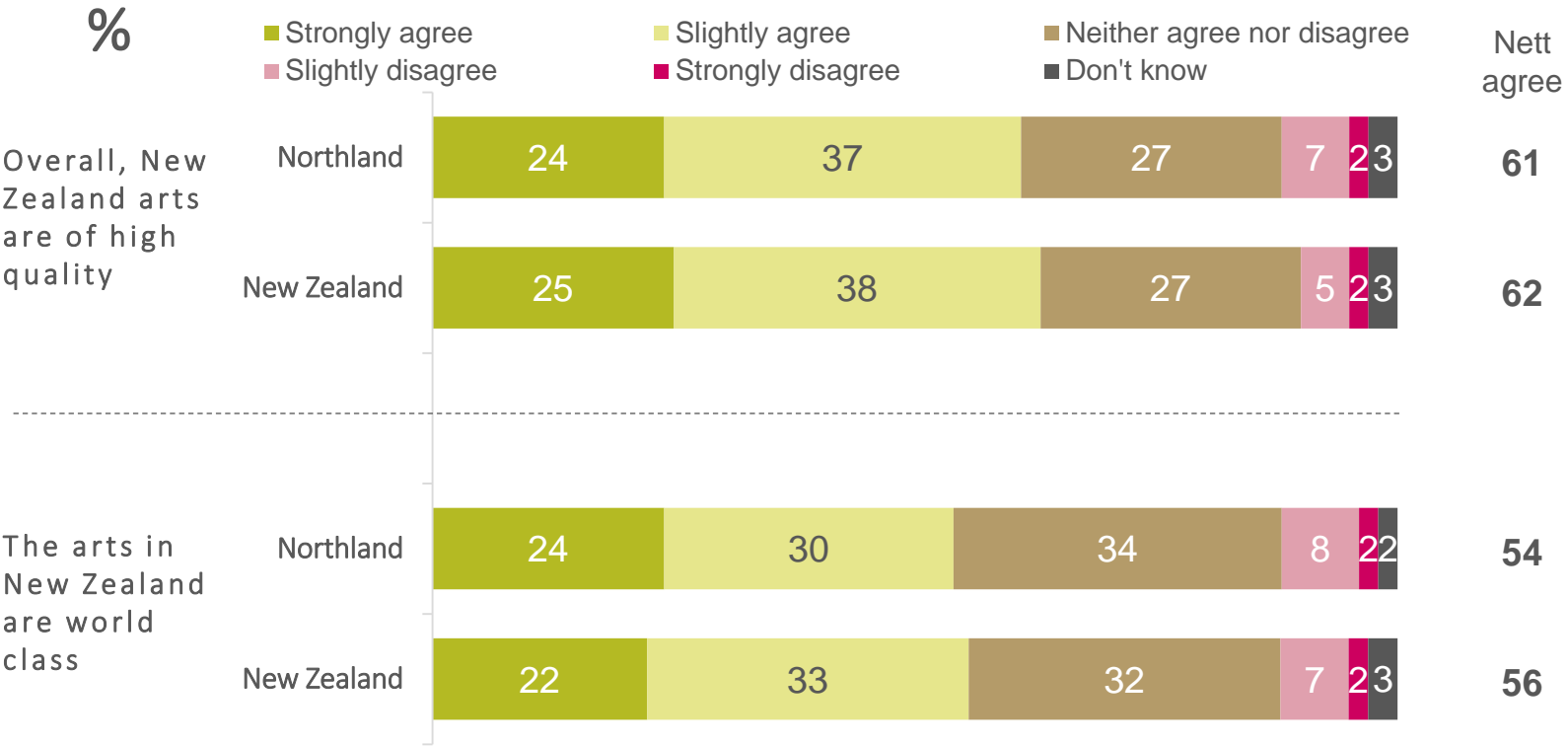
- Those with a household income between \$31k-\$50k (62%)
- Those with a household income between \$81k-\$120k (62%)
- Older people, aged 60-69 (60%).

Men are more likely than average to disagree that the local council should give money to support the arts (31% vs. 24%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



The majority of residents in Northland are positive about the quality of New Zealand arts. Three in five agree that New Zealand arts are of high quality (61%) while over half feel they are world class (54%).

These views are in line with those expressed by all New Zealanders.

Sub-group differences in Northland:

The following groups are more likely than average (61%) to agree that New Zealand arts are of high quality:

- Middle aged people, aged 50-59 (72%)
- Older people, aged 70+ (71%)
- Women (69%).

In comparison, men and young people, aged 15-29, are less likely than average (61%) to agree that the arts in New Zealand are of high quality (53% and 46% respectively).

The following groups are more likely than average (54%) to agree that the arts in New Zealand are world class:

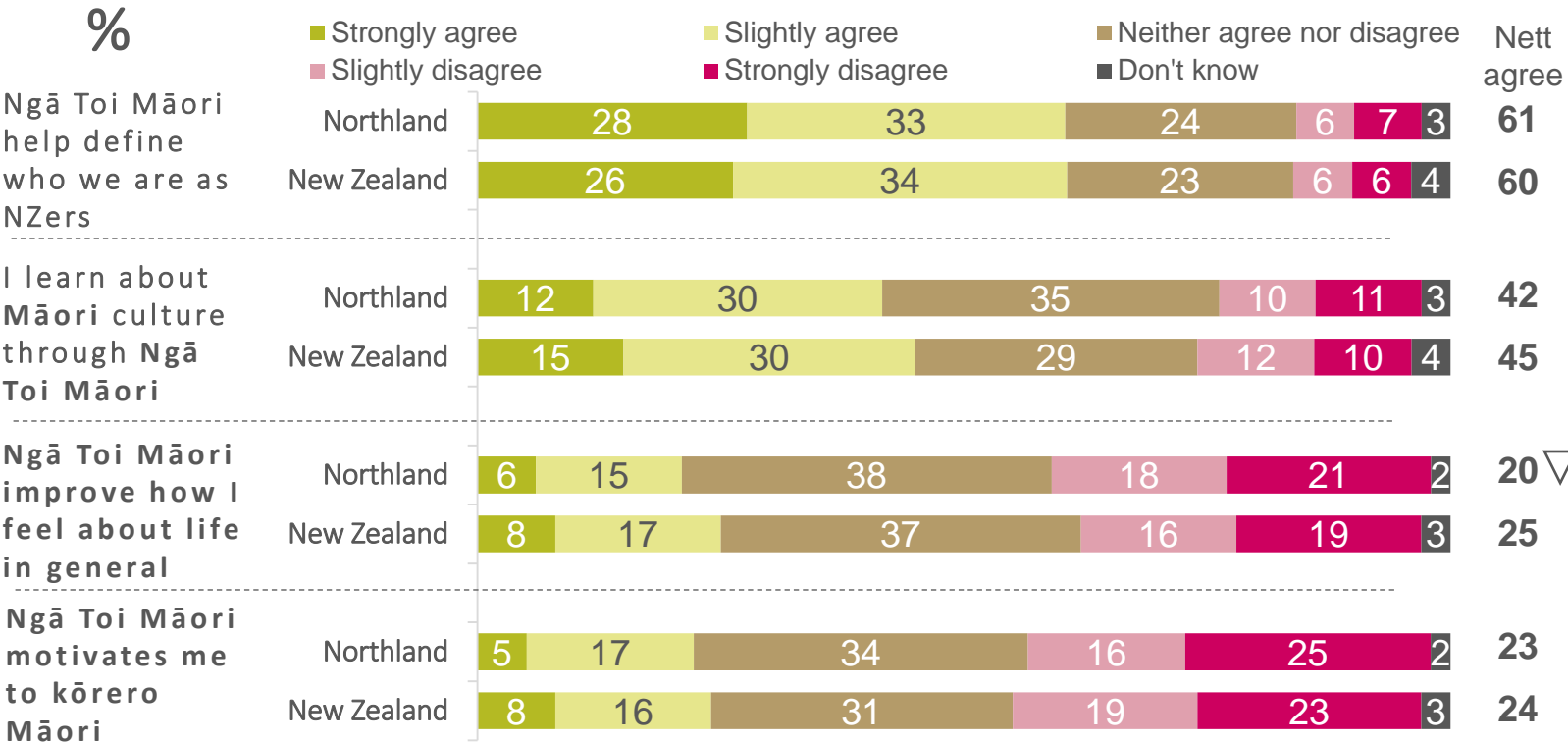
- Older people, aged 70+ (65%)
- Women (59%).

In contrast, young people, aged 15-29, are less likely to agree that the arts in New Zealand are world class (36% vs. 54%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

Q To what extent do you agree or disagree?



Northland residents hold mixed views on the impact of Ngā Toi Māori varies.

Three in five (61%) agree they help define who we are as New Zealanders, whereas two in five (42%) agree they learn about Māori culture through Ngā Toi Māori.

Twenty percent agree Ngā Toi Māori improve how they feel about life in general, this is lower than average for all New Zealanders (25%).

Close to one in four (23%) residents agree that Ngā Toi Māori motivates them to speak Māori.

Sub-group differences in Northland:

Women are more likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (65% vs. 61%). In contrast, those with a household income of more than \$120k are less likely to agree that Ngā Toi Māori help define who we are as New Zealanders (42% vs. 61%).

The following groups are more likely than average (42%) to agree that they learn about Māori culture through Ngā Toi Māori:

- Those living by themselves (57%)
- Women (47%).

Māori are more likely than average to agree that Ngā Toi Māori improves how they feel about life in general (48% vs. 20%).

The following groups are more likely than average (23%) to agree that Ngā Toi Māori motivates them to speak Māori:

- Māori (44%)
- Young people, aged 15-29 (36%)
- Women (26%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Northland (496); New Zealand (6,101)

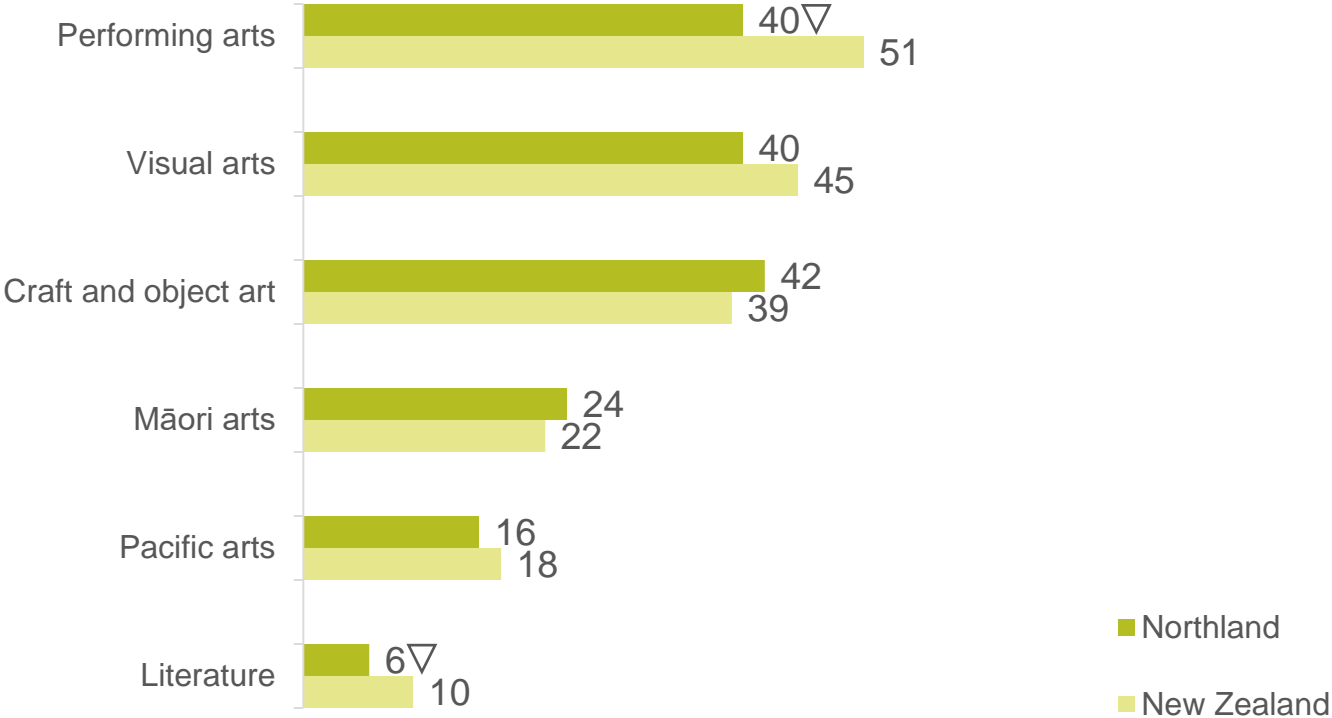


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



The chart shows the proportion of Northland residents who have attended at least one event for each art form, in the last 12 months.

In contrast to the national picture, the most popular art form in Northland is craft and object art. Forty-two percent of all Northland residents have attended a craft and object art event in the last 12 months.

This is followed by performing arts (40%) and visual arts (40%). Attendance to the performing arts is lower than the national average (40% vs. 51%).

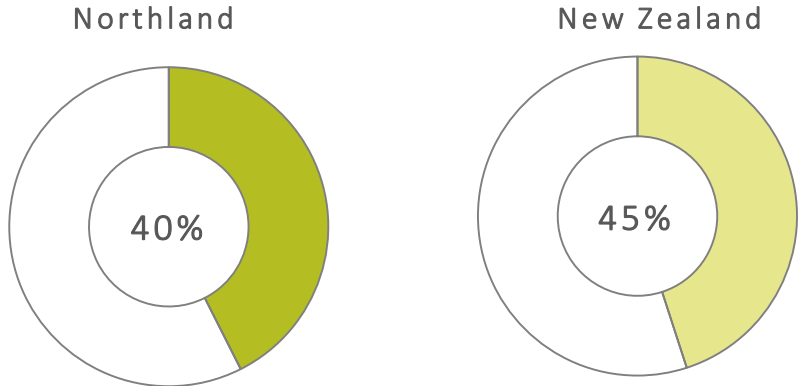
The least popular art form is literary arts. Only 6% have attended a literary arts event or festival in the last 12 months. This is also lower than the average for all New Zealanders (6% vs. 10%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)

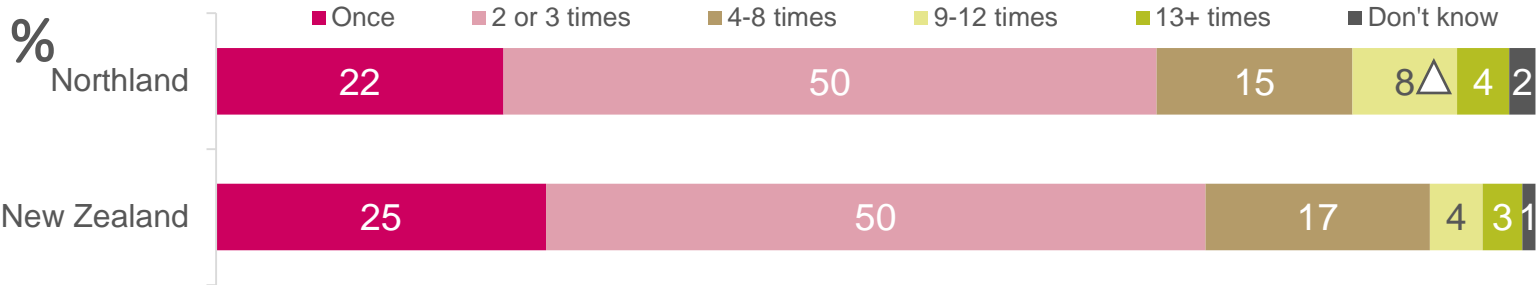
Visual arts attendance

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: Northland (496); New Zealand (6,101)

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



Base: All who have attended the visual arts - Northland (210); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Forty percent of Northland residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders. The difference is not statistically significant.

The majority (72%) of those who have attended have done so between one and three times.

Northland residents are more likely than the national average to have attended visual arts events between 9-12 times in the last 12 months (8% vs. 4%).

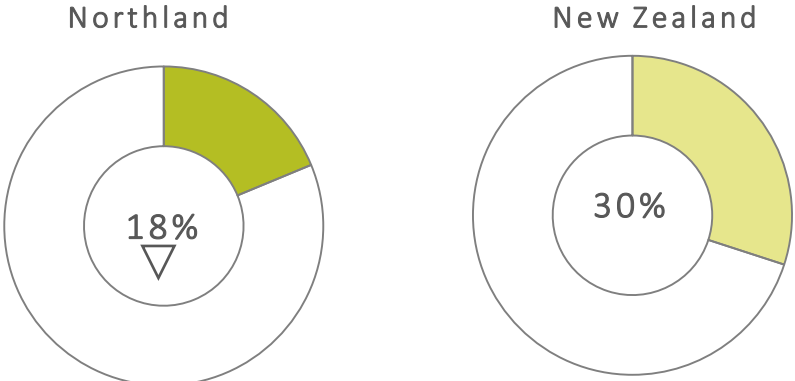
Sub-group differences in Northland:

Those living in low income households (up to \$30k) are less likely than average to have attended a visual arts event in the last 12 months (30% vs. 40%).

There are no sub-group differences in relation to frequency of attendance for the visual arts.

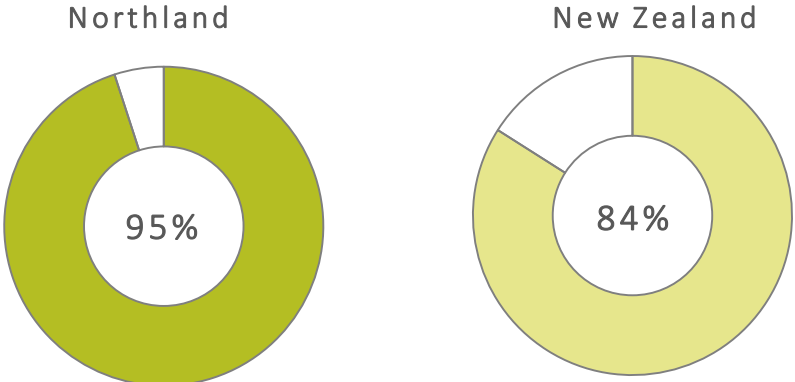
Visual arts attendance: impact of film festivals

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 - Northland (210); New Zealand (2,786)

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



Base : All who have attended film festivals - Northland (38); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

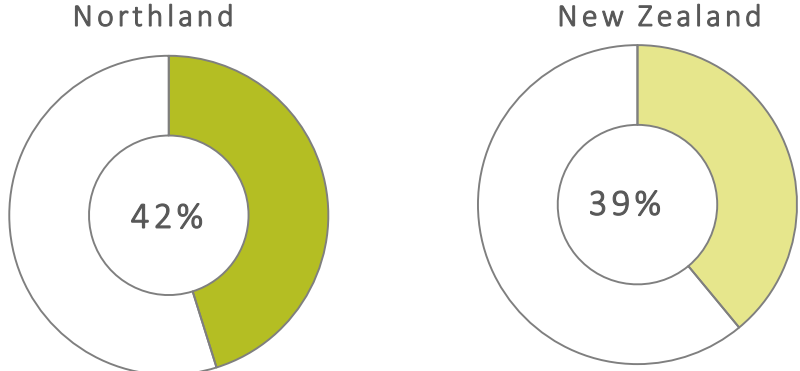
Of those who have attended the visual arts, 18% have attended film festivals in the last 12 months. This is lower than the national average (30%).

The majority (95%) of those who attended film festivals in the last 12 months also attended other visual art forms. The difference between attendance of Northland residents and the average for all New Zealanders (84%) is not statistically significant.

There are no sub-group differences of any note for either question.

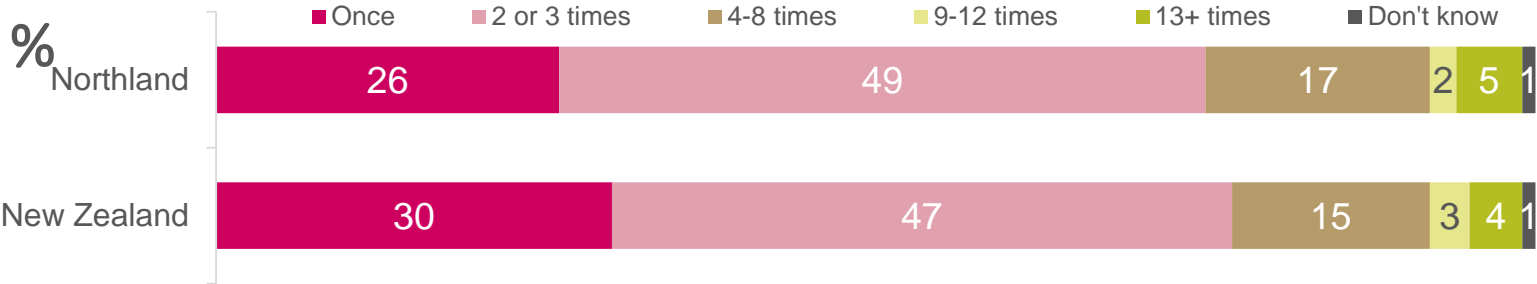
Craft and object art attendance

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: Northland (496); New Zealand (6,101)

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



Base: All who have attended craft and object art - Northland (226); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty two percent of Northland residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

The majority (75%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

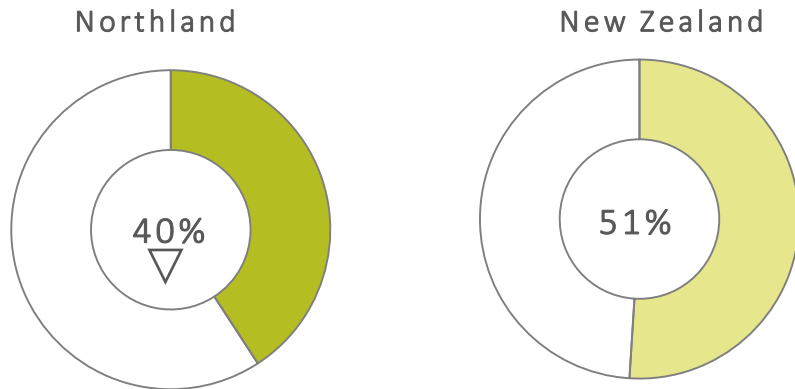
Sub-group differences in Northland:

Women are more likely than average to have attended a craft and object arts event in the last 12 months (48% vs. 42%). Conversely, young people, aged 15-29 years, are less likely to have attended a craft and object arts event in the last 12 months (28% vs. 42%).

There are no sub-group differences in relation to frequency of attendance for craft and object arts.

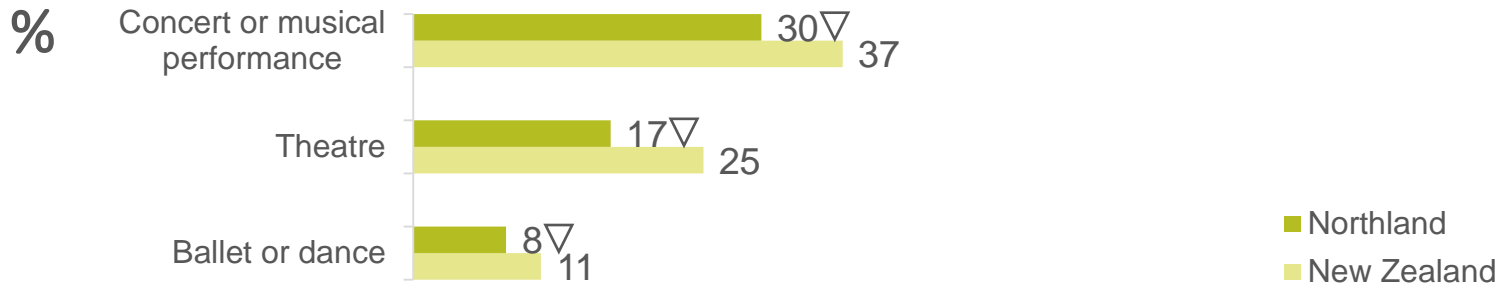
Performance arts attendance

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: Northland (496); New Zealand (6,101)

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



Base: All respondents: Northland (496); New Zealand (6,101)

Δ ∇ = significantly higher / lower than New Zealand

Forty percent of Northland residents have attended a performing arts event in the last 12 months. This is lower than the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 30% of Northland residents have attended a concert or musical performance, while 17% have attended the theatre and 8% ballet or some other form of dance. Northland residents attendance of these arts forms are all significantly lower compared with the New Zealand averages.

Sub-group differences in Northland:

Women are more likely than average to have attended a performing arts event in the last 12 months (45% vs. 40%).

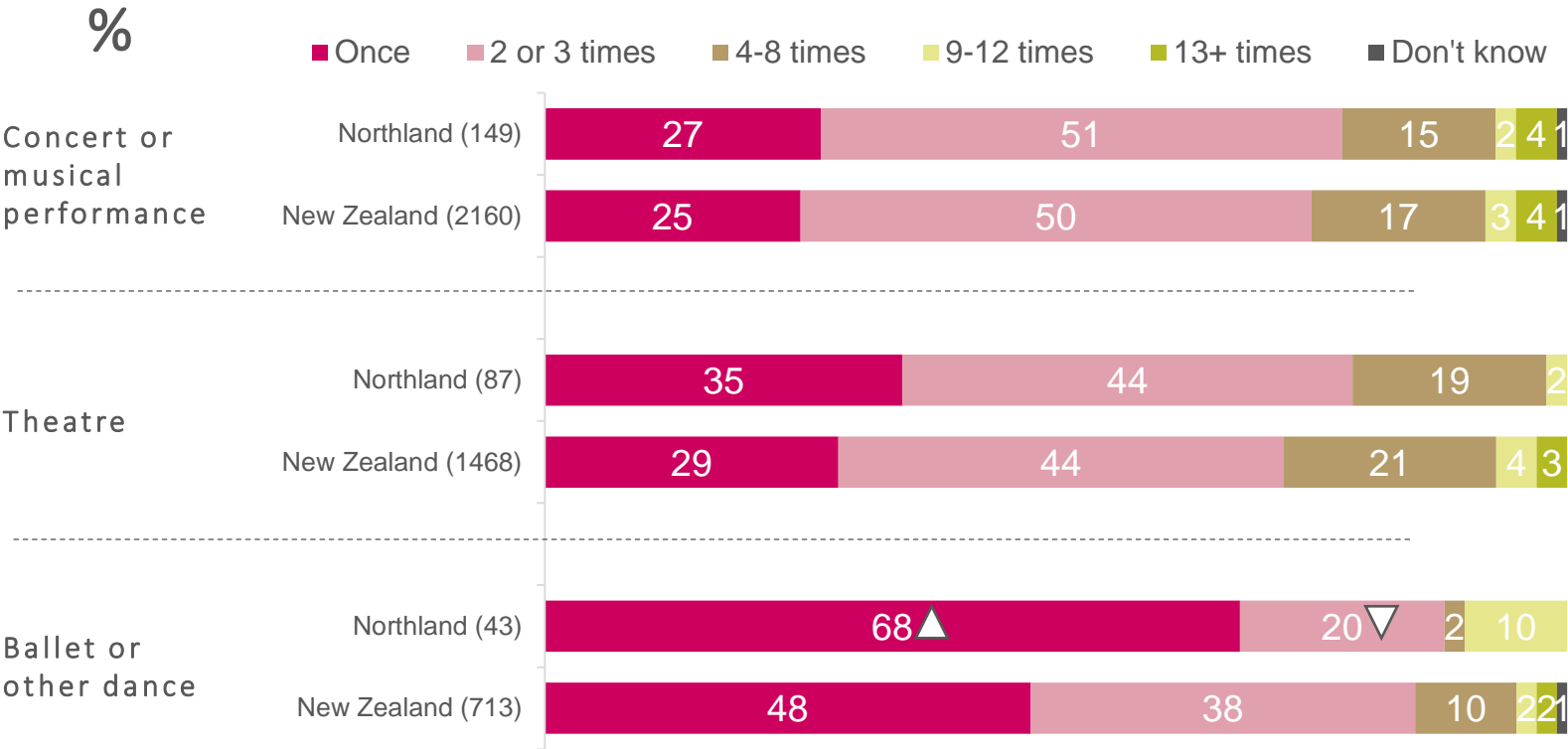
In contrast, the following groups are less likely than average (40%) to have attended a performing arts event in the last 12 months:

- Men (33%)
- Young people, aged 15-29 (24%)

Women are more likely than average to have attended the theatre (20% vs. 17%) and the ballet or some other form of dance (12% vs. 8%).

Performance arts attendance

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

▲▽ = significantly higher / lower than New Zealand

The majority (78%) of those who have attended a concert or musical performance have done so between one and three times. This is consistent with all New Zealanders (75%).

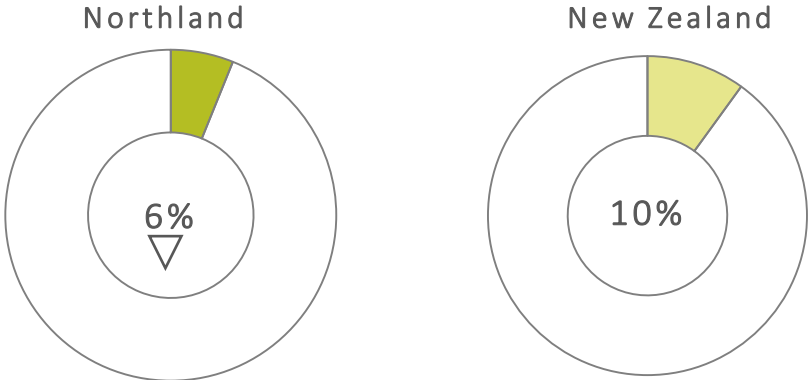
Similarly, the majority (79%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Northland who have attended ballet or other dance performances have also done so between one and three times (88%). While this is in line with all New Zealanders (86%), the proportion who have only attended once is higher in Northland than New Zealand (68% vs. 48%).

There are no sub-group differences of any note for frequency of attendance at these events.

Literary arts attendance

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



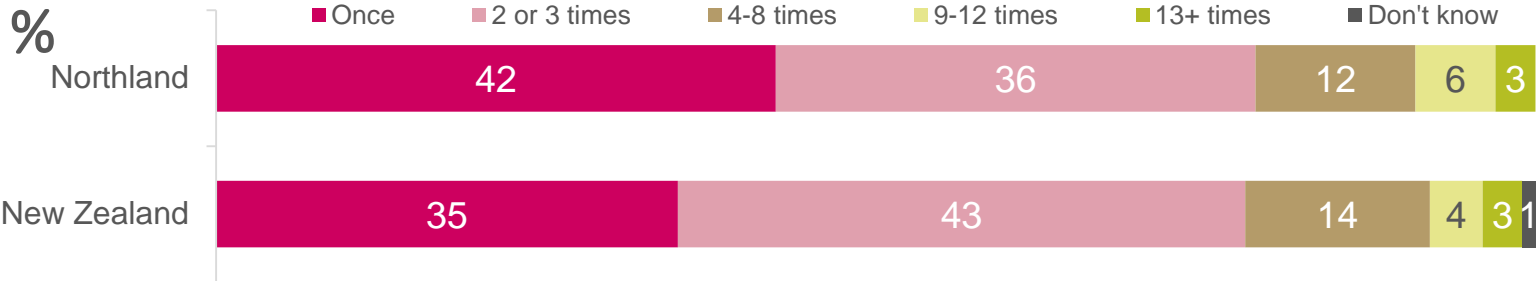
Base: All respondents: Northland (496); New Zealand (6,101)

Six percent of Northland residents have attended a literary arts festival or event in the last 12 months. This is lower than the national level of attendance (10%).

Seventy-eight percent of those who have attended have done so between one and three times. Frequency of attendance is in line with the average for all New Zealanders (78%).

There are no sub-group differences of note for attendance to literary arts.

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

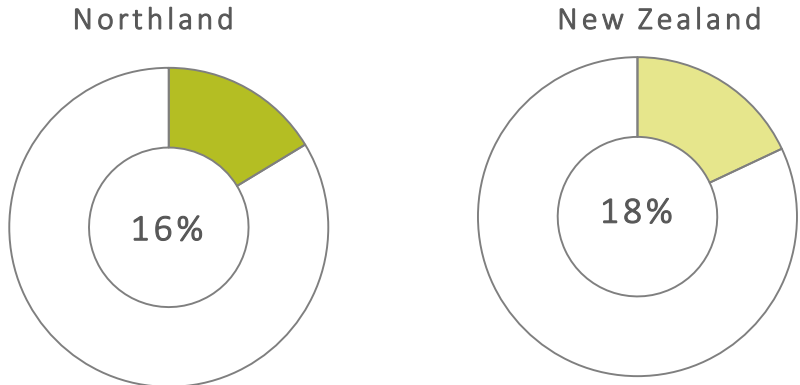


Base: All who have attended the literary arts - Northland (30); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

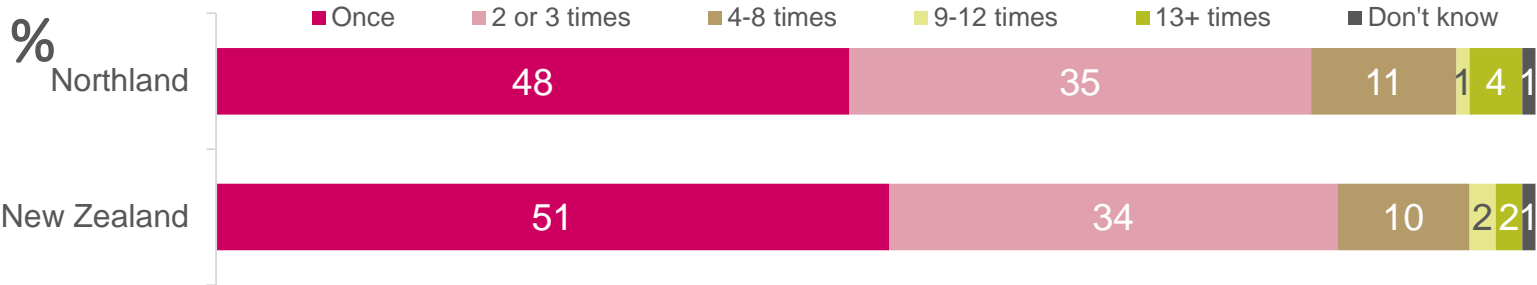
Pacific arts attendance

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: Northland (496); New Zealand (6,101)

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



Base: All who have attended the Pacific arts - Northland (84); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Sixteen percent of Northland residents have attended a Pacific arts event in the last 12 months. This is in line with the national level of attendance (18%).

The majority (83%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

Sub-group differences in Northland:

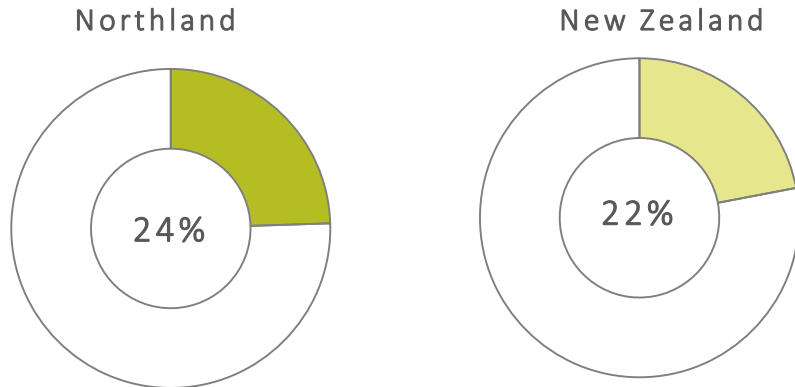
Māori are more likely than average to have attended a Pacific arts event in the last 12 months (37% vs. 16%). In contrast, Pakeha are less likely to have attended a Pacific arts event (13% vs. 16%).

There are no sub-group differences of note for the frequency of attendance to the Pacific arts.

Please note that the sample of Pacific peoples in Northland (11 respondents) is too small to detect statistically significant differences.

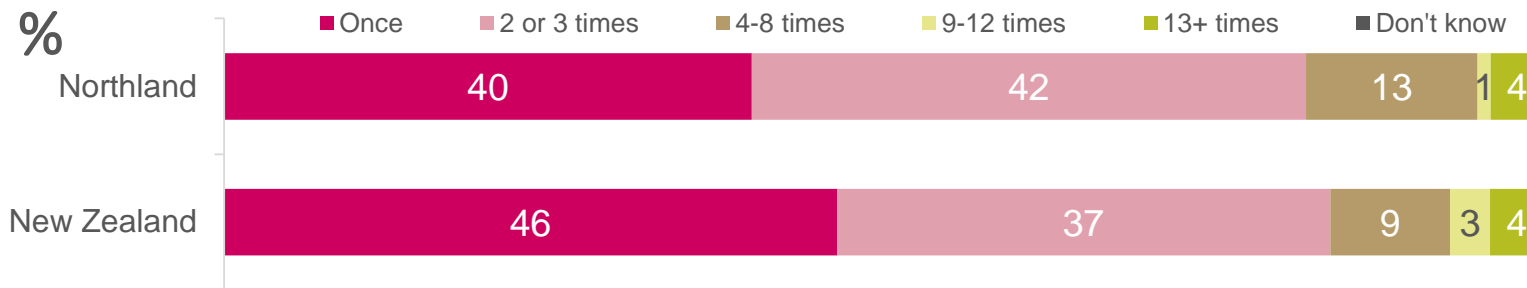
Māori arts attendance

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: Northland (496); New Zealand (6,101)

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



Base: All who have attended Maori arts - Northland (126); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Around one in four Northland residents (24%) have attended a Māori arts event in the last 12 months. This is consistent with the national level of attendance (22%).

Eighty two percent of those who have attended have done so between one and three times. This is in line with the average for all New Zealanders (83%).

Sub-group differences in Northland:

The following groups are more likely than average (24%) to have attended a Māori arts event in the last 12 months:

- Māori (54%)
- Those with a household income between \$81k-\$120k (37%)
- Women (28%).

In contrast, the following groups are less likely than average (24%) to have attended a Māori arts event in the last 12 months:

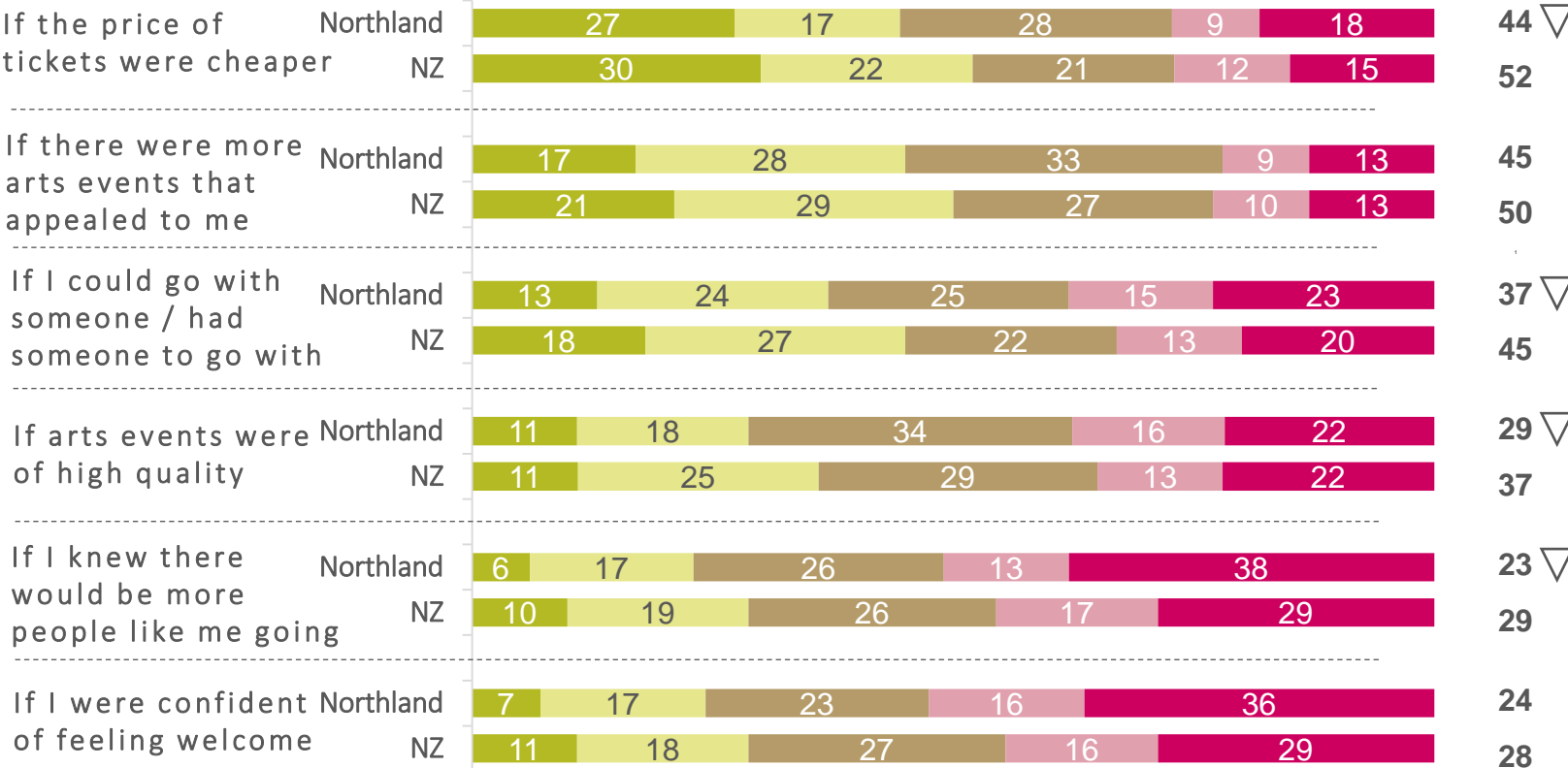
- Pakeha (20%)
- Those with a household income of up to \$30k (14%).

Māori are also more likely than average to have attended Māori arts more than 12 times (12% vs. 4%).

Encouraging greater attendance in the arts

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?

%
 ■ 5 - A big difference ■ 4 ■ 3 ■ 2 ■ 1 - No difference at all Nett 4-5



Three in five Northland residents (61%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and price emerged as key barriers. Forty five percent of the respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, a similar proportion (44%) indicated that reducing the price of tickets would make a big difference to their likelihood to attending.

Compared to the national average, Northland residents are less likely to be influenced by cheaper tickets (44% vs. 52%), having someone to go with (37% vs. 45%), higher quality events (29% vs. 37%) or knowing the audience includes people like me (23% vs. 29%).

Close to one in four (24%) residents indicate that being confident of feeling welcome would make a difference to their attendance of arts events.

Sub-group differences in Northland:

The following groups are more likely than average (44%) to indicate that cheaper tickets would make a big difference to their attendance:

- Māori (62%)
- Women (51%).

Both groups are also more likely than average (37%) to indicate having someone to go with would make a big difference:

- Māori (58%)
- Women (46%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents who are interested in the arts but don't go much: Northland (318); New Zealand (3,822)

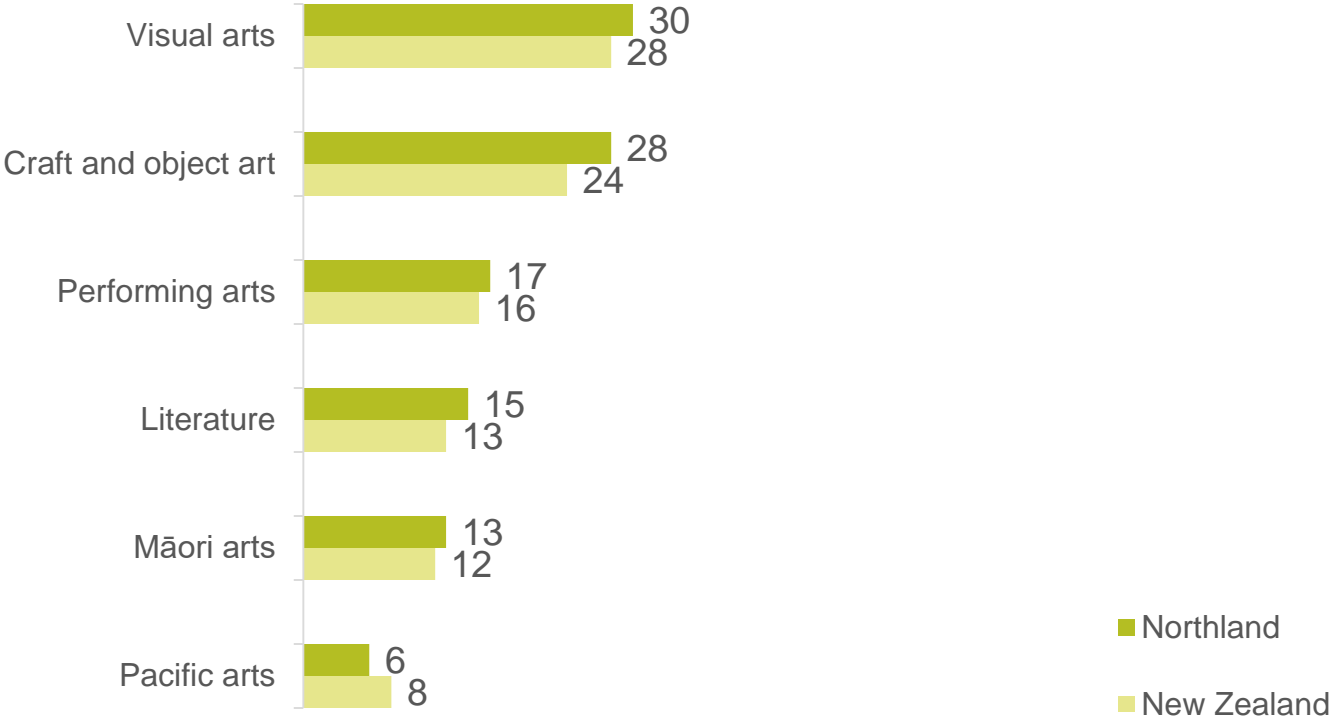


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

The most popular art forms for participation are the visual arts and craft and object art. Three in ten Northland residents (30%) have participated in the visual arts and a similar proportion (28%) have participated in craft and object art in the last 12 months.

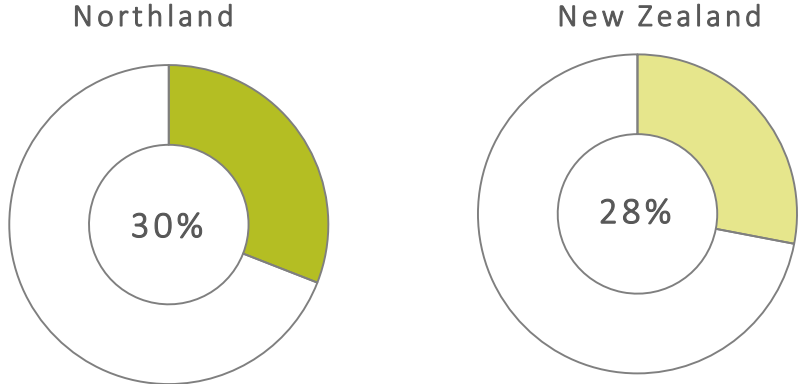
The least popular art form is Pacific arts. Only 6% have participated in Pacific arts in the last 12 months.

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

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Northland (496); New Zealand (6,101)

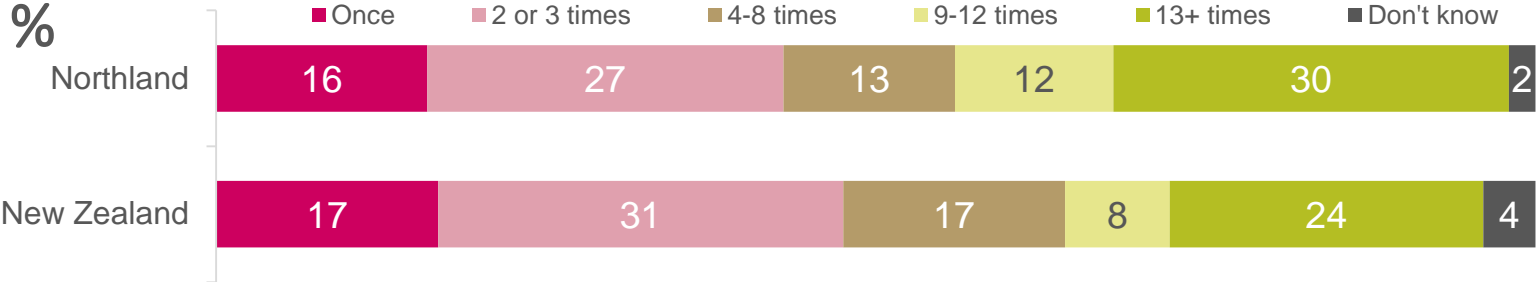
Visual arts participation

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: Northland (496); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Northland (143); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Thirty percent of Northland residents have participated in the visual arts in the last 12 months. This is consistent with all New Zealanders (28%).

Of those who participate, 42% do so on a regular basis (at least nine times in the last 12 months). The difference in frequency of participation between Northland residents and all New Zealanders is not statistically significant (42% vs. 32%).

Sub-group differences in Northland:

The following groups are more likely than average (30%) to have participated in visual arts in the last 12 months:

- Young people, aged 15-29 (45%)
- Those living outside of Whangarei (36%).

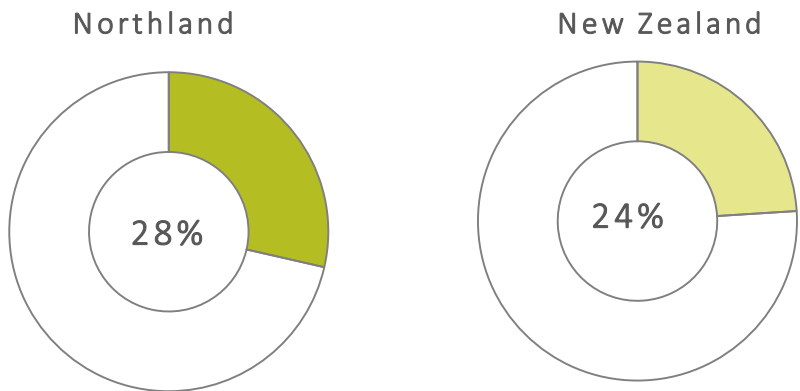
In contrast, the following groups are less likely than average (30%) to have participated in visual arts in the last 12 months:

- Whangarei residents (24%)
- Older people, aged 60-69 (21%).

There are no sub-group differences of note for frequency of participation for the visual arts.

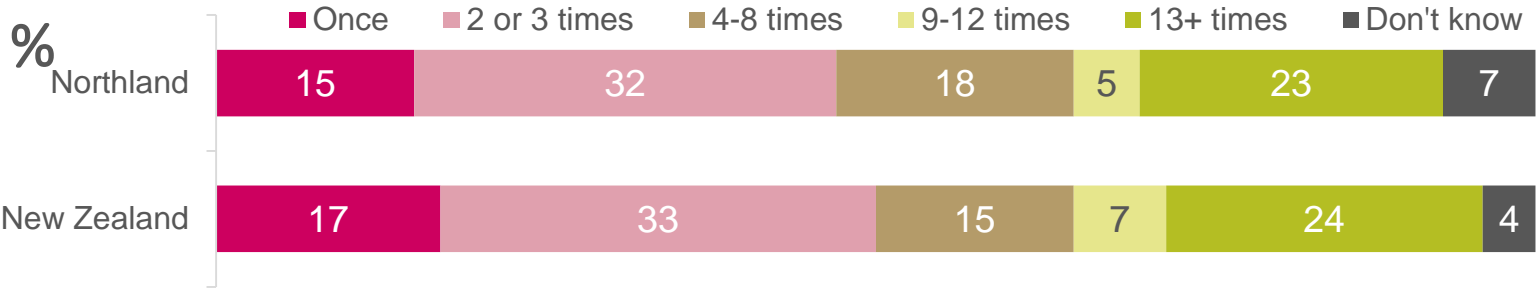
Craft and object art participation

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: Northland (496); New Zealand (6,101)

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 - Northland (141); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-eight percent of Northland residents have participated in craft and object art in the last 12 months. This compares to 24% for all New Zealanders, although the difference is not statistically significant.

Of those who participate, 28% do so on a regular basis (at least nine times in the last 12 months). This is largely consistent with the national average (31%).

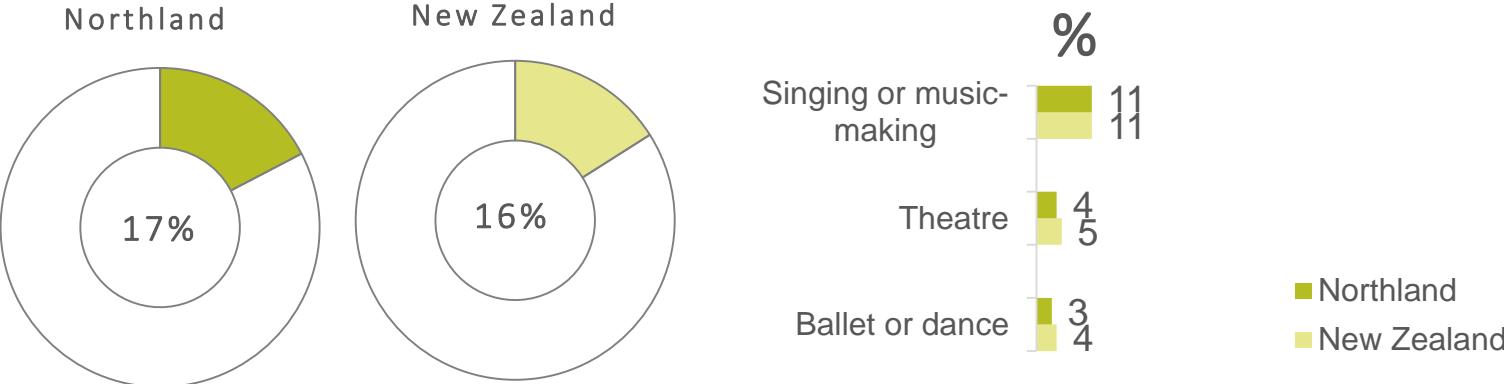
Sub-group differences in Northland:

Women are more likely than average to have participated in a craft and object art event in the last 12 months (35% vs. 28%). Conversely, men are less likely than average to have participated in a craft and object art event in the last 12 months (20% vs. 28%).

Women are more likely than average to have participated on a regular basis (at least 9 times in the last 12 months) (34% vs. 28%).

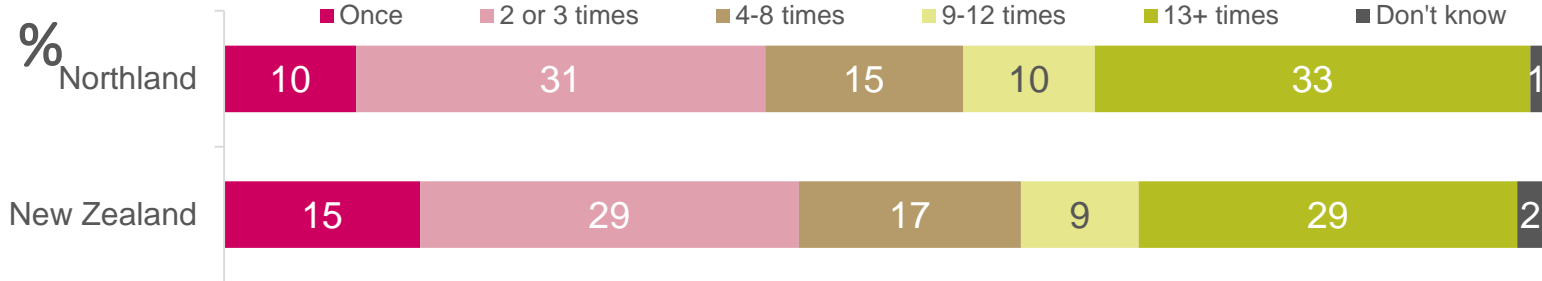
Performance arts participation

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? Which of these were you actively involved in?



Base: All respondents: Northland (496); New Zealand (6,101)

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



Base: All those who have participated in the performance arts - Northland (70); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Seventeen percent of Northland residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 11% of Northland residents have participated in singing or music making, while 4% have participated in the theatre and 3% ballet or some other form of dance.

Of those who participate in the performing arts, 43% do so on a regular basis (at least nine times in the last 12 months). This compares to 38% for all New Zealanders.

Sub-group differences in Northland:

The following groups are more likely than average (17%) to have participated in performing arts in the last 12 months:

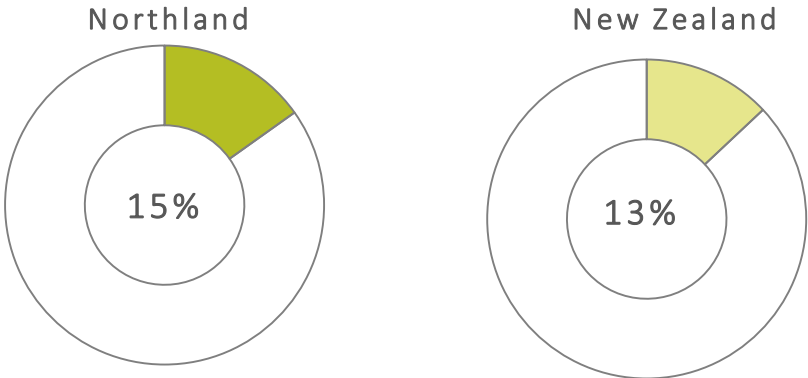
- Young people, aged 15-29 (37%)
- Those living outside of Whangarei (22%).

In contrast, the following groups are less likely than average (17%) to have participated in performing arts in the last 12 months:

- Whangarei residents (12%)
- Older people, aged 60-69 (7%).

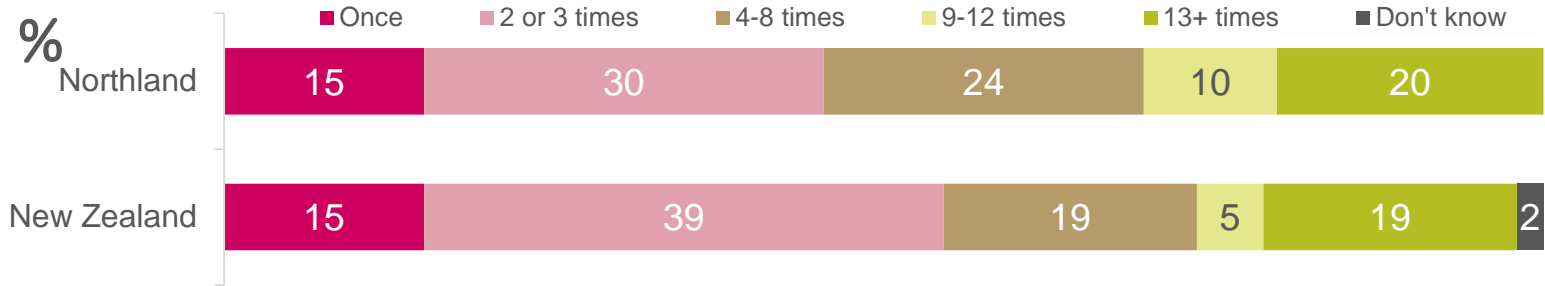
Literary arts participation

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



Base: All respondents: Northland (496); New Zealand (6,101)

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



Base: All those who have participated in the literary arts - Northland (68); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

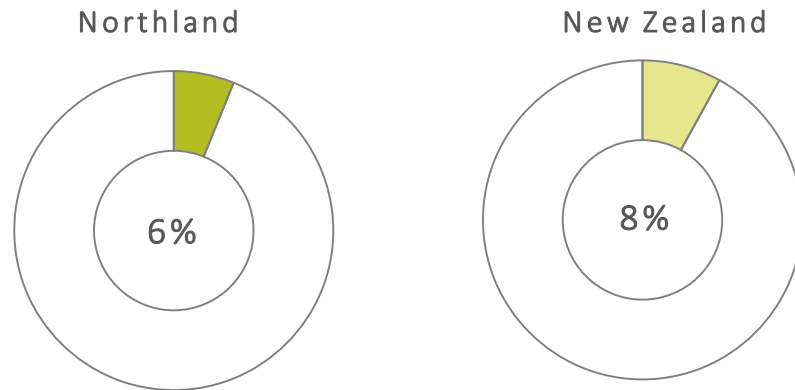
Fifteen percent of Northland residents have participated in the literary arts in the last 12 months. This is broadly in line with all New Zealanders (13%).

Of those who participate in the literary arts, 30% do so on a regular basis (at least nine times in the last 12 months), this compares to 24% for all New Zealanders, although the difference is not statistically significant.

There are no sub-group differences of note.

Pacific arts participation

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?



Six percent of Northland residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

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

Sub-group differences in Northland:

The following groups are more likely than average (6%) to have participated in Pacific arts in the last 12 months:

- Māori (19%)
- Women (8%)

In contrast the following groups are less likely than average (6%) to have participated in Pacific arts:

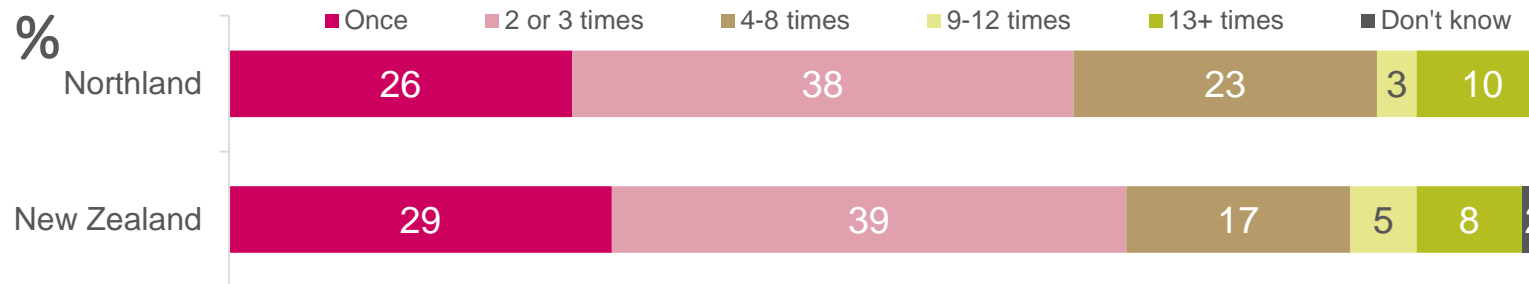
- Pakeha (4%)
- Men (3%)

There are no sub-group differences of note for frequency of Pacific arts participation.

Please note that the sample of Pacific peoples in Northland (11 respondents) is too small to detect statistically significant differences.

Base: All respondents: Northland (496); New Zealand (6,101)

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

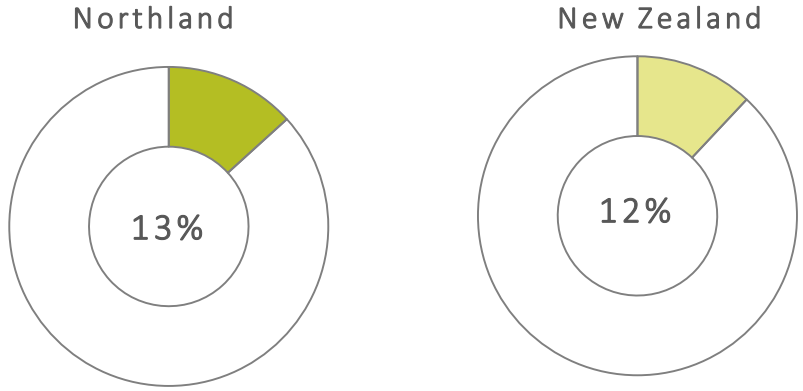


Base: All those who have participated in the Pacific arts - Northland (30); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

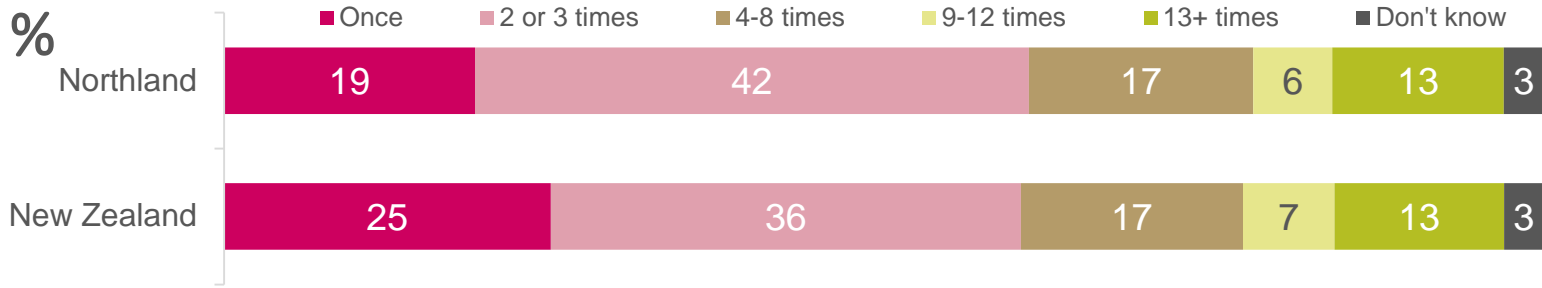
Māori arts participation

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: Northland (496); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Northland (68); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Thirteen percent of Northland residents have participated in Māori arts in the last 12 months. This is consistent with the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 19% do so on a regular basis (at least nine times in the last 12 months). This is in line with the national average (20%).

Sub-group differences in Northland:

The following groups are more likely than average (13%) to have participated in Māori arts in the last 12 months:

- Māori (44%)
- Women (17%)
- Those living outside of Whangarei (17%).

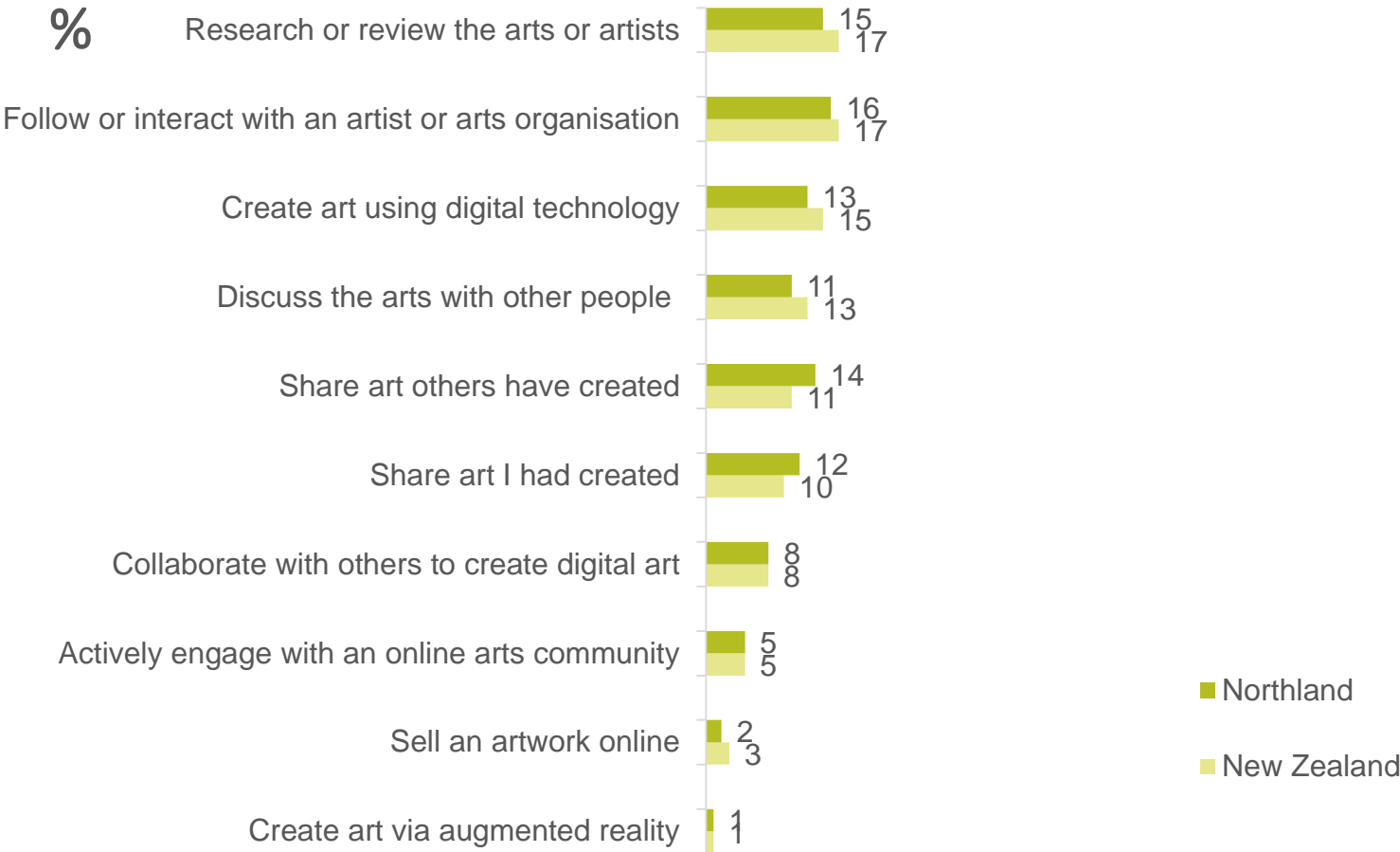
In contrast the following groups are less likely than average (13%) to have participated in Māori arts:

- Pakeha (10%)
- Those living in Whangarei (8%)
- Men (7%).

There are no differences of note by frequency of participation.

Use of digital technology for arts activities

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



Digital technology is enabling greater engagement in the arts for a significant minority in Northland. Forty one percent of Northland residents have used digital technology for arts activities. This is consistent with all New Zealanders (43%).

The most popular activities are following or interacting with artists or arts organisations (16%), followed by researching or reviewing arts or artists (15%).

The different ways in which residents use digital technology for art and artistic activities are in line with that of all New Zealanders.

Sub-group differences in Northland:

Those with a household income of between \$81k-\$120k are more likely than average to use digital technology for the arts (54% vs. 41%). In contrast, older people, aged 60-69, are less likely to use digital technology for the arts (32% vs. 41%).

Young people, aged 15-29, are more likely than average to use digital technology for the following reasons:

- To create art using digital technology (29% vs. 13%)
- To collaborate with others to create digital art (18% vs. 8%)

Women are more likely than average to follow or interact with an artist or arts organisation (20% vs. 16%).

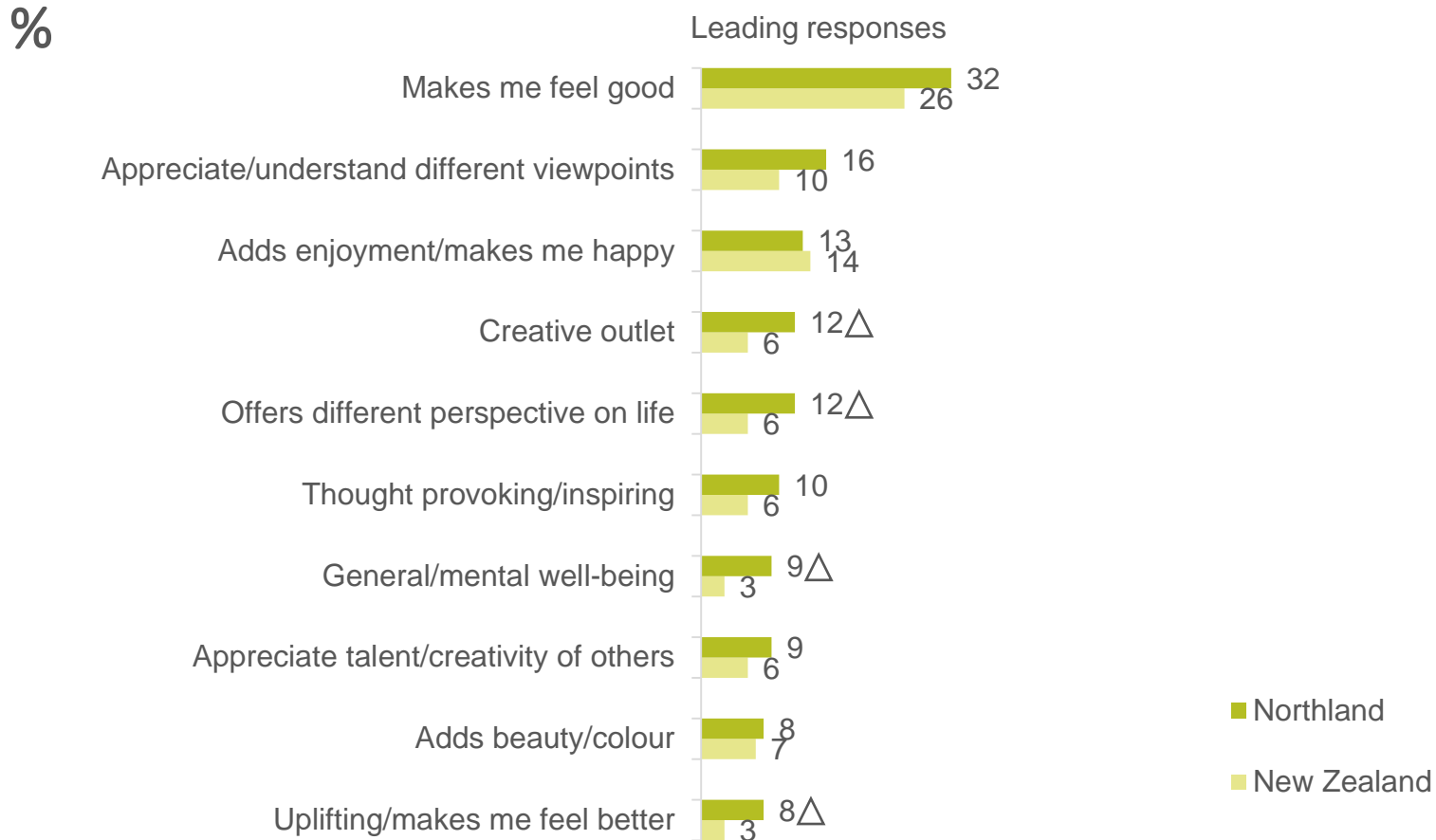
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Northland (496); New Zealand (6,101)



ADVOCACY OF THE ARTS

Reasons why the arts improve how New Zealanders feel about life

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?



Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked the follow-up question for one of these attitudes.

The key reasons why residents in Northland feel the arts improve how they feel about life in general is simply that it makes them feel good (32%).

Compared to the national average, Northland residents were more likely to mention that the arts provide a creative outlet (12% vs. 6%), offer a different perspective on life (12% vs. 6%), help with general/mental well-being (9% vs. 3%) and is uplifting (8% vs. 3%).

“

Arts help me to appreciate beauty, to stop and smell the roses. They help to de-stress life.

Listening particularly to classical music, viewing art exhibitions and good cinema are integral to my life.

They add interest and perspective to life. They can change mood, feelings and perception.

When I've actually gone to watch an event it's been very uplifting and end up talking about it for ages.

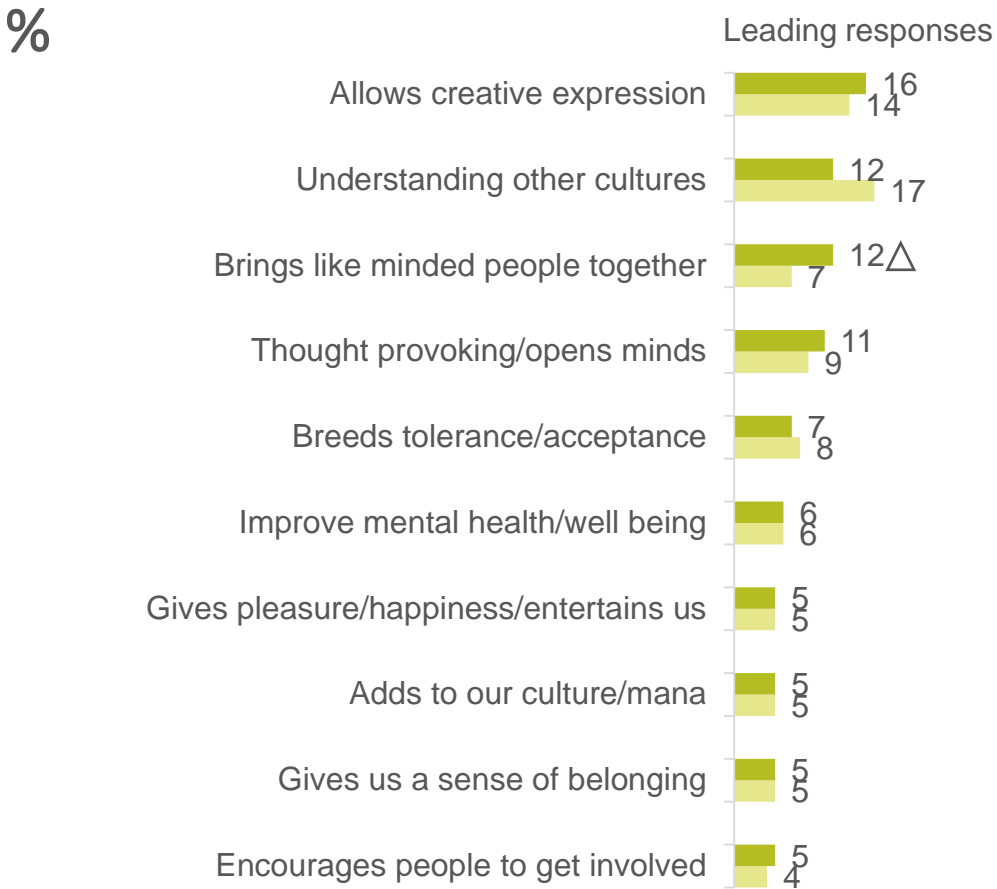
”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Northland (98); New Zealand (1,397)

Reasons why the arts improve society

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



[△]_▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Northland (174); New Zealand (2,323)

The chart opposite shows the leading responses why residents in Northland feel the arts help improve society.

The key reasons is that they allow creative expression (16%), promote understanding of other cultures (12%), and brings like minded people together (12%).

Northland residents are more likely than the New Zealand average to mention that arts help bring like minded people together (12% vs. 7%).

It brings people together and shares culture it also makes people feel good.

Help people to express themselves, help people to come together around a common interest.

Arts are part of every society and for this reason they will always play a part in improvement of society.

Broadens everyone's knowledge, interests and appreciation of the world we live in.

It is an avenue that allows people of all cultures to express themselves in whatever form they choose.

Brings a balanced society.



NORTHLAND REGION

Questions in this section of the report were
designed specifically for Creative Northland

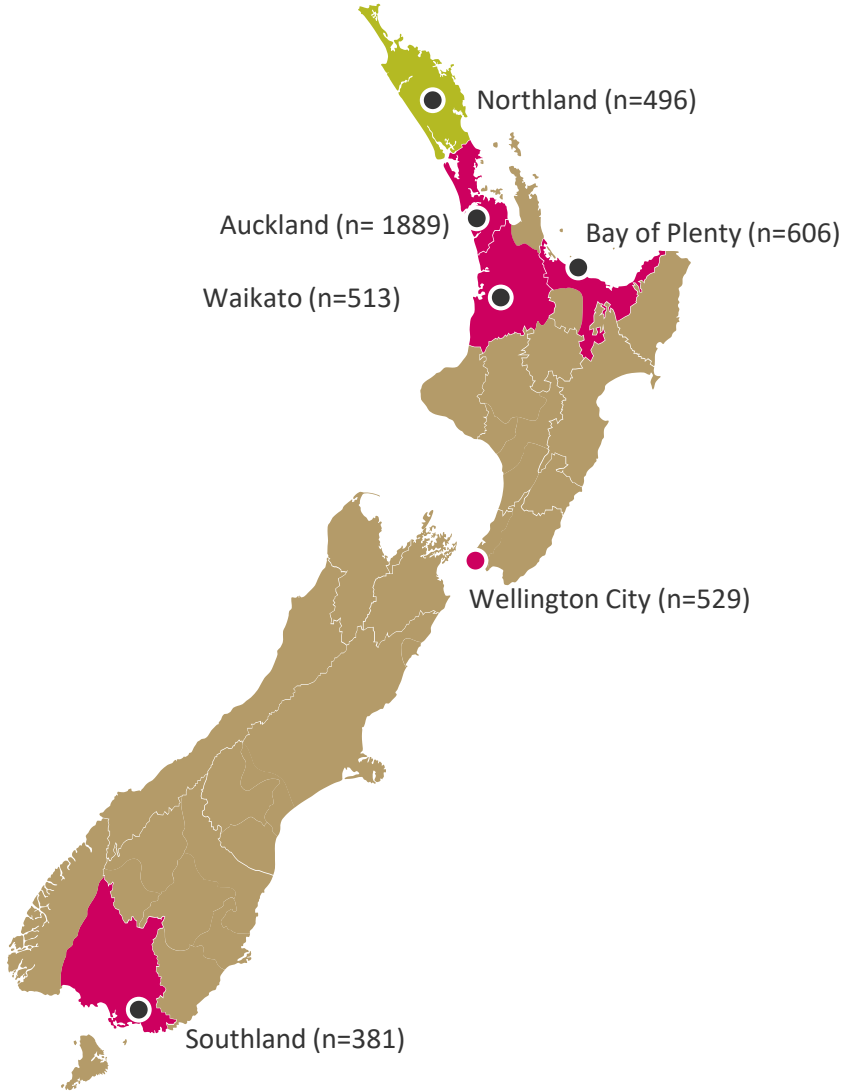
Northland region questions

HOW TO INTERPRET THIS SECTION

The Northland is one of six regions or cities (including Auckland, Waikato, Bay of Plenty, Wellington City and Southland) that commissioned additional questions to the main survey to further explore how residents engage with the arts. This section of the report presents the findings of these additional questions.

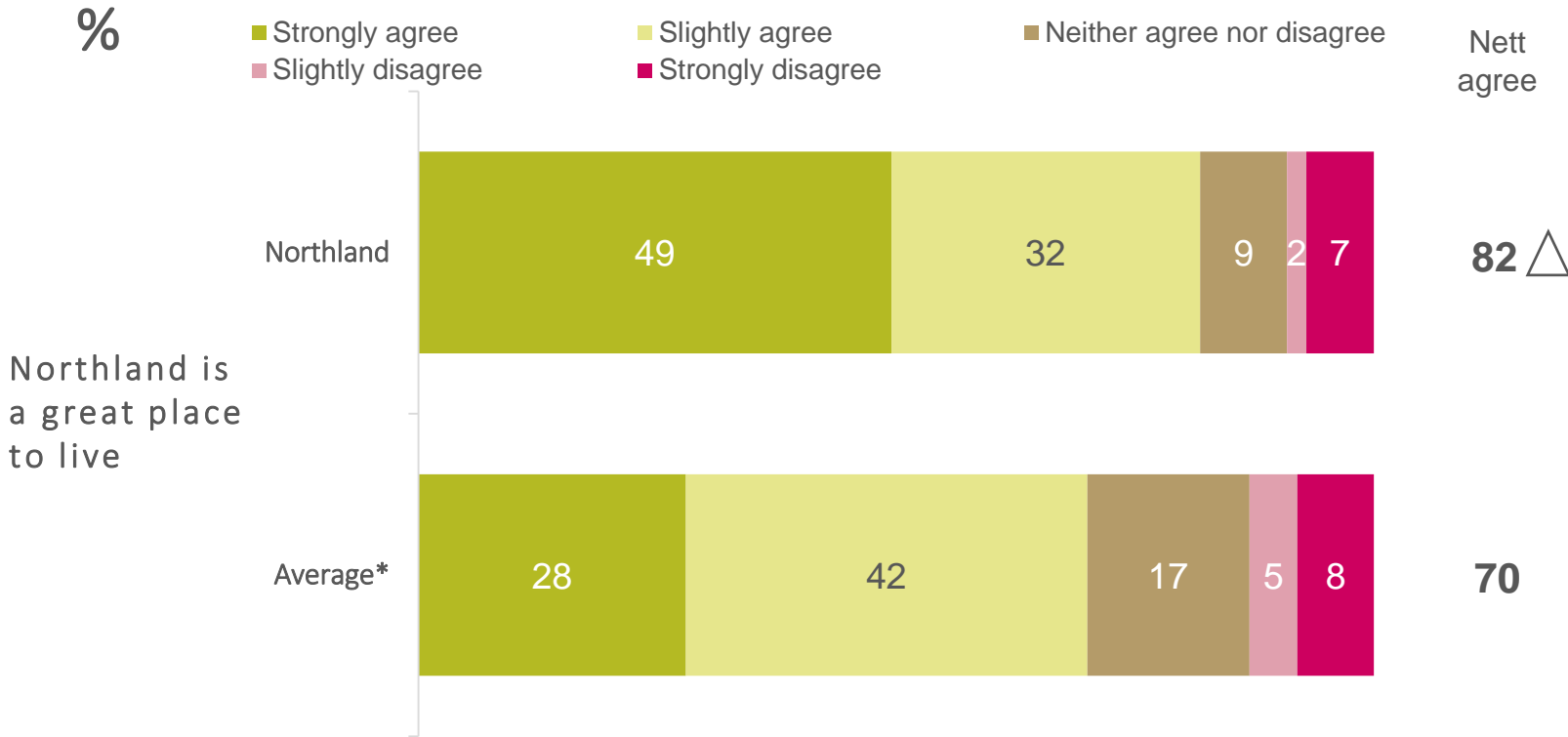
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities asked the same question. The specific regions or cities included in the averages are detailed on each slide.

Due to the population size, where Auckland has been included this will have a strong influence on the average.



Place attachment to Northland

Q To what extent do you agree or disagree?



Residents were asked to what extent they felt that Northland was a great place to live.

Over four in five Northland residents believe that the region is a great place to live. This is higher compared to the average (82% vs. 70%).

Sub-group differences in Northland:

The following groups are more likely than average (82%) to agree that Northland is a great place to live:

- Those with a household income of between \$81k-\$120k (95%)
- Older people, aged 60-69 and 70+ (both 90%)
- People in two person households (86%)

In contrast, young people, aged 15-29, are less likely to agree that Northland is a great place to live (66% vs. 82%).

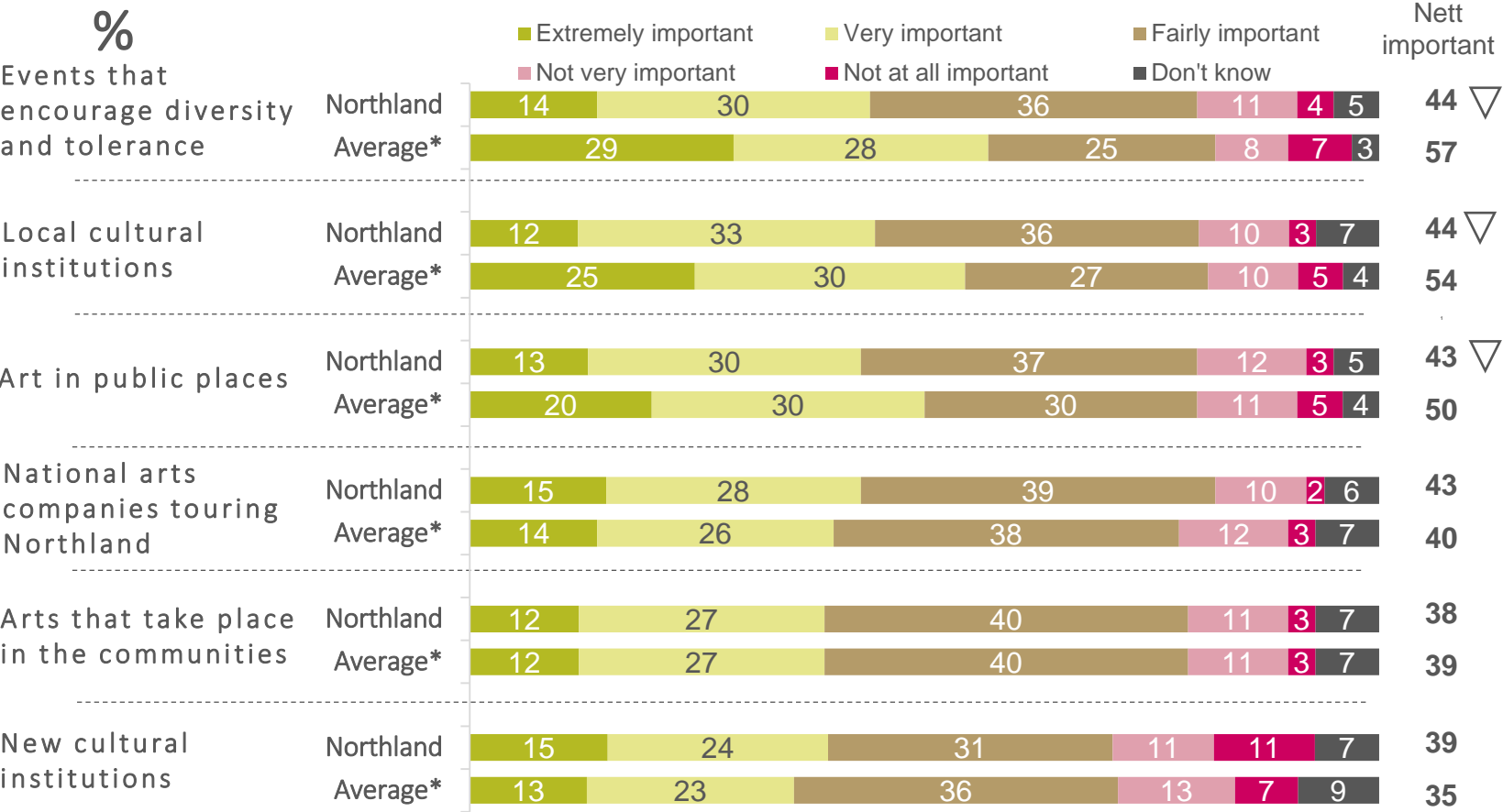
*Average include; Northland, Auckland, Waikato, Bay of Plenty, Southland

\triangle ∇ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average (3,885)

Importance of the arts in making Northland a great place to live

Q How important, or not, is the following in making Northland a great place to live?



*Average include; Northland, Auckland, Bay of Plenty, Wellington

△▽ = significantly higher / lower than Average

Base: All respondents who are interested in the arts but don't go much: Northland (496); Average (1,102 to 2,445)

The chart opposite shows the importance of different arts events or facilities in making Northland a great place to live.

Northlanders do not distinguish greatly between these different events or facilities, with around two in five saying each one is important.

They place less importance on the following than average: events that encourage diversity and tolerance (44% vs. 57%), local cultural institutions (44% vs. 54%) and art in in public places (43% vs. 50%).

This is line with an earlier finding that the arts scene is less important to them than other New Zealanders in determining why they like living where they do.

Sub-group differences in Northland:

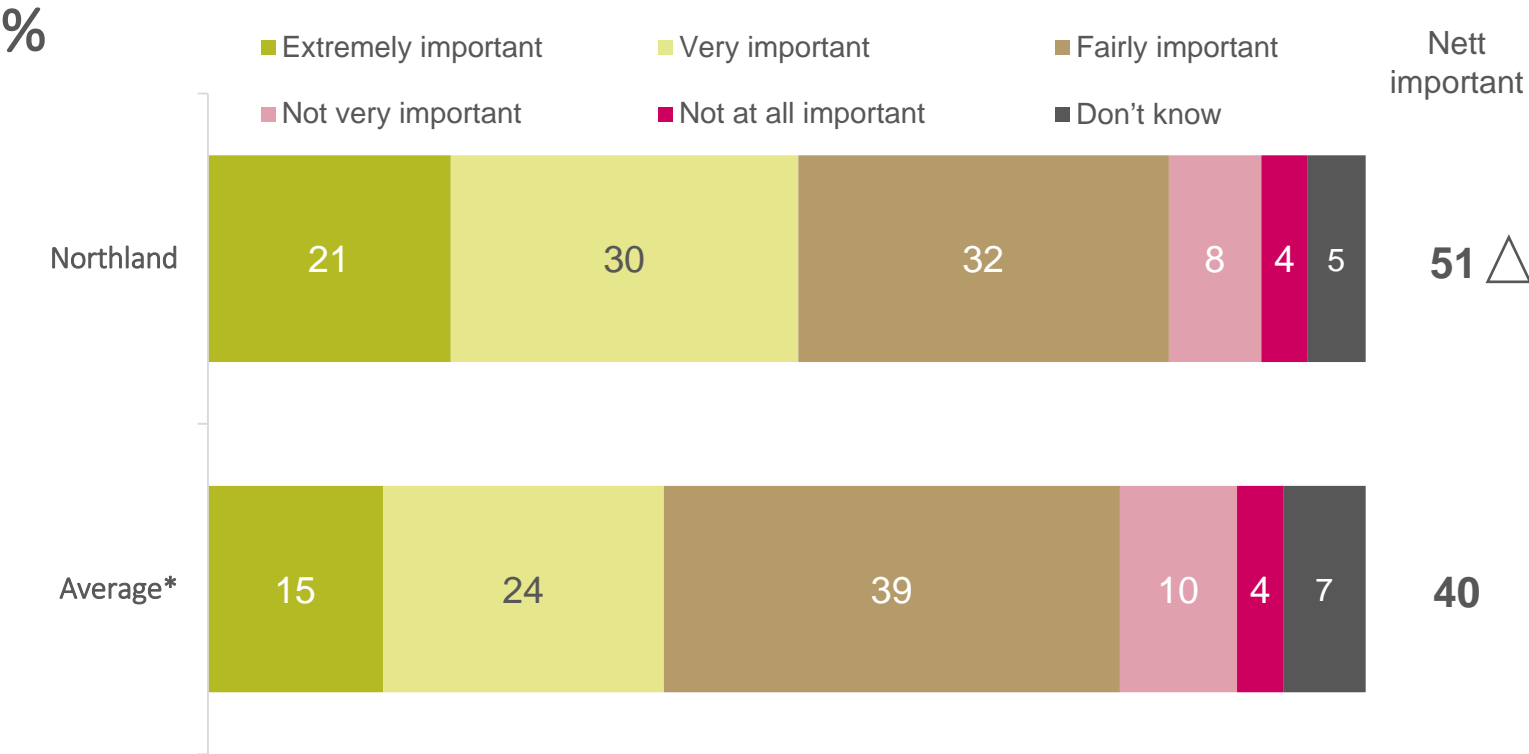
Māori (60%) and women (53%) are more likely than average (44%) to rate events that encourage diversity and tolerance as important in making Northland a great place to live:

Women are also more likely than average to rate each of the following as important in making Northland a great place to live

- Art in public places (51% vs. 43%).
- National arts companies touring the region (51% vs. 43%)
- Local cultural institutions (50% vs. 44%)
- Arts taking place in the communities (47% vs. 38%)
- New cultural institutions (45% vs. 39%).

The importance of the arts to Northland's identity

Q How important are the arts and culture to Northland's identity as a region?



Residents were asked how important the arts and culture are to Northland's identity.

Over half (51%) of all Northland residents feel that the arts and culture are important to the regions identity. This is higher compared to the average (51% vs. 40%).

A small minority do not feel that the arts are important to Northland's identity (12%).

Sub-group differences in Northland:

The following groups are more likely than average (51%) to see the arts are important to Northland's identity:

- Those living by themselves (63%)
- Women (60%).

In contrast, men are less likely than average (51%) to see the arts as important to Northland's identity.

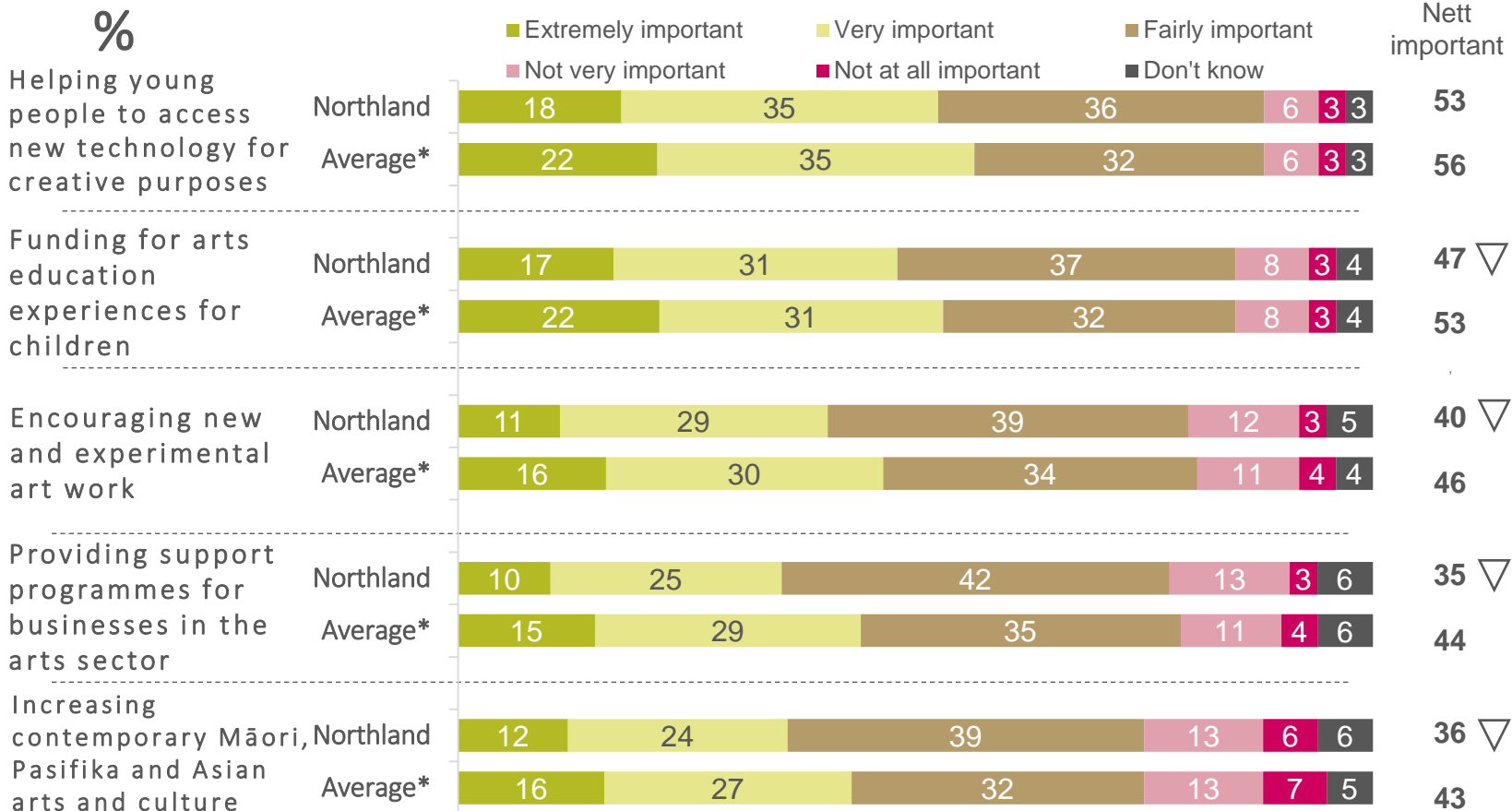
*Average include; Northland, Waikato, Bay of Plenty, Southland

\triangle ∇ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average (1,996)

Drivers of Northland's creativity

Q How important, or not, is the following to Northland's future as a creative region?



The chart opposite shows the importance of different factors to Northland's future as a creative region. In general, residents are less likely than average to view these factors as important to Northland's future as a creative region.

Northland residents (in line with the average) place most emphasis on supporting young people. Of greatest importance is helping young people to access new technology for creative purposes (53%), followed by funding for arts education experiences for children (47%).

In contrast, providing support programmes for businesses in the arts sector is viewed as least important, alongside increasing contemporary Māori, Pasifika and Asian arts and culture.

Sub-group differences in Northland:

Women are more likely than average to indicate each of the following are important to Northland's future as a creative region:

- Helping young people access arts (58% vs. 53%)
- Funding for arts education experiences for children (54% vs. 47%)
- Encouraging new and experimental art work (49% vs. 40%)
- Increasing contemporary Māori, Pasifika and Asian arts and culture arts (45% vs. 36%)
- Providing support programmes for businesses (41% vs. 35%).

Māori are more likely than average to indicate the importance of the following:

- Funding for arts education experiences for children (63% vs. 47%)
- Increasing contemporary Māori, Pasifika and Asian arts and culture arts (58% vs. 36%).

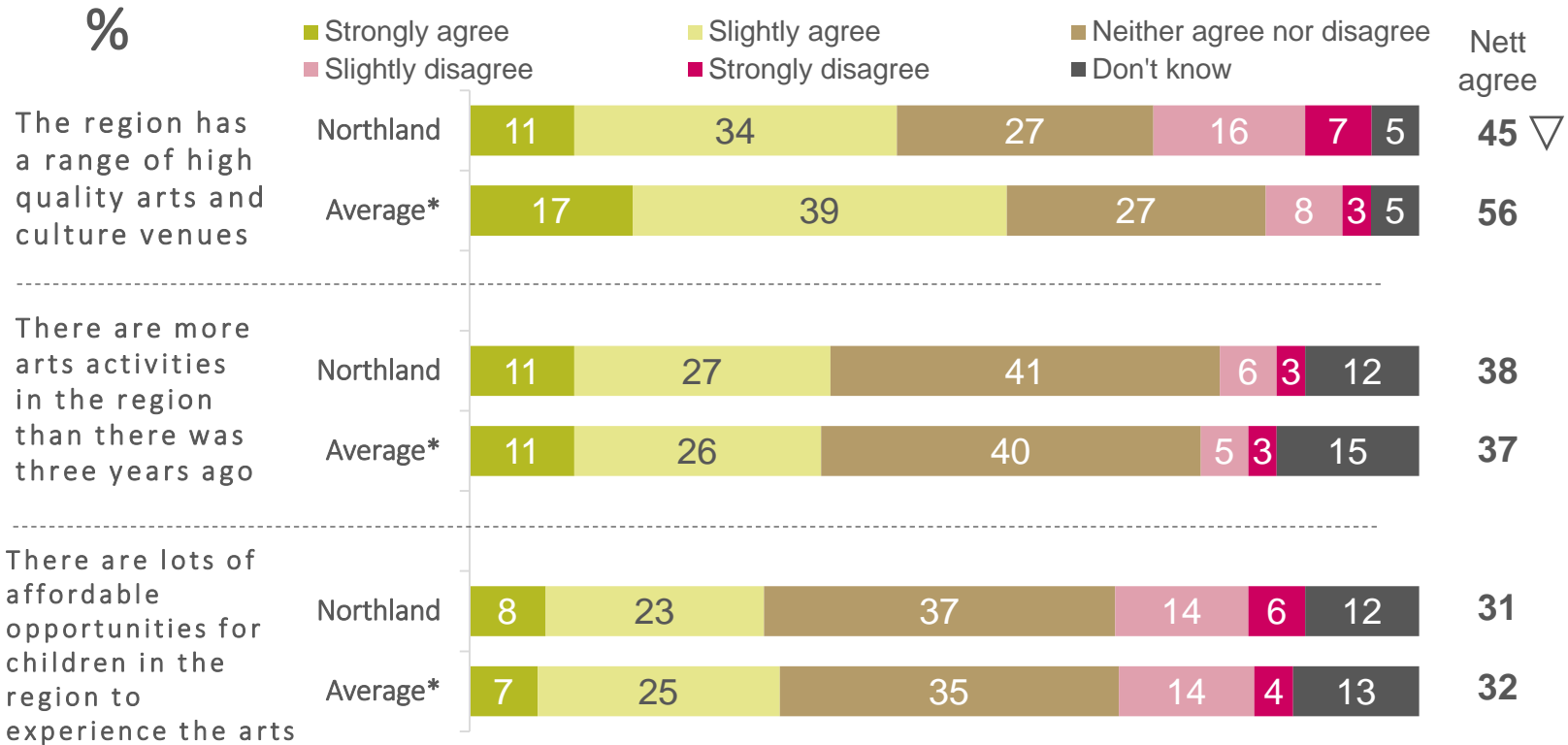
*Average include; Northland, Auckland, Bay of Plenty, Wellington

△ ▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average (1,631)

Accessibility of arts

Q To what extent do you agree or disagree?



*Average include; Northland, Auckland, Bay of Plenty, Waikato and Southland

△ ▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average (1,102 to 3,372)

The survey provides evidence that accessibility to the arts could be improved, in particular for children.

Forty-five percent of residents agree that the region has a range of high quality arts and culture venues. This is lower than the average (45% vs. 56%).

Around one third (31%) of residents agree that there are lots of affordable opportunities available for children to experience arts within Northland. This is consistent to the average (32%).

However, there is also evidence residents feel access to the arts has improved in recent years. Over one in three residents (38%) agree that there are more arts activities in Northland than there were three years ago (while only 9% disagree).

Sub-group differences in Northland:

Older people, aged 70+ and (61%) women (50%) are more likely than average (45%) to agree Northland has a range of high quality arts and culture venues.

The following groups are more likely than average (38%) to agree there are more arts activities in the region than there were three years ago:

- Those with a household income of between \$51k-\$80k (49%)
- Women (46%)
- Whangarei residents (45%).

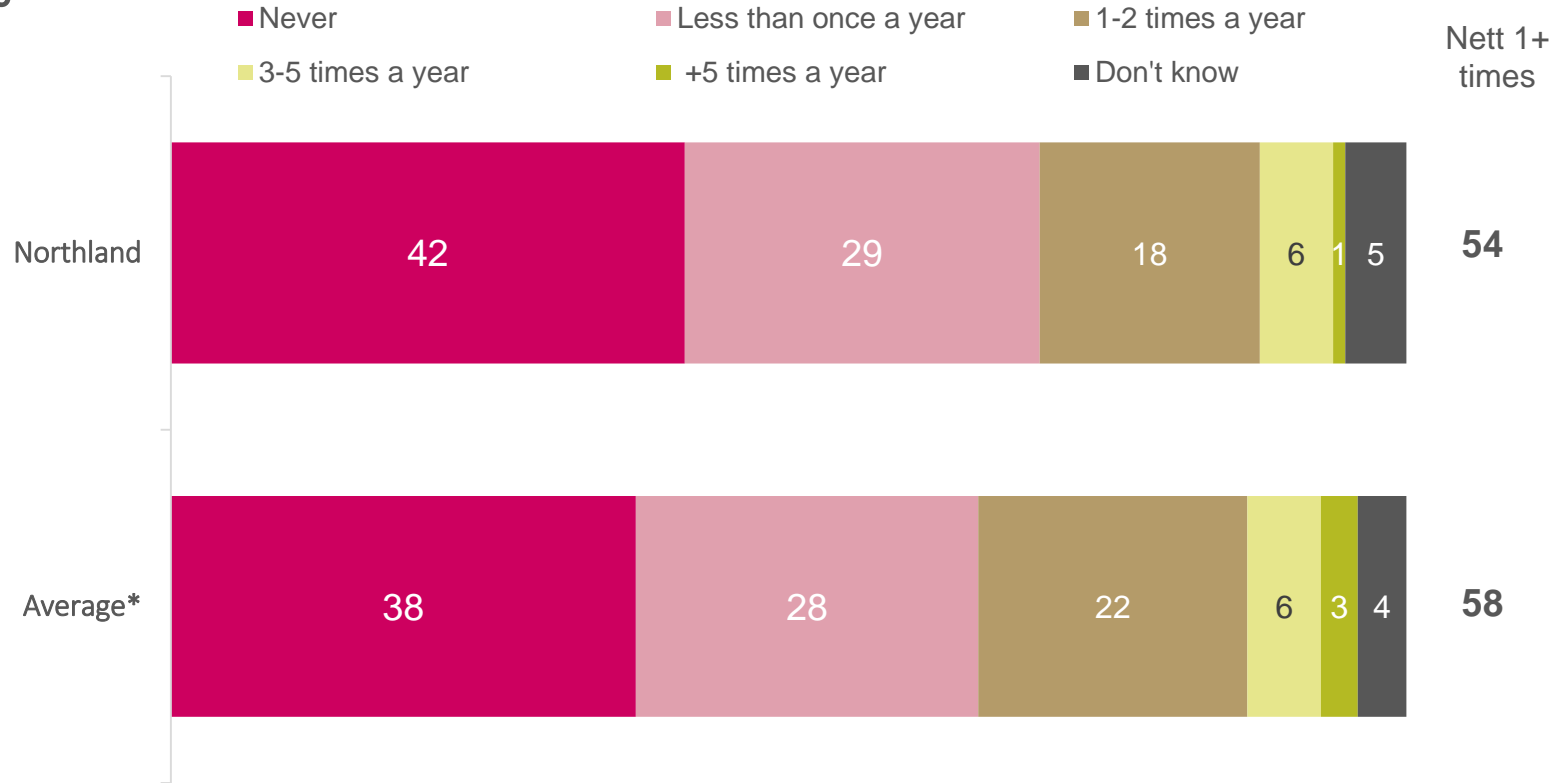
In contrast, men are less likely to agree that there are more arts activities in the region than three years ago (32% vs. 38%).

Older people, aged 70+ , are more likely than average to agree that there are lots of affordable arts opportunities for children (41% vs. 31%).

Travelling outside of Northland for the arts

Q How often do you travel out of Northland for arts events?

%



Over half of Northland residents (54%) travel outside of the region for the arts. This is largely consistent with the average (58%).

While many Northland residents do travel for the arts, close to three in ten (29%) do so infrequently – less than once a year.

Sub-group differences in Northland:

The following groups are more likely than average (54%) to travel outside of Northland for arts events:

- Those with a household income of between \$81k-\$120k (72%)
- Older people, aged 60-69, (67%)
- Those living in a two person household (59%)
- Women (57%).

Young people, aged 15-29, are less likely than average to travel outside of Northland for arts events (30% vs. 54%).

*Average include; Northland, Waikato, Bay of Plenty and Southland

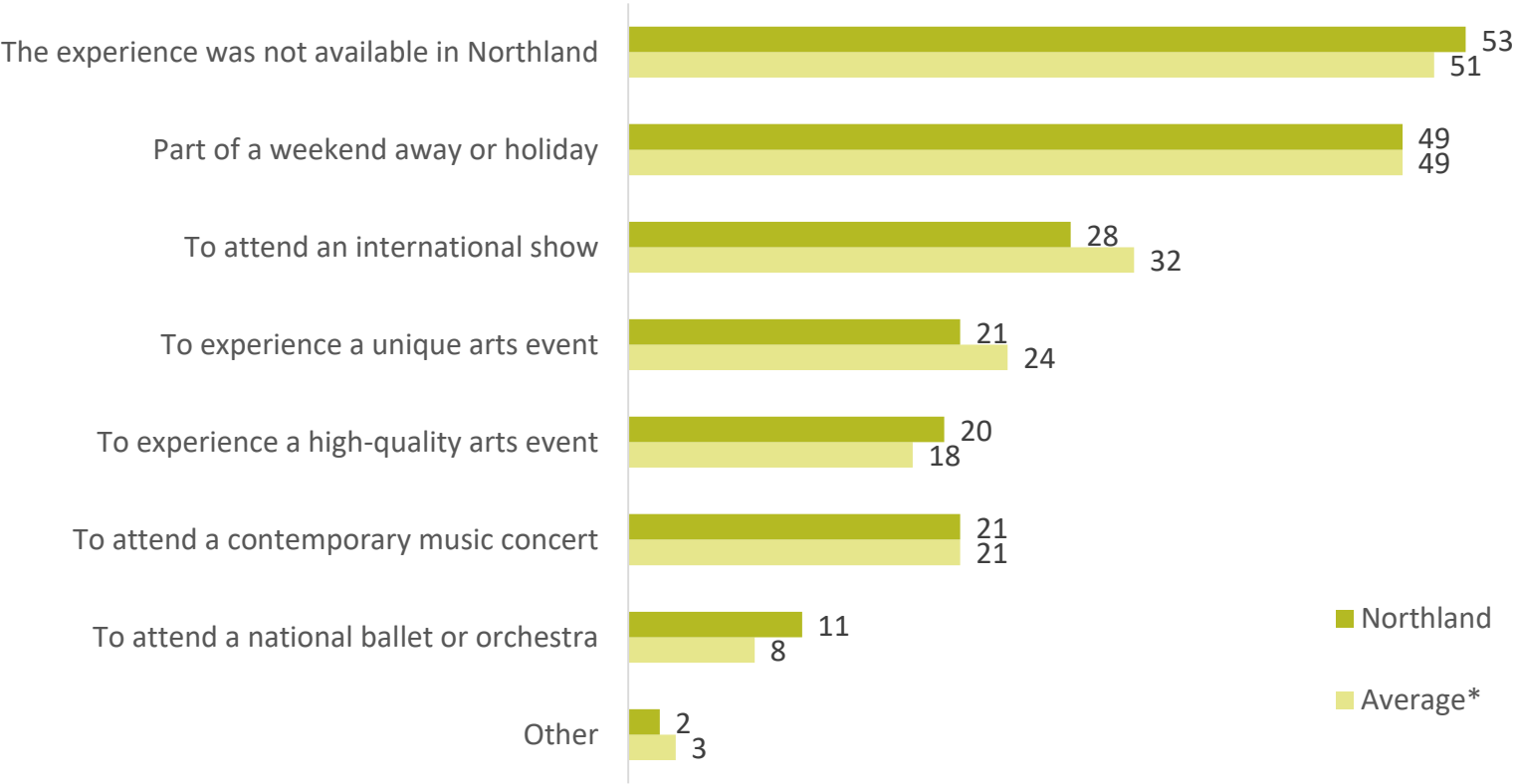
△▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average(1,996)

Frequency of travel for arts events

Q Why do you travel outside of Northland for arts events?

%



Of the 54% of Northland residents who travel for arts events, over half (53%) do so as part of a weekend or holiday away, while 49% do so as the experience is not available within their region.

Reasons for travelling outside of the Northland region are consistent with the average.

Sub-group differences in Northland:

Women are more likely than average to travel outside of Northland because the experience was not available (61% vs. 53%).

Middle aged people, aged 40-49, are more likely than average to travel outside of Northland to attend a contemporary music concert (34% vs. 21%).

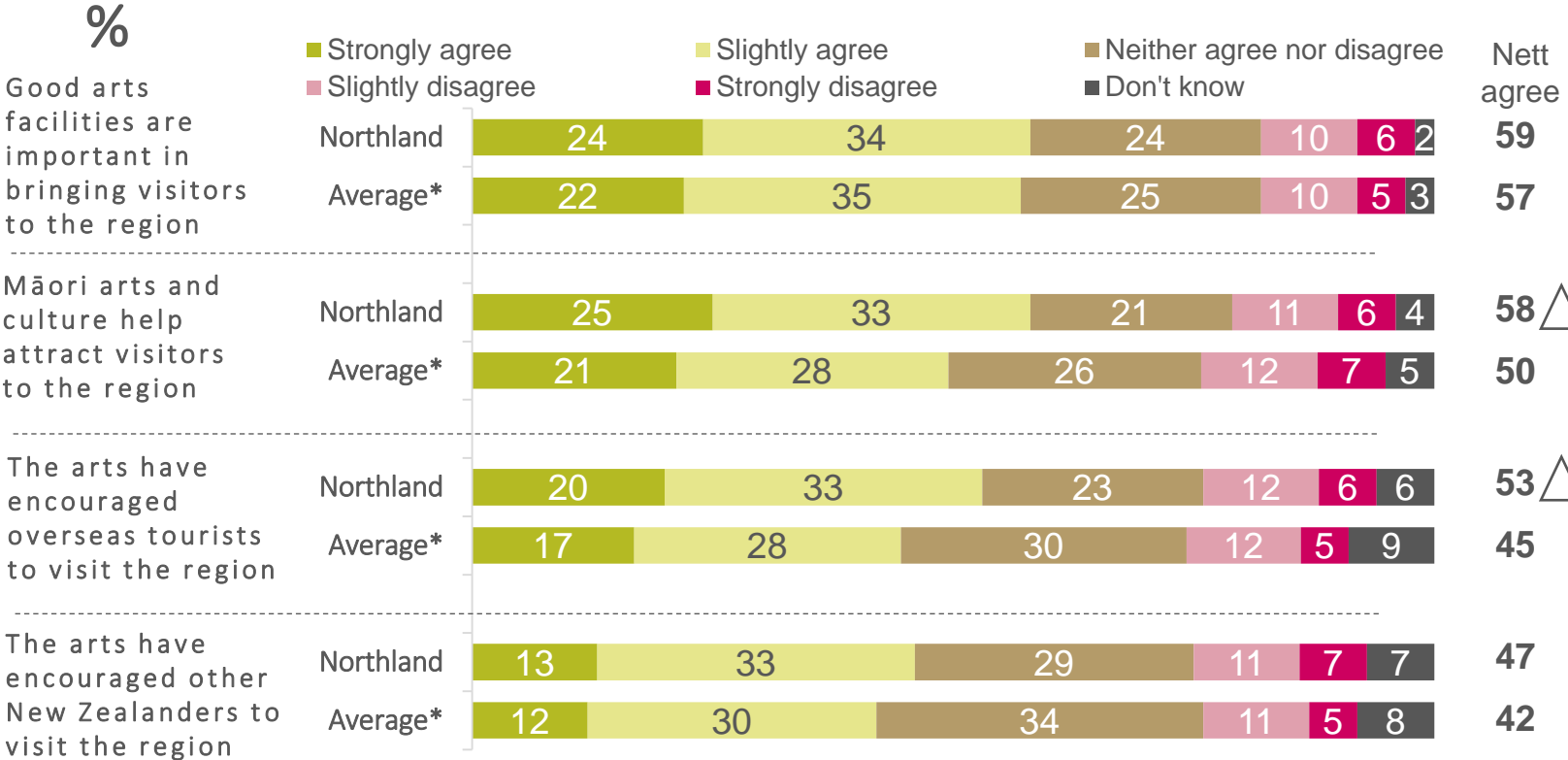
*Average include; Northland, Waikato, Bay of Plenty and Southland

△▽ = significantly higher / lower than Average*

Base: All respondents who travel outside of the region they live in for arts events: Northland (281); Average (1143)

Impact of the arts on tourism

Q To what extent do you agree or disagree?



*Average include; Northland, Bay of Plenty, Southland

△▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average* (1,102 to 1,483)

Northland residents broadly recognise the value of the arts in bringing visitors into the region. Māori arts and culture are perceived to be at the heart of this; 58% agree they help attract visitors to the region (compared to 50% on average).

In addition, 53% agree the arts encourage overseas tourists to visit the region, which is higher than the average (45%). Just under half agree they encourage domestic tourism.

Fifty-nine percent of residents agree that good arts facilities are important in bringing visitors to the region. However, there is potentially more to do here as 23% disagree the region has a range of high quality venues (see slide 51).

Sub-group differences in Northland:

The following groups are more likely than average (59%) to agree that good arts facilities are important in attracting visitors to the region:

- Older people, aged 60-69 (71%)
- Middle aged people, aged 50-59 (70%)
- Women (64%).

young people, aged 15-29, are less likely to agree with this (36% vs. 59%).

Older people, aged 60-69 (60%) and women (53%) are more likely than average (47%) to agree the arts encourage other New Zealanders to visit the region. Again, young people, aged 15-29, are less likely to agree with this (28% vs. 47%).

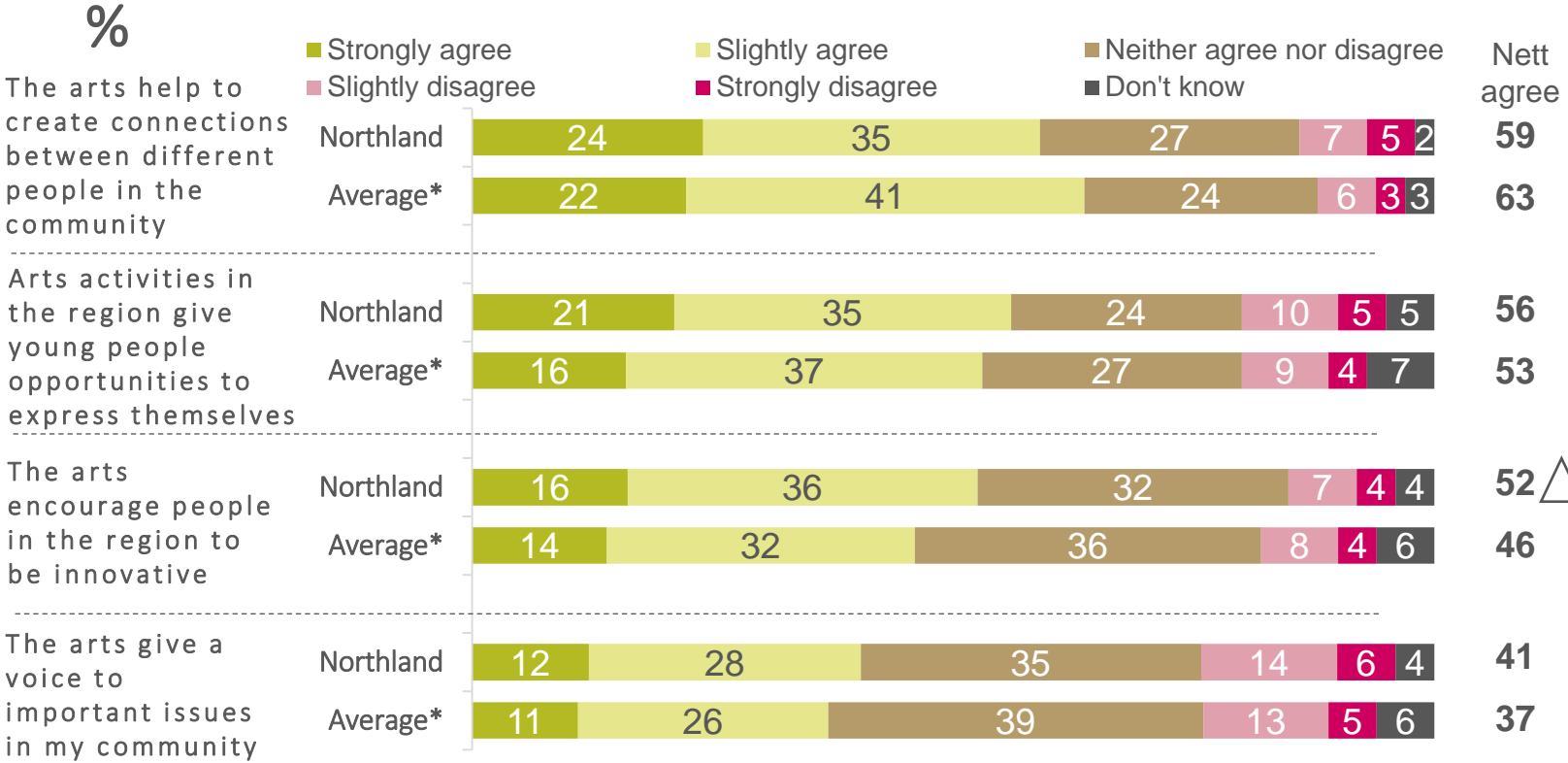
Older people, aged 70+, are more likely to agree the arts encourage overseas tourists to the region (68% vs. 53%). In contrast, young people, aged 15-29, are less likely to agree with this (37% vs. 53%).

The following groups are more likely than average (58%) to agree Māori arts attract visitors to the region:

- Older people, aged 60-69 (73%)
- Women (64%).

Impact of the arts on the community

Q To what extent do you agree or disagree?



*Average include; Northland, Bay of Plenty, Southland

△▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average* (1,102 to 1,483)

Beyond tourism Northland residents believe the arts benefits their communities in different ways.

Three in five (59%) Northland residents agree that the arts help to create connections between different people in the community.

More than half agree that arts activities in the region give young people an opportunity to express themselves (56%), and encourage innovation in the region (52%). The arts play a more important role in encouraging innovation than on average (46%).

Finally, two in five feel the arts give a voice to important issues in the community.

Sub-group differences in Northland:

Older people, aged 60-69 (70%), and women (64%) are more likely than average to agree (59%) that arts help create connections within the community. Men (52%) and young people, aged 15-29 (42%) are less likely to agree.

Young people, aged 15-29, are less likely than average to agree that the arts give young people opportunities to express themselves (42% vs. 56%). In contrast the following groups are more likely than average (56%) to agree with this statement:

- Those with a household income of between \$81k-\$120k (69%)
- Older people, aged 70+ (66%)
- Women (61%).

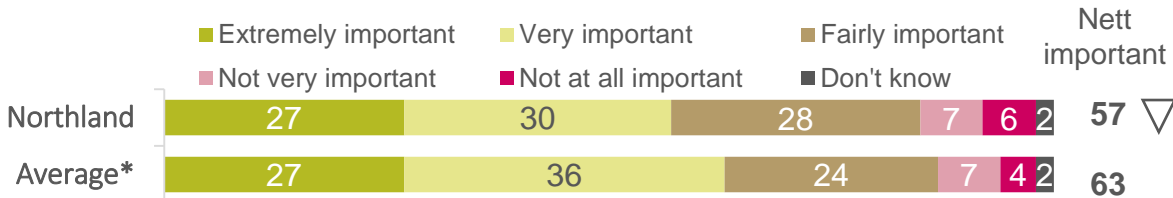
Women are more likely than average to agree that the arts give a voice to important issues in the community (45% vs. 41%).

Quality and diversity of the arts scene

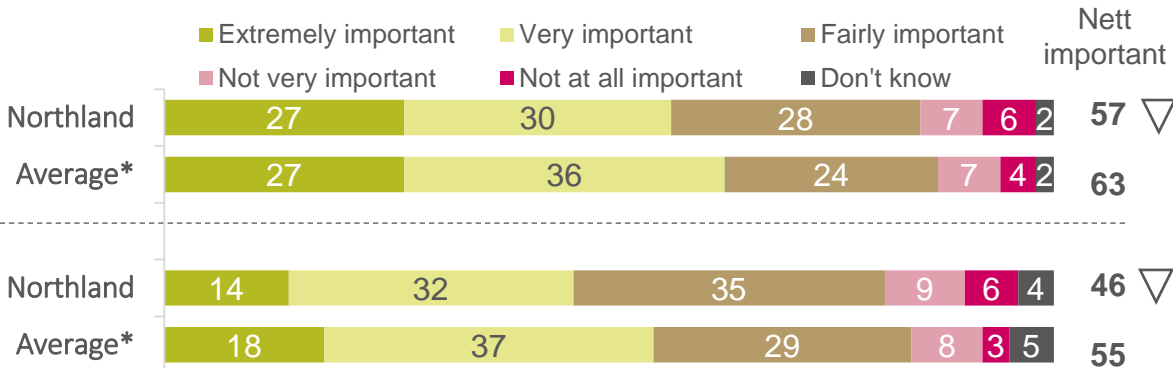
Q To what extent do you agree or disagree?

%

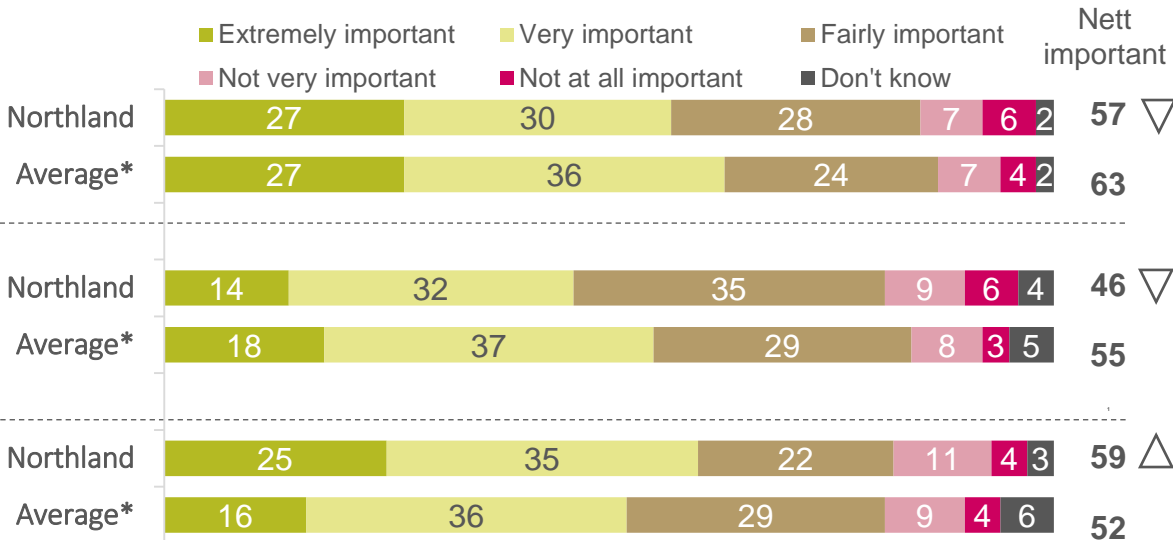
It's important that the arts have a strong presence in the region



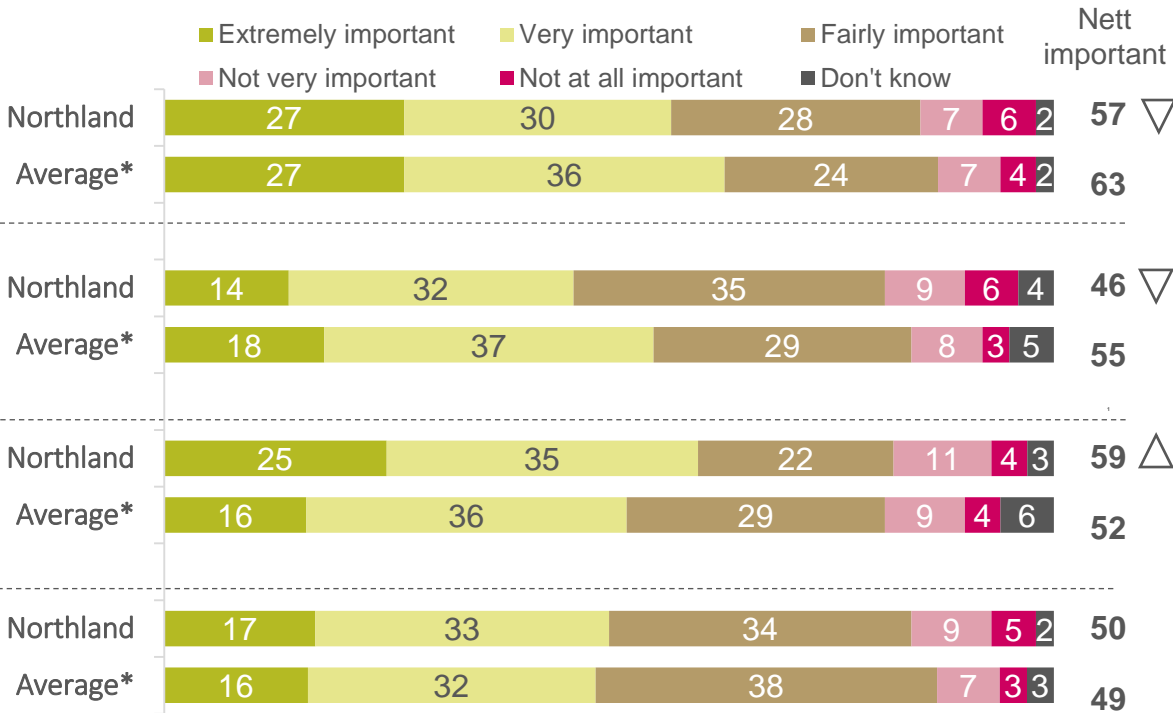
The range of arts events and activities on offer reflect the diversity of the region's communities



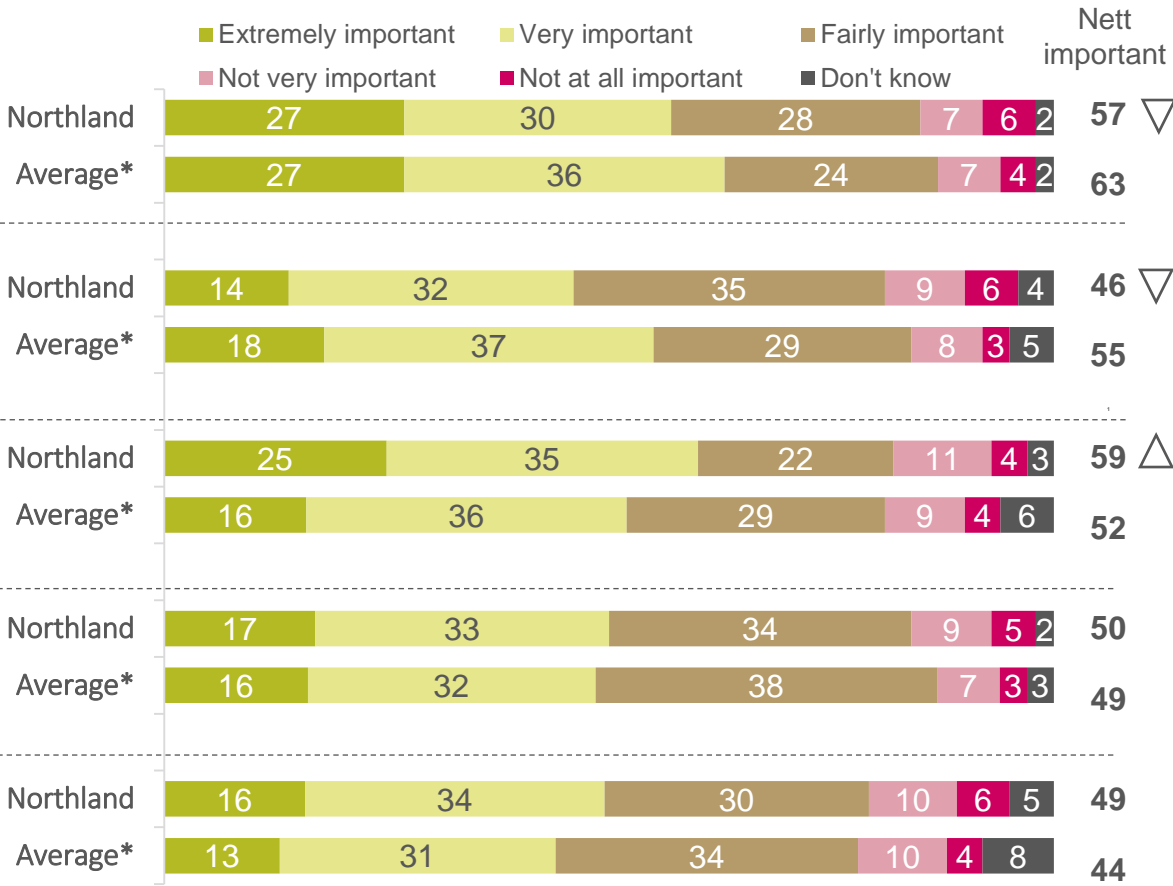
Māori culture, identity and stories are celebrated in the region



I am proud of the arts in the region



Overall, arts in the region are of high quality



*Average include; Northland, Auckland, Bay of Plenty, Wellington, Southland

△▽ = significantly higher / lower than Average

Base: All respondents: Northland (496); Average (1,996 to 3,885)

Northland residents broadly have a positive outlook on the quality and diversity of the arts scene in the region.

There is further evidence of the importance of the Māori culture to the arts scene with 59% agreeing their identity and stories are celebrated (compared to 52% on average). At the same time there is a perception more could be done to promote diversity in the region's arts scene, 46% agree the range of arts reflect the diversity of its communities (compared to 55% on average).

Half of Northland residents are advocates of the region's arts scene, expressing pride in the arts scene or believing them to be of high quality. However, the proportion who agree the region's arts scene is of high quality is lower than those who feel New Zealand's arts scene is of high quality (61% - see slide 20). This indicates more needs to be done to improve the quality of the arts in Northland.

The majority of residents agree it is important that the arts have a strong presence in the region, although this is lower than average (57% vs. 63%).

Sub-group differences in Northland:

Women are more likely than average to agree the arts in Northland are of high quality (56% vs. 49%). In contrast, men (42%) and young people, aged 15-29 (35%) are less likely than average (49%) to agree with this.

older people, aged 70+ (66%) and women (51%) are more likely than average (46%) to agree that the range of arts events on offer reflect the diversity of the region. young people, aged 15-29 are less likely to agree with this (28% vs. 46%).

Older people, aged 60-69 (69%) and women (66%) are more likely than average (59%) to agree that Māori culture is celebrated in the region.

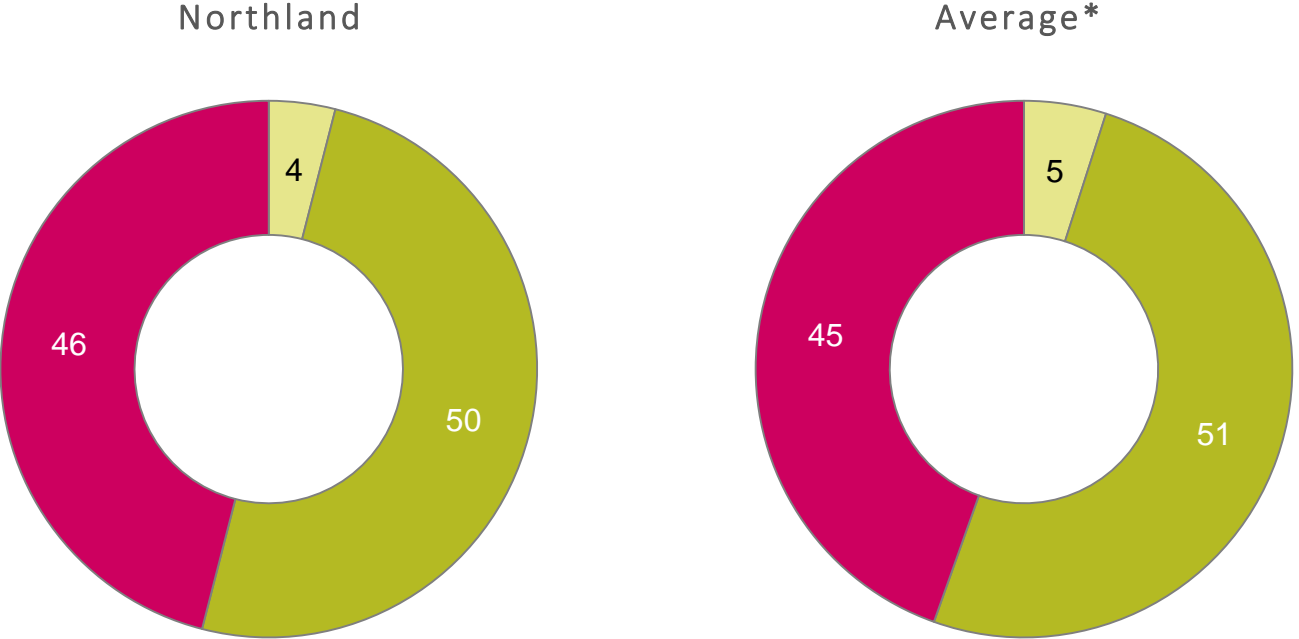
Women are more likely than average to agree that its important for arts to have presence in Northland (65% vs. 57%). However, men (48%) as well as young people, aged 15-29 (43%) and 30-39 (41%) are less likely to agree.

Women are more likely than average to agree that they are proud of arts in Northland (58% vs. 50%). In contrast, men are less likely to agree with this (41% vs. 50%).

Satisfaction with participation in the arts

Q Would you say you take part in the creative arts...

%



■ More than you would like
 ■ About as much as you would like
 ■ Less than you would like

*Average include; Northland, Waikato, Bay of Plenty and Southland

△▽ = significantly higher / lower than Average*

Base: All respondents: Northland (496); Average (1996)

Half (50%) of Northland residents are taking part in the arts as much as they desire. However, 46% are participating less than they would like, suggesting that there is opportunity for future growth in the arts in the Northland.

Very few residents are participating in the arts more than they desire (4%).

Satisfaction with participation in the arts is consistent with the average.

Sub-group differences in Northland:

The following groups are more likely than average (46%) to indicate that they take part in the arts less than they would like:

- Māori (63%)
- Those with a low household income of up to \$30k (56%)
- Women (55%).

The following groups are more likely than average (50%) to indicate they take part in the arts about as much as they would like:

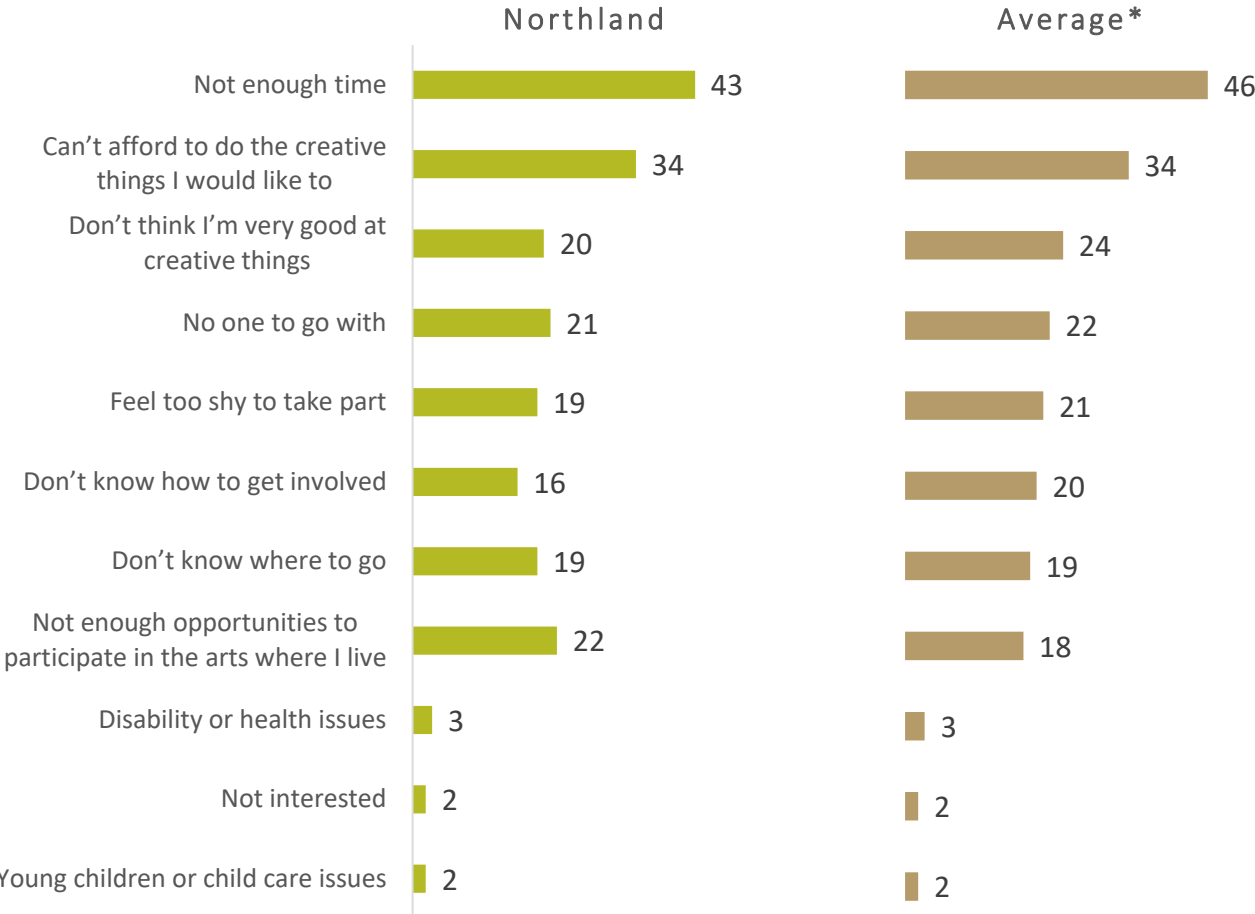
- Those with a high household income of more than \$120k (72%)
- Older people, aged 70+ (64%)
- Men (60%)
- Pakeha (53%).

Young people, aged 15-29, are more likely than average to indicate that they take part in the arts more than they would like (12% vs. 4%).

Barriers to involvement in the arts

Q What stops you from taking part in the arts more often?

%



*Average include; Northland, Waikato, Bay of Plenty and Southland

△▽ = significantly higher / lower than Average*

Base: All respondents who take part in the arts less often than they would like Northland (234); Average (914)

Residents that participate in the arts less than they would like were asked what stops them from taking part more often.

The main barrier to being more involved is not having enough time (43%), followed by affordability (34%), and self-doubt about creative ability (20%).

Barriers to participation are consistent with the average.

Sub-group differences in Northland:

- Young people, aged 15-29, are more likely than average to indicate they don't know where to go (42% vs, 19%).
- Women are more likely than average to indicate they have no one to go with (25% vs. 21%).
- Those with a household income of up to \$30k are more likely than average to indicate that they cannot afford to do creative things (62% vs. 34%).
- Those with a household income of between \$81k-\$120k are more likely than average to indicate that they don't have enough time (58% vs. 43%).



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