

# NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN THE BAY  
OF PLENTY

# 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 the Bay of Plenty. 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



606

## ONLINE INTERVIEWS

With adults aged 15+ living in the Bay of Plenty



## 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 the Bay of Plenty was 600 interviews. In order to achieve a representative sample of residents in the Bay of Plenty, quotas (or interviewing targets) were set by age within gender.

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

### 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 +/- 4.0 percentage points.

We have used statistical tests to determine whether the survey findings between the Bay of Plenty 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 the Bay of Plenty are engaged with the arts. Their attitudes towards the arts in New Zealand are broadly positive as they recognise the benefits the arts bring to New Zealand and the region. However, there is evidence that more could be done to improve the quality of the arts in the region, as well as choice.

## ENGAGEMENT IN THE ARTS

The majority of residents in the Bay of Plenty are engaged with the arts (77%). 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 (70%) or have **participated** in the arts in the last 12 months (51%).

Overall attendance is lower for the Bay of Plenty region compared to all of New Zealand (70% vs. 73%). This appears to be driven by lower levels of attendance for the performing (46% vs. 51%), Pacific (13% vs. 18%), and literary arts (5% vs. 10%).

Overall participation is consistent with all of New Zealand. However, when looking at the individual art forms participation is lower for the performing (12% vs. 16%), literary (9% vs. 13%), and Pacific arts (5% vs. 8%).

## ADVOCACY OF THE ARTS

Residents hold broadly positive attitudes about the arts. Most attitudes are in line with the views of all New Zealanders, although views on the importance and quality of the arts are less positive.

Most residents recognise the different ways in which the arts benefit New Zealand. Just over half agree that the arts improve New Zealand society (54%), contribute positively to our economy (53%), and help define who we are as New Zealanders (52%).

At a regional level, most residents see there are social goods from the arts. The arts support community cohesion (58%) and enable young people to express themselves (58%). There is also recognition of the importance of the arts (in particular Māori arts) in driving tourism to the region

Residents receive a range of personal benefits from the arts, but to a lesser extent than average. They are just as likely to feel proud when New Zealand artists succeed overseas (74% vs. 74%), but they are less likely to agree that the arts help them to learn about different cultures (60% vs. 64%), and improve their outlook on life (35% vs. 41%).

Fifty-one percent of residents support public funding of the arts. Additionally, 44% agree that local council should financially support the arts. These views are consistent with all New Zealanders.

## POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Bay of Plenty residents (61%) 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. Just over half of residents (54%) indicated that a greater range of events would increase their likelihood of attending. In addition, 50% indicated that reducing the price of tickets would make a big difference to their attendance.

Social isolation is less of a barrier; 37% indicated having someone to go with would make a big difference. This is lower than all New Zealanders (45%).

## KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women and older people express greater engagement with the arts than average in the Bay of Plenty, and hold more positive attitudes about the arts.

## ARTS EVENTS AND ACTIVITIES IN THE BAY OF PLENTY

Close to four in ten (38%) Bay of Plenty residents feel arts and culture are (extremely or very) important to the region's identity.

However, there is a gap between perceived quality of the arts in the Bay of Plenty versus the whole of New Zealand. Fifty eight percent of residents agree the arts in New Zealand are of high quality, whereas only 48% agree the arts in the Bay of Plenty are of high quality.

In addition, residents are less likely than the average to agree that the region has a range of quality arts and culture venues (44% vs. 56%), and they are less likely than the average to be proud of arts in the region than (43% vs. 49%).

These discrepancies indicate there is more that can be done to promote the arts scene in the Bay of Plenty region.



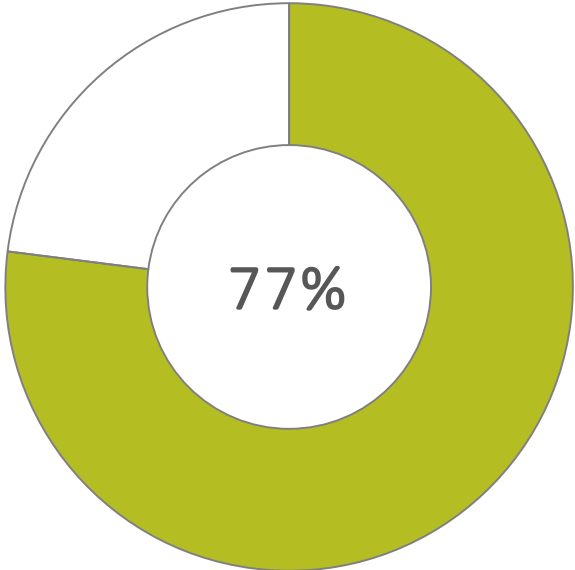
# OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION

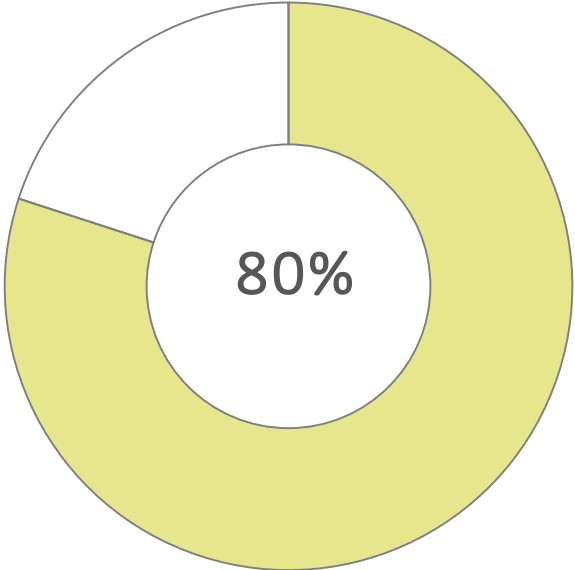
# Overall engagement

**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**

Bay of Plenty



New Zealand



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

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form during the survey.

In total, 77% of residents in the Bay of Plenty engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (77%) to have engaged with the arts in the last 12 months:

- Higher income households, earning \$80,001-\$120,000 per annum (90%)
- Women (84%).

The following groups are less likely than average (77%) to have engaged with the arts in the last 12 months:

- Men (69%)
- Middle aged people, aged 40-49 (67%).

△▽ = significantly higher / lower than New Zealand

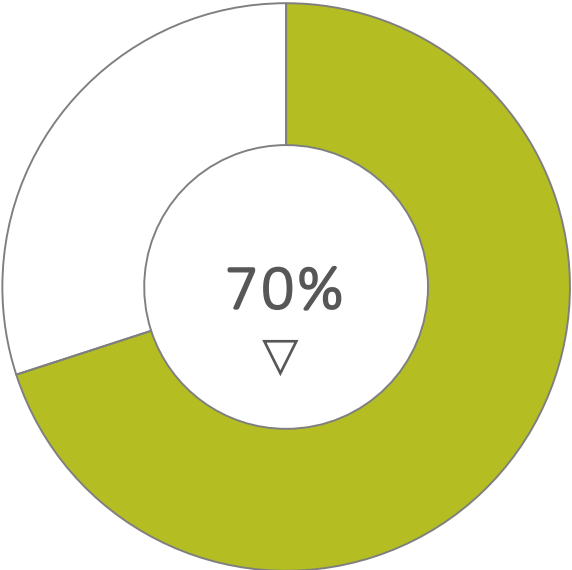
Base: All respondents: Bay of Plenty (606); New Zealand (6,101)



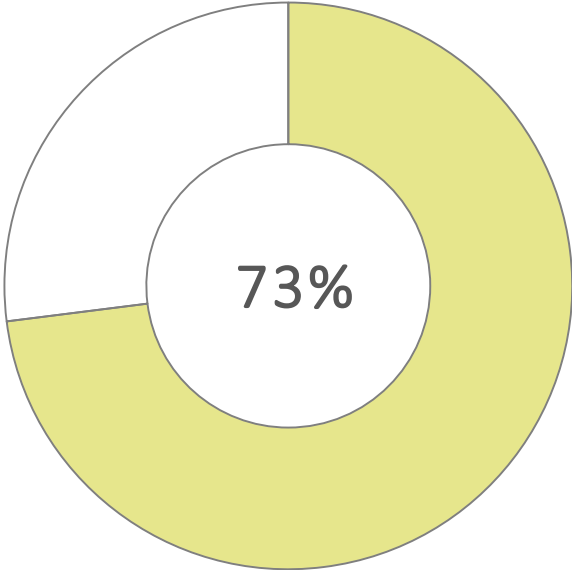
# Overall attendance

**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**

Bay of Plenty



New Zealand



Seven in ten (70%) Bay of Plenty residents have attended at least one arts event or location in the last 12 months. This is less than the national average (73%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (70%) to have attended the arts in the last 12 months:

- Higher income households earning \$80,001-\$120,000 per annum (82%)
- Older people, aged 60-69 (80%)
- Māori (79%)
- Women (79%).

The following groups are less likely than average (70%) to have attended the arts in the last 12 months:

- Middle aged people, aged 40-49 (58%)
- Men (58%).

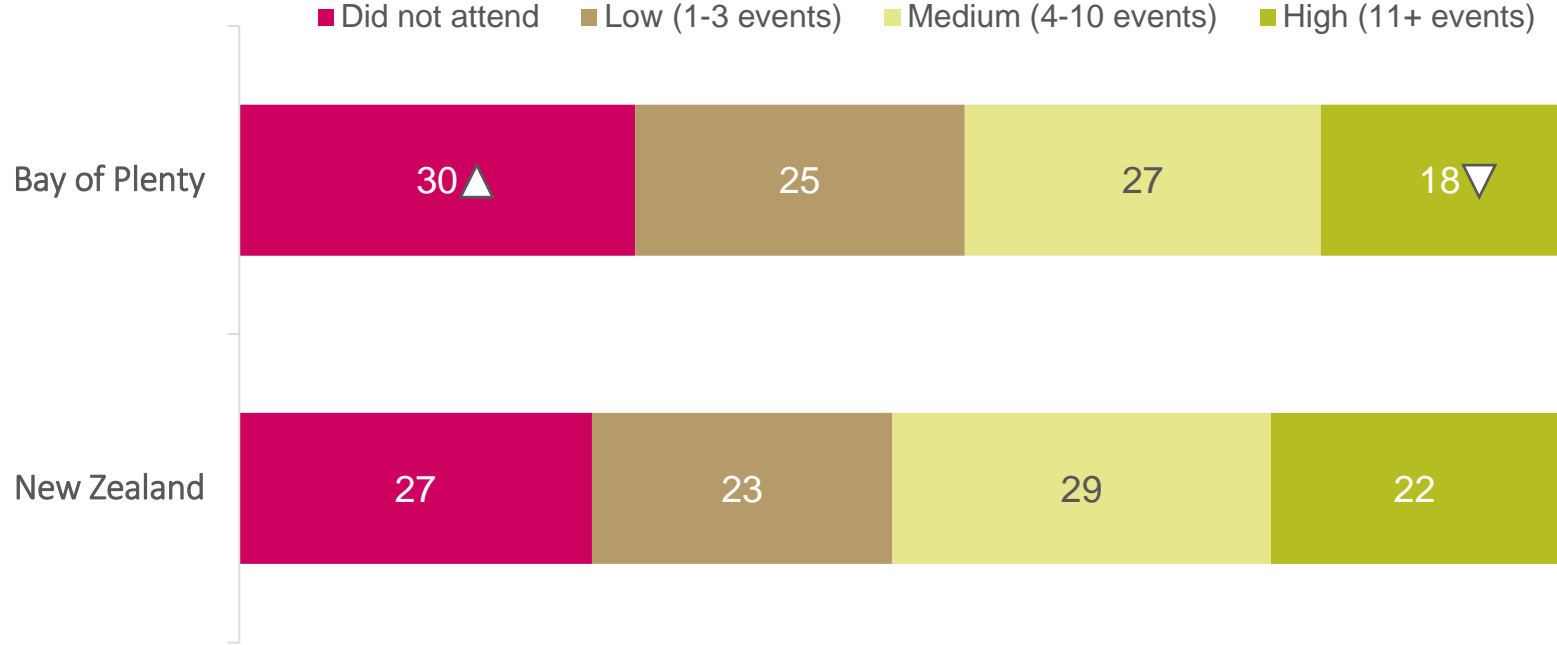
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); 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

%



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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

Eighteen percent of residents in the Bay of Plenty attend the arts on a regular basis (more than ten times a year). This is lower than the average for all New Zealanders (22%).

**Sub-group differences in the Bay of Plenty:**

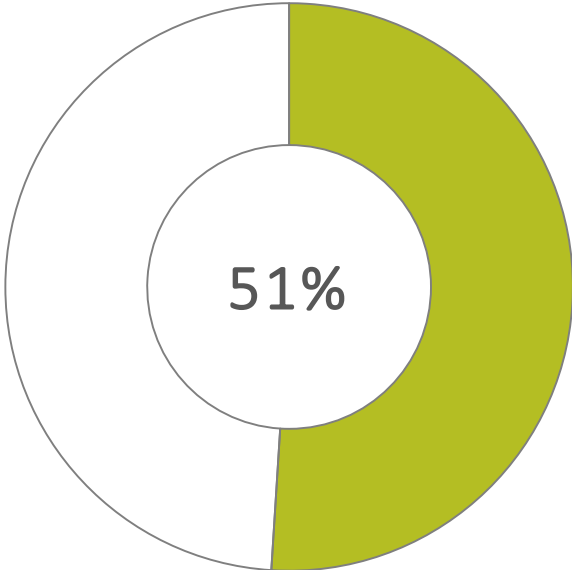
The following groups are more likely than average (18%) to attend the arts on a regular basis (more than 10 times a year):

- Māori (31%)
- Older people, aged 60-69 (30%)
- One person households (26%)
- Women (23%).

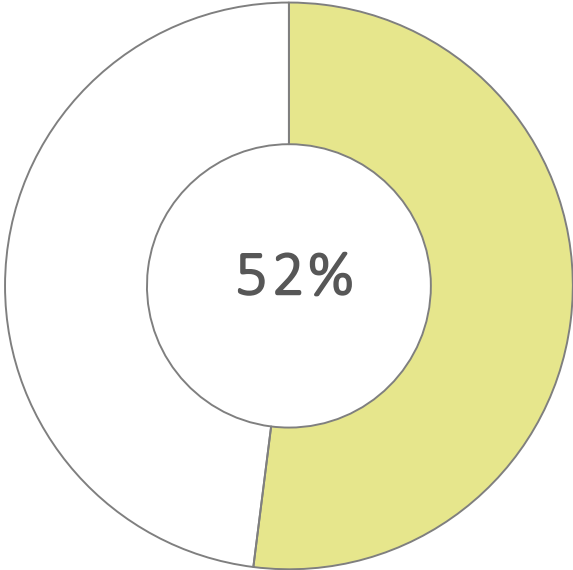
# Overall participation

**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

Bay of Plenty



New Zealand



Fifty-one percent of Bay of Plenty residents have participated in at least one art form in the last 12 months. This is in line with all New Zealanders (52%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (51%) to have participated in at least one art form in the last 12 months:

- Young people, aged 15-29 (68%)
- Women (57%).

In contrast, the following groups are less likely than average (51%) to have participated in at least one art form in the last 12 months:

- Men (45%)
- Middle aged people, aged 40-49 (40%).

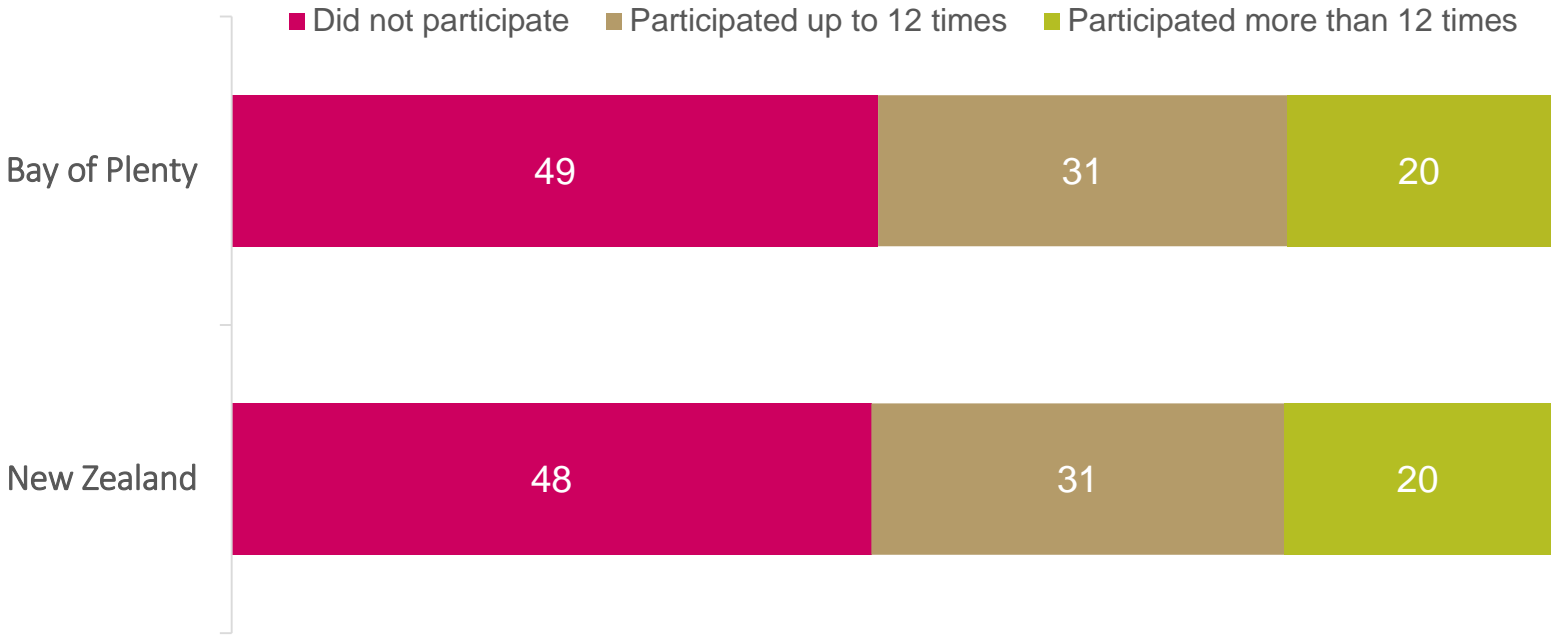
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); 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

%



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

One in five Bay of Plenty residents (20%) participate in the arts on a regular basis (more than 12 times a year). This is in line with all New Zealanders (20%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (20%) to participate on a regular basis (more than 12 times a year):

- One person households (29%)
- Women (28%).

In comparison, men are less likely than average to participate in the arts on a regular basis (more than 12 times a year) (11% vs. 20%).

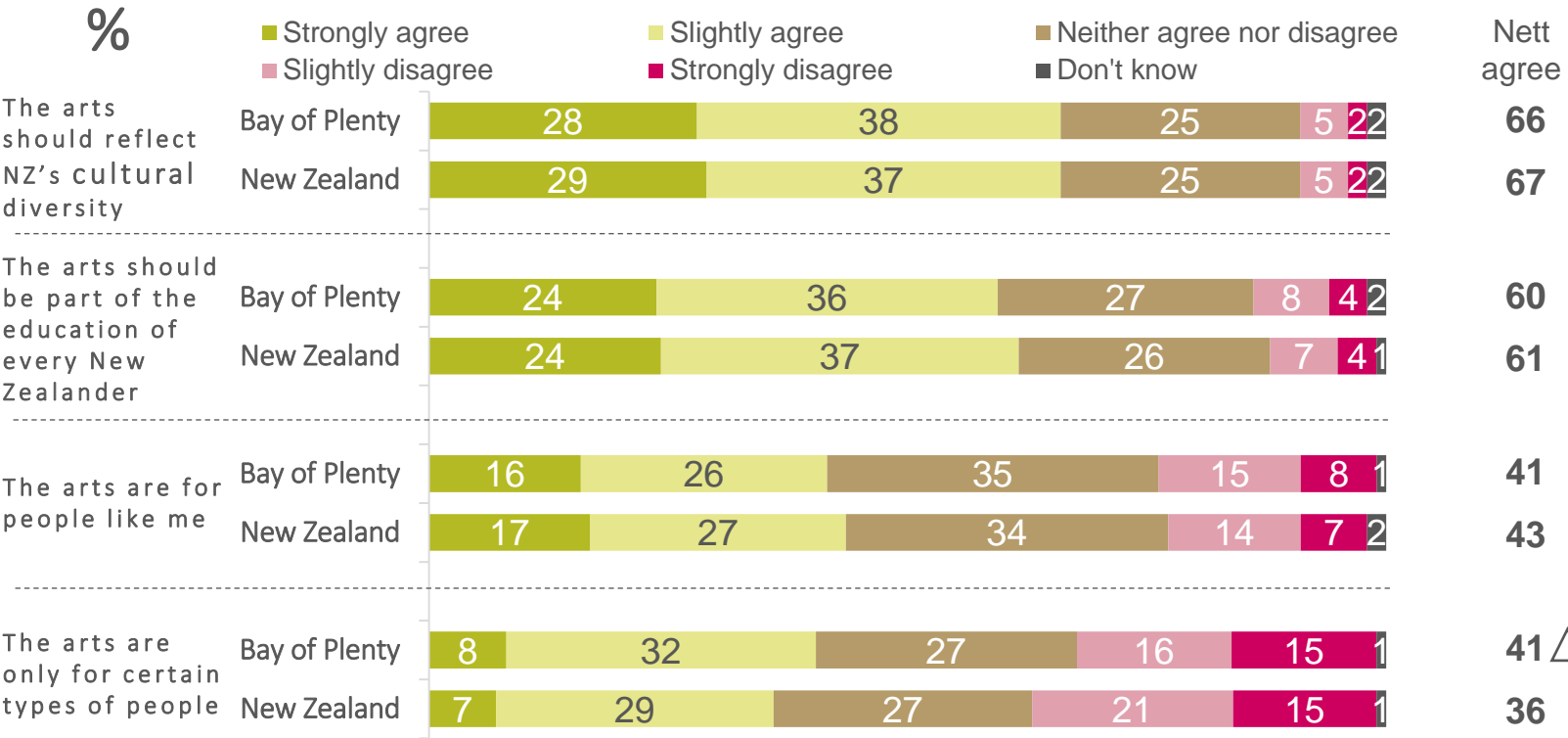
△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

**Q** To what extent do you agree or disagree?



There is strong support amongst Bay of Plenty 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 the Bay of Plenty agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Forty-one percent agree 'the arts are only for certain types of people'. This is higher than the average for all New Zealanders (41% vs. 36%). In addition, 23% percent disagree that the 'arts are for people like me'.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average to agree that the arts should reflect New Zealand's cultural diversity (66%) and should be part of the education of every New Zealander (60%):

- Older people, aged 60-69 (79% and 73% respectively)
- Women (71% and 68% respectively).

Women are more likely than average to agree that 'the arts are for people like me' (49% vs. 41%). Conversely, men are less likely to agree that the arts are for people like me (33% vs. 41%).

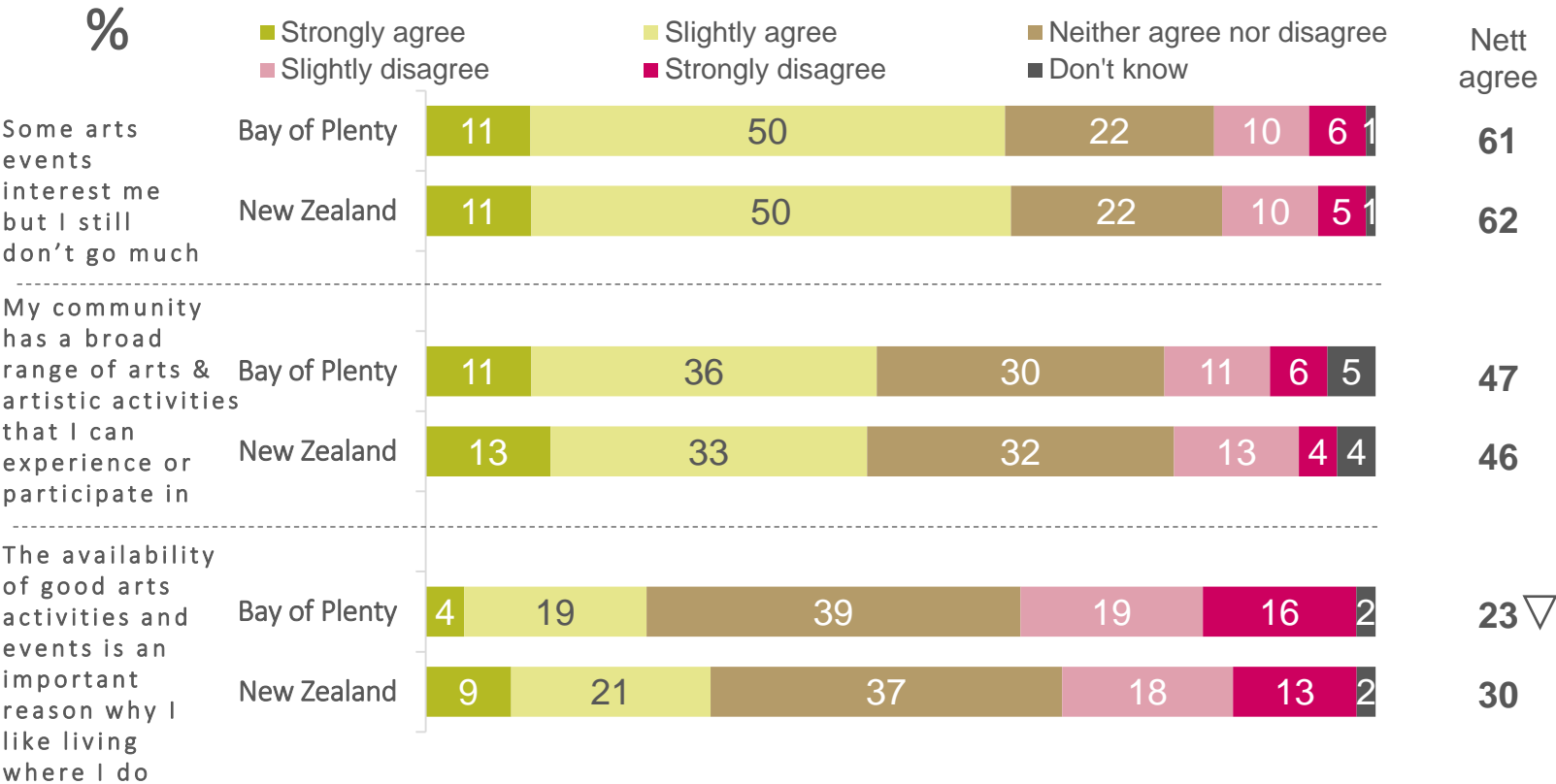
The following groups are more likely than average (41%) to agree that the arts are only for certain types of people:

- Middle income households, earning \$50,001-\$80,000 (52%)
- Men (46%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); 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. Three in five Bay of Plenty residents (61%) agree some arts events interest them but they still don't go much.

Nearly half (47%) of residents agree they have access to a range of arts and artistic activities. Seventeen percent disagree with this, while a high proportion remain on the fence; potentially indicating a lack of knowledge of what is available.

One in five residents (23%) agree that the arts and arts activities available in the Bay of Plenty is an important reason why they like living there. This is lower than for all New Zealanders (30%). It could be that other reasons (such as the natural environment) are more important to residents in determining this, or this reflects a perceived lack of availability.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (47%) to agree that their community has a broad range of arts to participate in:

- Older people, aged 70+ (57%)
- Women (52%)
- New Zealand Europeans (50%).

The following groups are more likely than average (23%) to agree that the availability of arts is an important reason they like living in the Bay of Plenty:

- Older people, aged 70+ (31%)
- Women (27%).

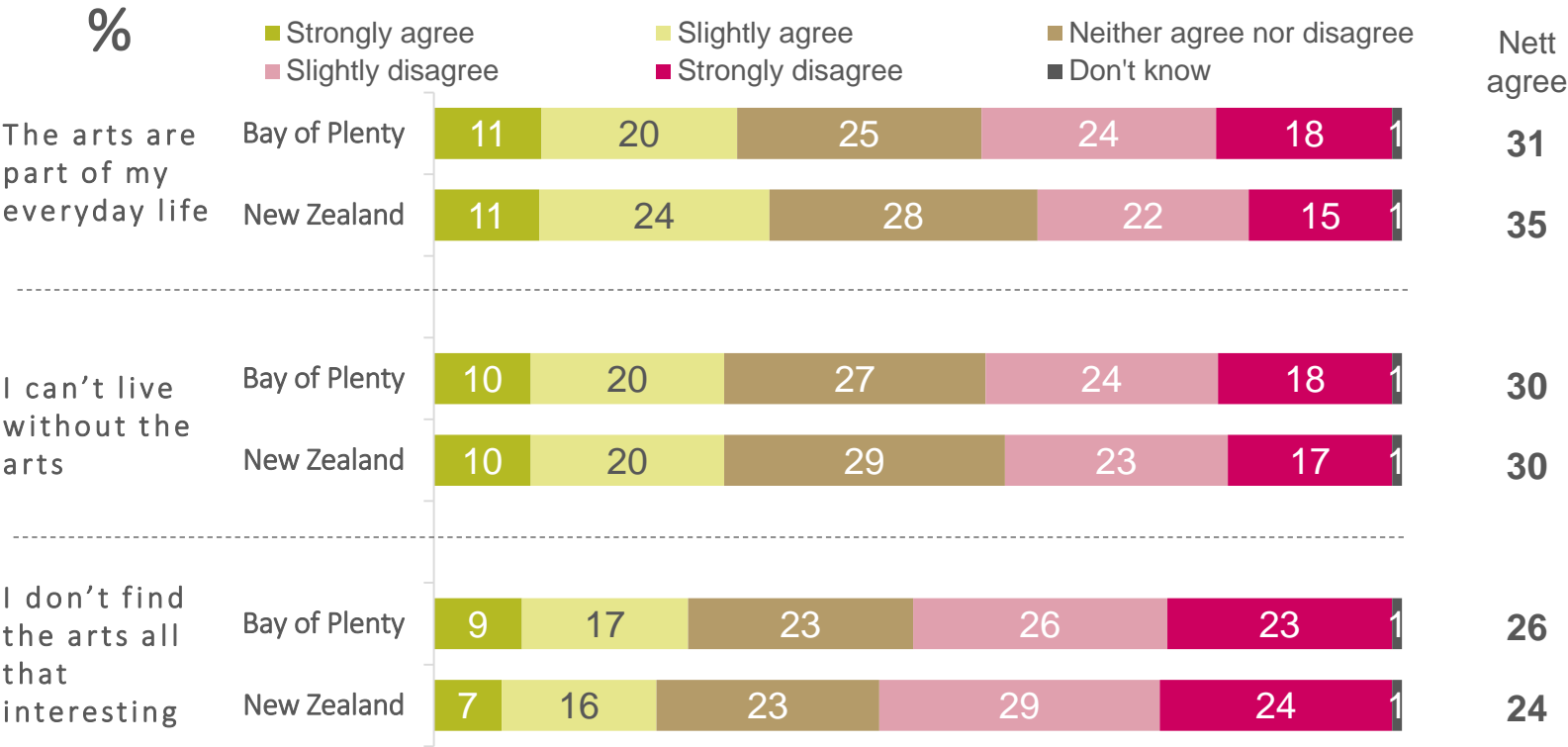
Conversely, men are less likely to agree that the arts are an important reason they like living in the Bay of Plenty (19% vs. 23%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); 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 the Bay of Plenty. Thirty-one percent agree the arts are part of their everyday life while a similar proportion (30%) agree they can't live without the arts.

More residents are interested in the arts than not. While, 26% of Bay of Plenty residents agree they don't find the arts all that interesting, 50% disagree. This is in line with all New Zealanders (53%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (31%) to agree that the arts are part of their everyday life:

- Older people, aged 60-69 (48%)
- Women (42%).

In comparison, the following groups are less likely than average (31%) to agree the arts are part of their everyday life:

- Men (20%)
- Middle aged people, aged 40-49 (18%).

Women are more likely than average to agree they can't live without the arts (39% vs. 30%). Conversely, men are less likely to agree that they can't live without the arts (20% vs. 30%).

Women are less likely than average to agree that they don't find the arts all that interesting (21% vs. 26%). Conversely, men are more likely to agree they don't find the arts all that interesting (33% vs. 26%).

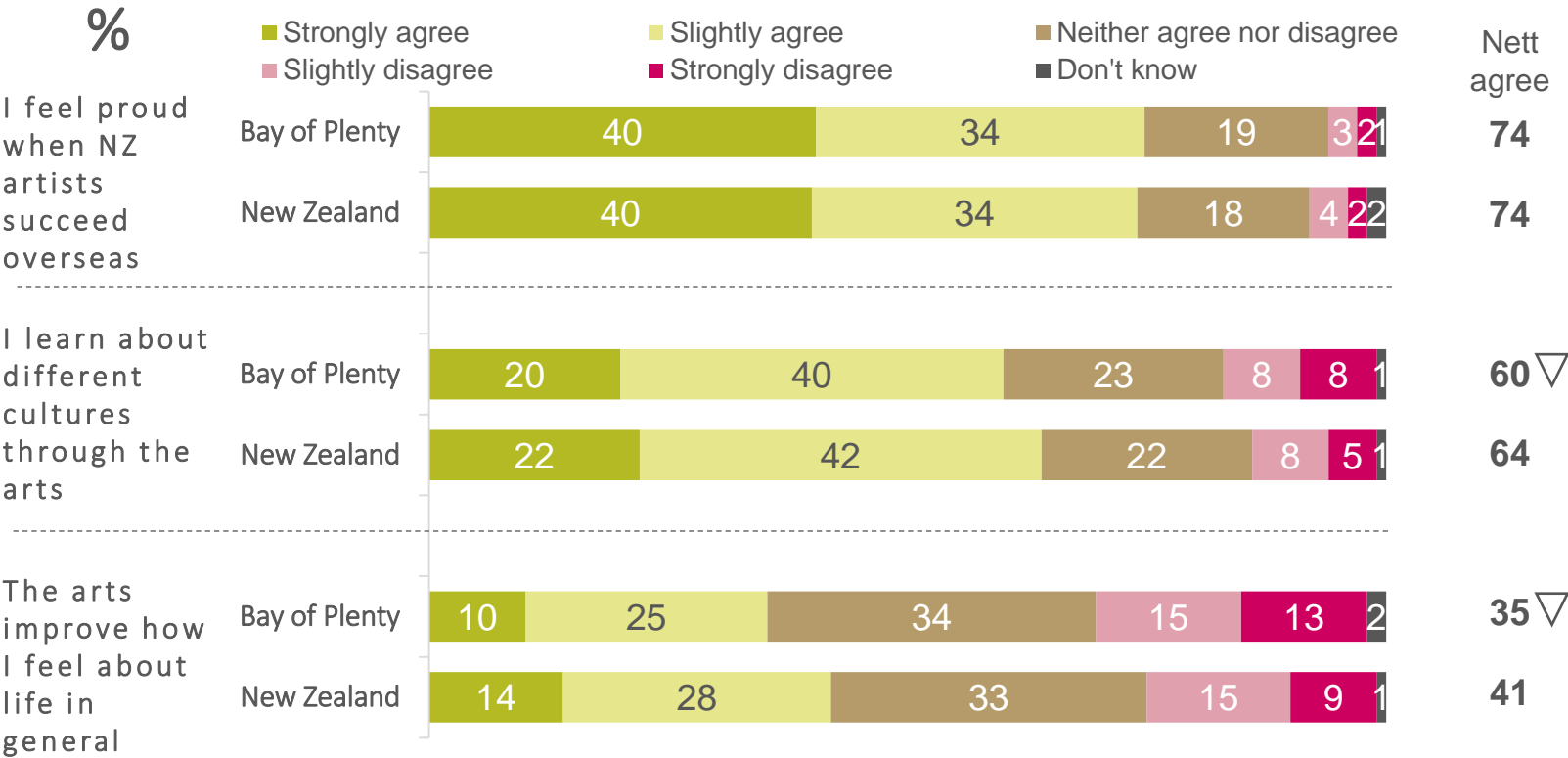
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Bay of Plenty (606); New Zealand (6,101)



# Attitudes towards the arts: How the arts benefit me

**Q** To what extent do you agree or disagree?



Bay of Plenty residents recognise some of the ways in which the arts can benefit the individual, but to a lesser extent than all New Zealanders.

While they are just as likely to feel proud when New Zealand artists succeed overseas (74% vs. 74%), they are less likely to agree that the arts help them to learn about different cultures (60% vs. 64%), and improve their outlook on life (35% vs. 41%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (74%) to feel proud when New Zealand artists succeed overseas:

- Older people, aged 60-69 (84%)
- Women (80%).

Women are more likely than average to agree that they learn about different cultures through the arts (70% vs. 60%). Conversely, men are less likely to agree with this (48% vs. 60%).

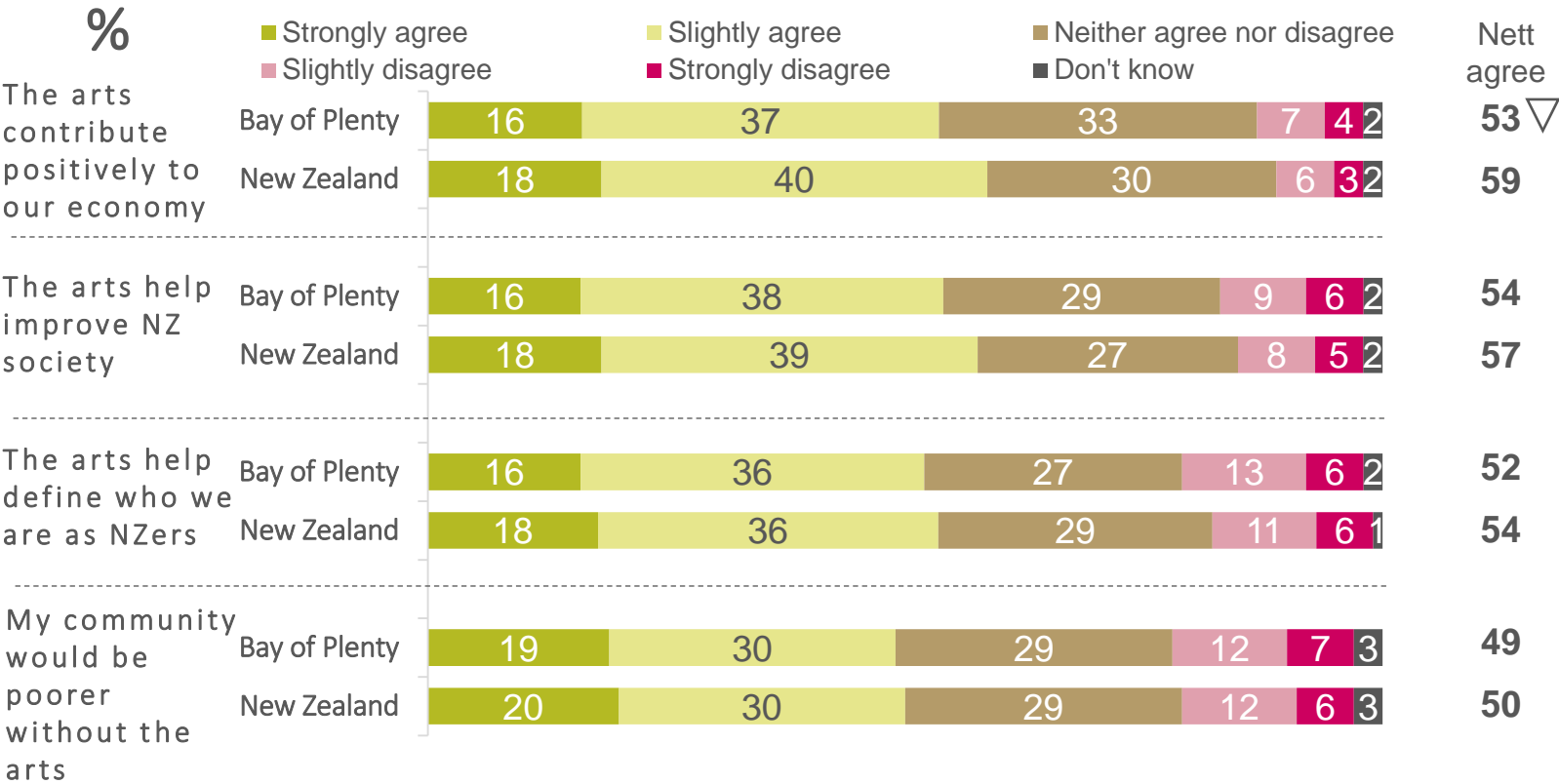
The following groups are more likely than average (35%) to agree that the arts improve how they feel about life in general:

- Older people, aged 60-69 (51%)
- Younger people, aged 15-29 (48%)
- One person households (46%)
- Women (43%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Attitudes towards the arts: How the arts benefit New Zealand

**Q** To what extent do you agree or disagree?



Most Bay of Plenty residents recognise the different ways in which the arts benefit New Zealand. Just over half agree that the arts improve New Zealand society (54%), contribute positively to our economy (53%), and help define who we are as New Zealanders (52%).

Agreement that the arts help the economy is lower than the national average (59%), while other views are consistent with all New Zealanders.

In addition, almost half (49%) of Bay of Plenty residents agree their community would be poorer without the arts. This is consistent with all New Zealanders (50%).

**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to agree that the arts contribute positively to our economy (60% vs. 53%).

In contrast, the following groups are less likely than average (53%) to agree that the arts contribute positively to our economy:

- Men (45%)
- Middle aged people, aged 40-49 (40%).

The following groups are more likely than average to agree that the arts help define who we are as New Zealanders (52%) and that their community would be poorer without the arts (49%):

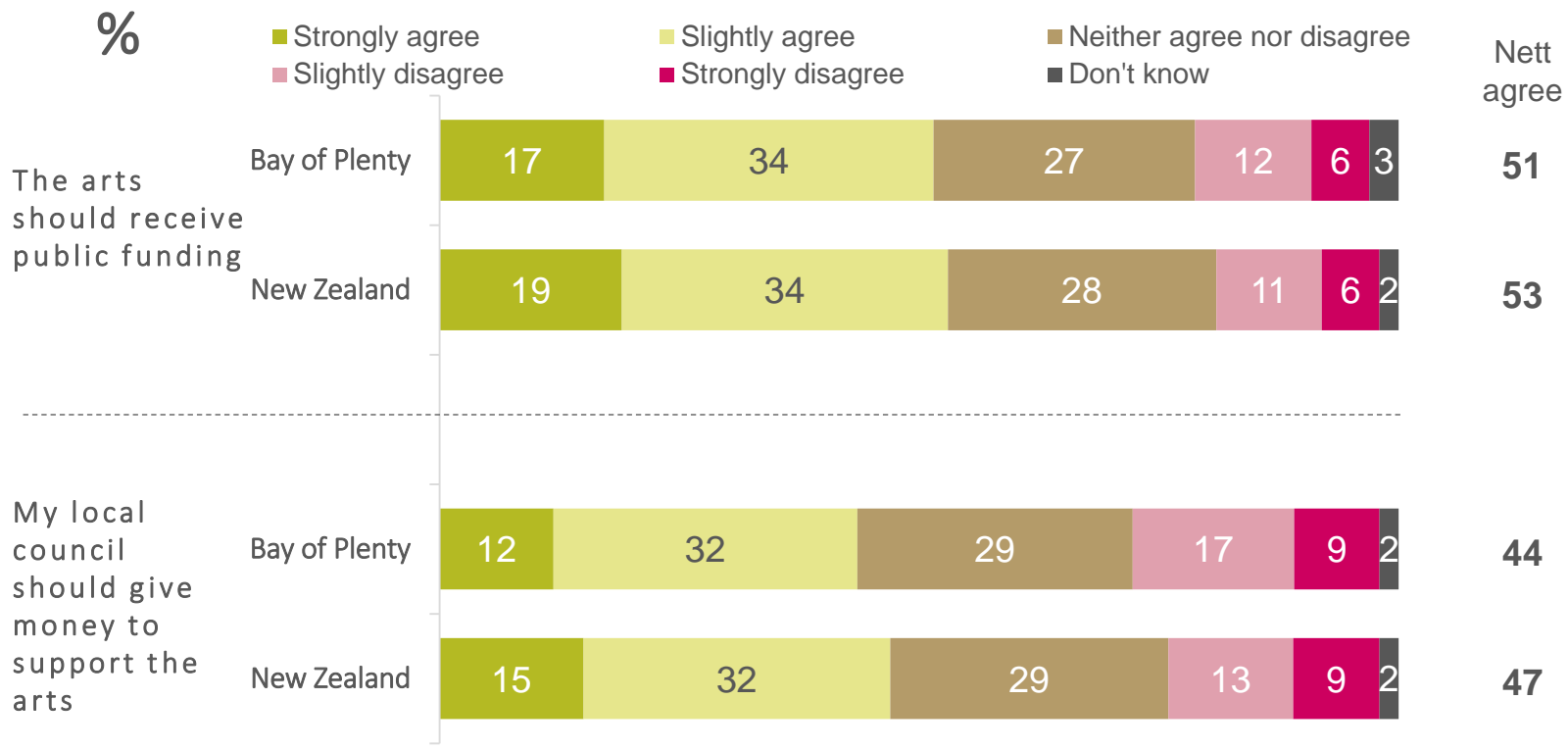
- Older people, aged 60-69 (70% and 73% respectively)
- Lower income households earning \$30,001-\$50,000 per annum (63%)
- Women (57% and 54% respectively).

Younger people, aged 15-29 are less likely to agree that their community would be poorer without the arts (35% vs. 49%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Attitudes towards the arts: Funding support for the arts

**Q** To what extent do you agree or disagree?



There is support for public funding of the arts. Just over half of Bay of Plenty residents (51%) agree the arts should receive public funding. In contrast, 18% disagree, while the remainder are on the fence or do not express an opinion.

Forty-four percent of all residents in the Bay of Plenty feel the local council should give money to support the arts. This compares to 26% who disagree.

**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to agree that the arts should receive public funding (59% vs. 51%).

In contrast, the following groups are less likely than average (51%) to agree that the arts should receive public funding:

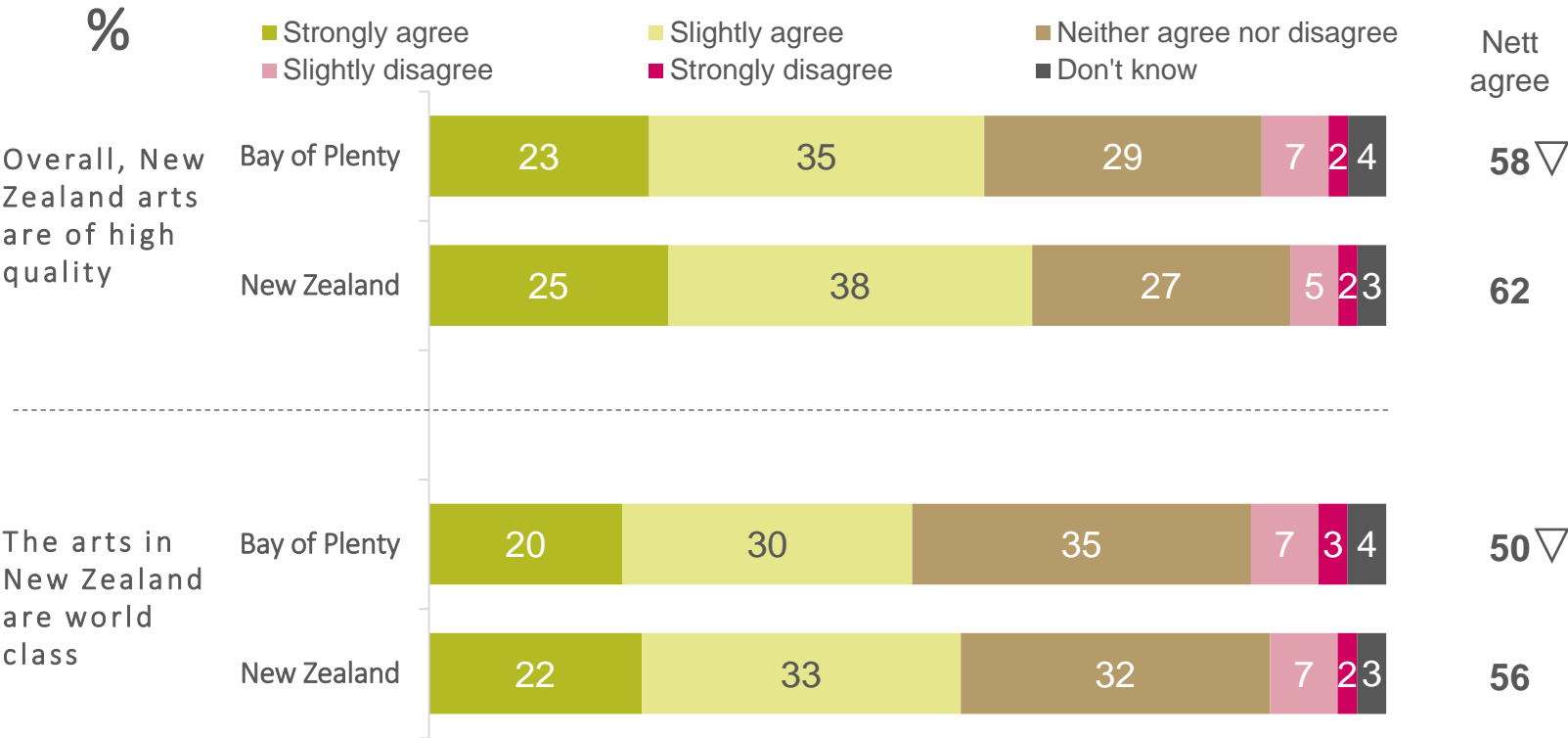
- Men (43%)
- People aged 30-39 (42%)

Women are also more likely than average to agree that the local council should give money to support the arts (50% vs. 44%). Conversely, men are less likely to agree that the local council should financially support the arts (36% vs. 44%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

# Attitudes towards the arts: Quality of the arts

**Q** To what extent do you agree or disagree?



Compared to the New Zealand average, Bay of Plenty residents are less positive about the quality of New Zealand arts. Fifty-eight percent agree the New Zealand arts are of high quality (58%) and half feel they are world class (50%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (58%) to agree that New Zealand arts are of high quality:

- Older people, aged 60-69 (71%)
- Women (65%).

Conversely, men are less likely than average to agree that New Zealand arts are of high quality (51% vs. 58%).

The following groups are more likely than average (50%) to agree that the arts in New Zealand are world class:

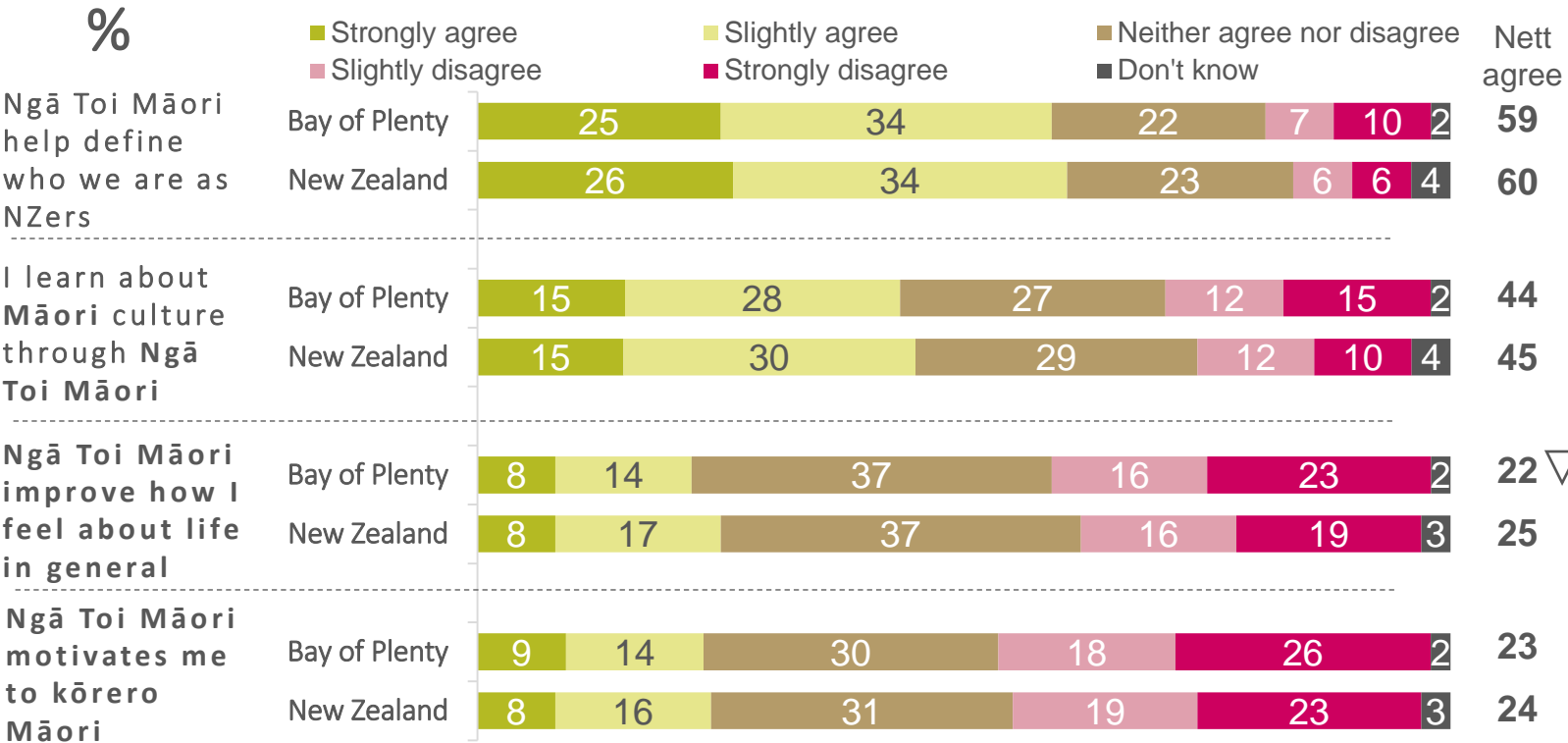
- Older people, aged 60-69 (65%)
- Women (56%).

In contrast, men are less likely than average to agree the arts in New Zealand are world class (44% vs. 50%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

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

**Q** To what extent do you agree or disagree?



Bay of Plenty residents benefit from Ngā Toi Māori in a number of ways. Three in five (59%) agree Ngā Toi Māori help define who we are as New Zealanders, and two in five (44%) agree they learn about Māori culture through Ngā Toi Māori.

In addition, nearly a quarter of residents agree that Ngā Toi Māori motivates them to speak Māori (23%), and improves how they feel about life in general (22%). Agreement with the latter is lower than the average for all New Zealanders (25%).

Māori in Bay of Plenty are much more likely to benefit from Ngā Toi Māori than all residents (see below)

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (59%) to agree that Ngā Toi Māori help define who we are as New Zealanders:

- Māori (81%)
- Older people, aged 60-69 (71%)
- Women (68%).

The following groups are more likely than average (44%) to agree that they learn about Māori culture through Ngā Toi Māori :

- Māori (61%)
- Younger people, aged 15-29 (59%)
- Women (52%).

The following groups are more likely than average to agree that Ngā Toi Māori motivates them to kōrero Māori (23%) and improves how they feel about life in general (22%):

- Māori (60% and 57% respectively).
- Women (29% and 28% respectively).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

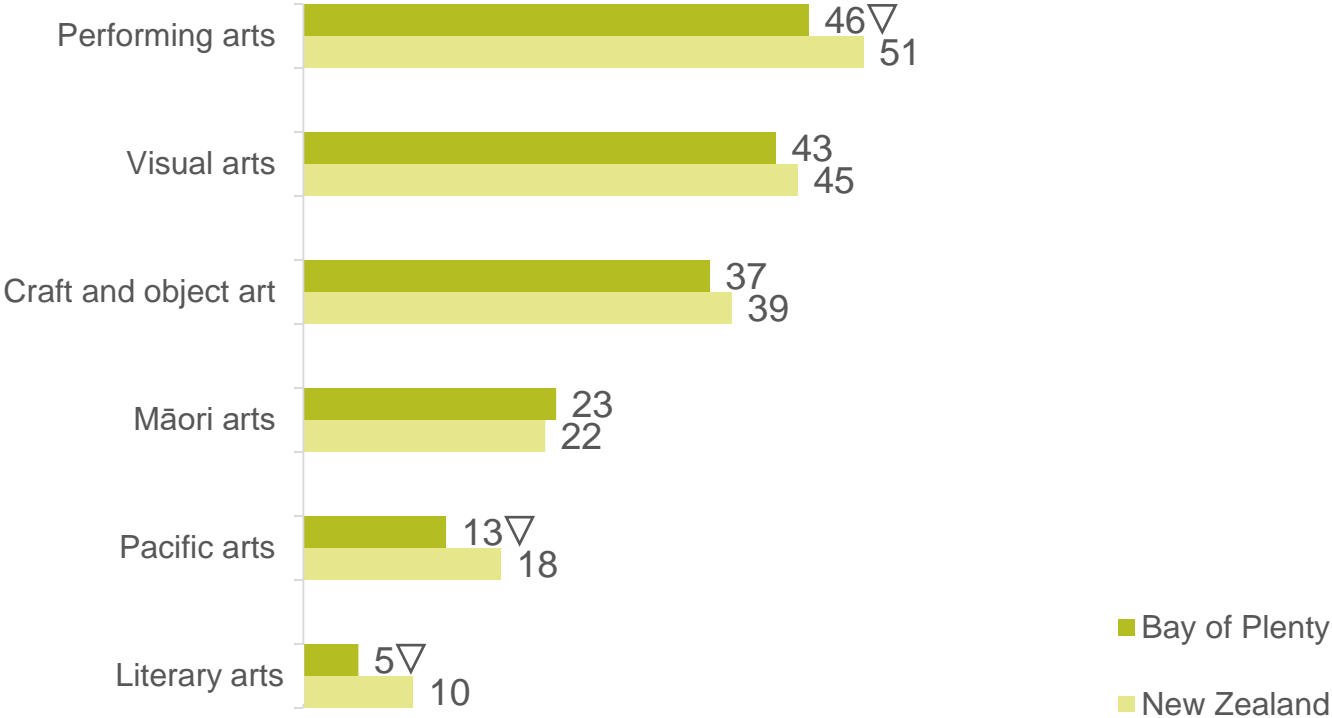


# ATTENDANCE BY ARTFORM

# Attendance by art form

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

%



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

The most popular art form to attend in the Bay of Plenty is the performing arts. Forty-six percent of all Bay of Plenty residents have attended a performing arts event in the last 12 months. This level of attendance is lower than the average for all New Zealanders (51%). The next most popular art forms to attend are the visual arts (43%), and craft and object art (37%).

The least popular art form to attend is the literary arts. Only 5% have attended a literary arts event or festival in the last 12 months. This is lower than the average for all New Zealanders (10%).

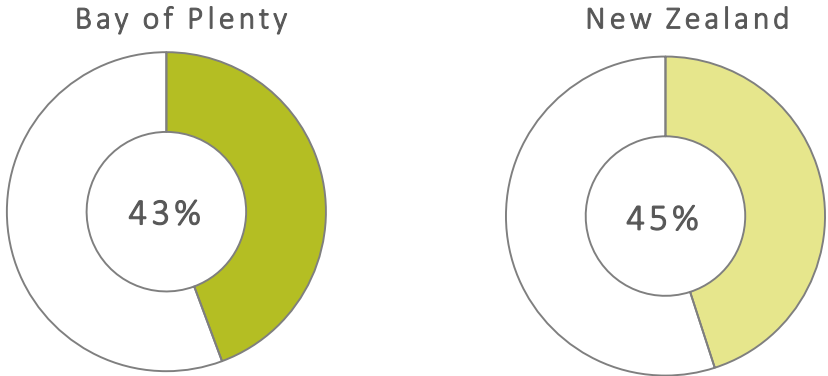
Pacific arts attendance is also lower than the average for all New Zealanders (13% vs. 18%).

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: Bay of Plenty (606); New Zealand (6,101)

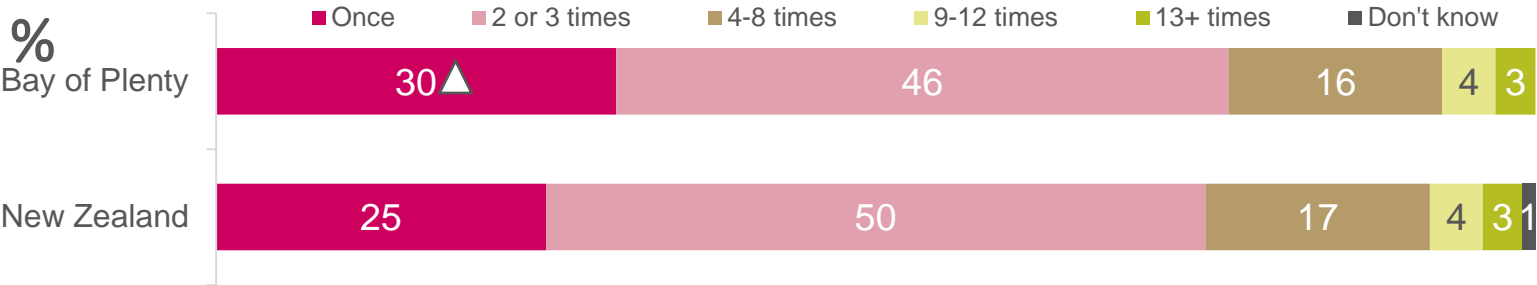
# Visual arts attendance

**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: Bay of Plenty (606); 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 - Bay of Plenty (258); New Zealand (2,786)

▲▼ = significantly higher / lower than New Zealand

Forty-three percent of Bay of Plenty residents have attended a visual arts event in the last 12 months. This is consistent with the average for all New Zealanders (45%).

The majority (76%) of those who have attended have done so between one and three times. Compared to the national average, Bay of Plenty residents are more likely to have only attended the visual arts once (30% vs. 25%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (43%) to have attended a visual arts event in the last 12 months:

- Higher income households earning \$80,001-\$120,000 per annum (58%)
- Women (47%).

Amongst those who have attended, the following groups were more likely than average (23%) to have attended four or more visual arts events in the last 12 months:

- Older people, aged 60-69 (44%)
- Women (30%).

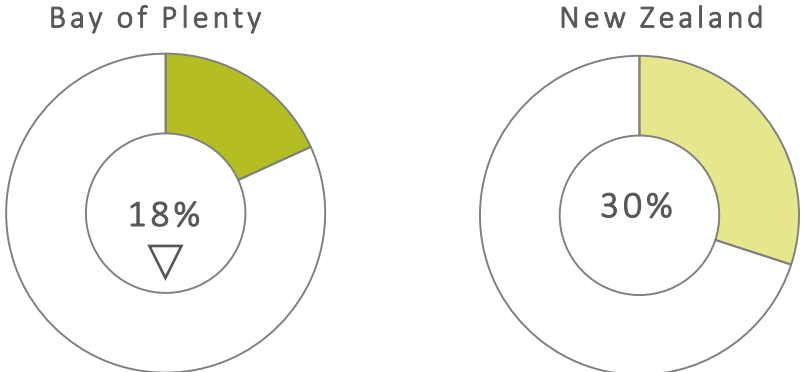
In contrast, the following groups are less likely than average (23%) to have attended four or more visual arts events in the last 12 months:

- Men (15%)
- People aged 30-39 (6%).



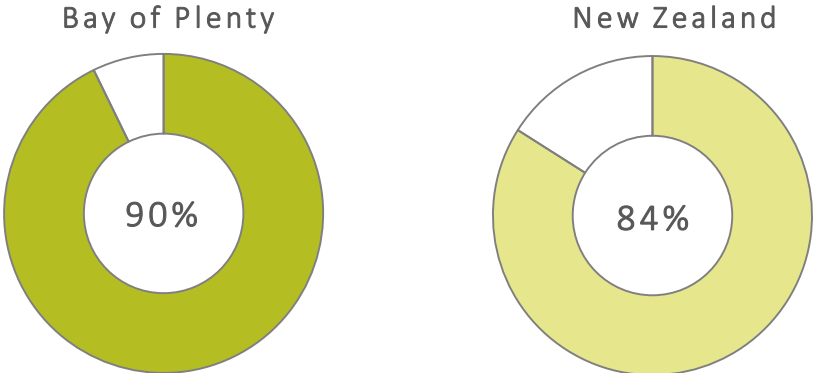
# Visual arts attendance: impact of film festivals

**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 - Bay of Plenty (258); 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 - Bay of Plenty (44); New Zealand (817)  $\triangle \nabla$  = significantly higher / lower than New Zealand

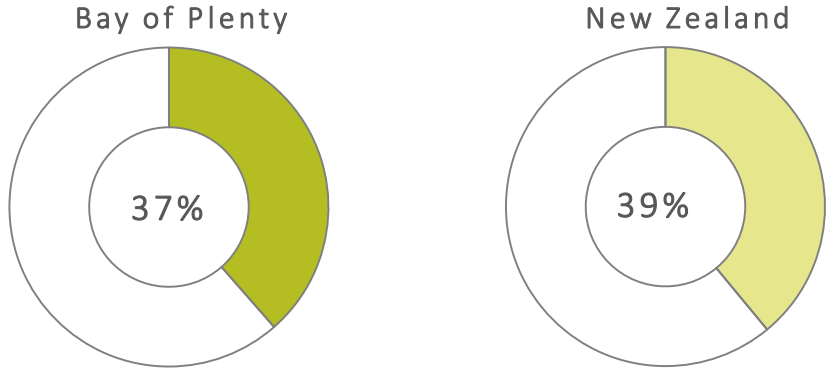
Of those who have attended the visual arts, 18% have attended at least one film festival in the last 12 months. This is lower than the national average (30%).

The majority (90%) of those who attended film festivals in the last 12 months also attended other visual art forms. The result is broadly in line with all New Zealanders (84%).

There are no sub-group differences of note for either of these survey findings.

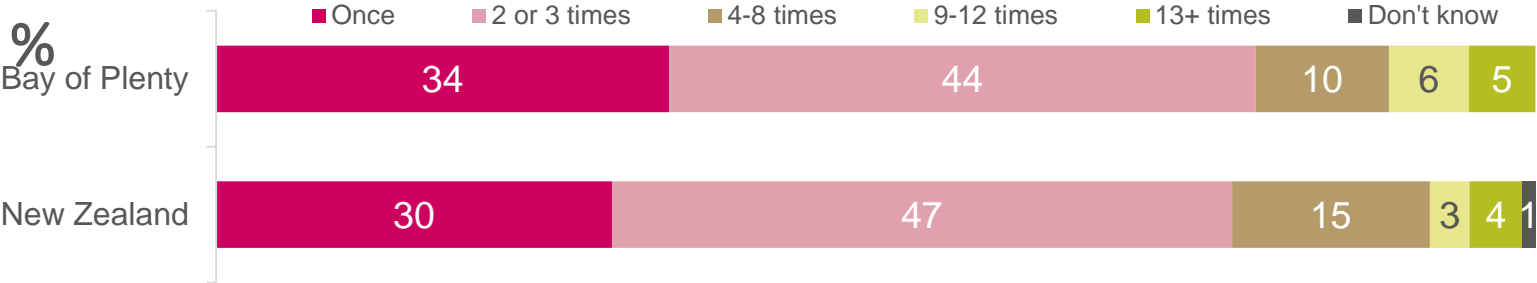
# Craft and object art attendance

**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: Bay of Plenty (606); 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 - Bay of Plenty (228); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Thirty-seven percent of Bay of Plenty residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

The majority (78%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (77%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (37%) to have attended a craft and object art event in the last 12 months:

- Older people, aged 60-69 (49%)
- Middle aged people, aged 50-59 (48%)
- Māori (47%)
- Lower income households earning \$30,001-\$50,000 per annum (47%)
- Women (45%).

In comparison, the following groups are less likely than average (37%) to have attended a craft or object event:

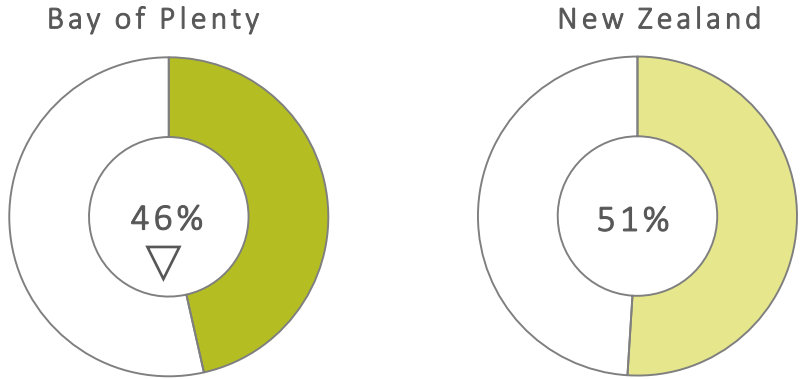
- Men (27%)
- Middle aged people, aged 40-49 (24%).

Of those who have attended, the following groups are more likely than average (21%) to have attended four or more craft and object events in the last 12 months:

- Older people, aged 60-69 (37%)
- Women (26%) .

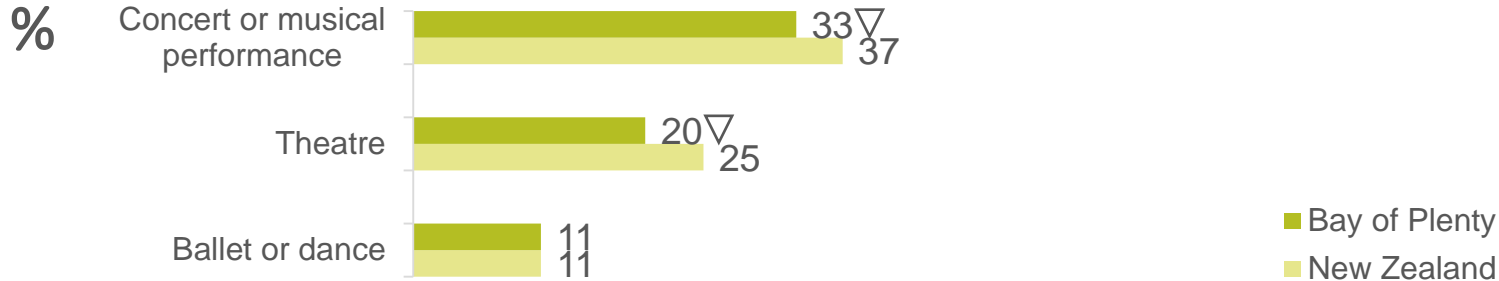
# Performance arts attendance

**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: Bay of Plenty (606); New Zealand (6,101)

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



Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Just under half (46%) of Bay of Plenty residents have attended at least one performing arts event in the last 12 months. This rate of attendance is lower than for all New Zealanders (51%). This appears to be driven by lower than average attendance at concert or musical performances (33% vs. 37%) and theatre performances (20% vs. 25%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (46%) to have attended a performing arts event in the last 12 months:

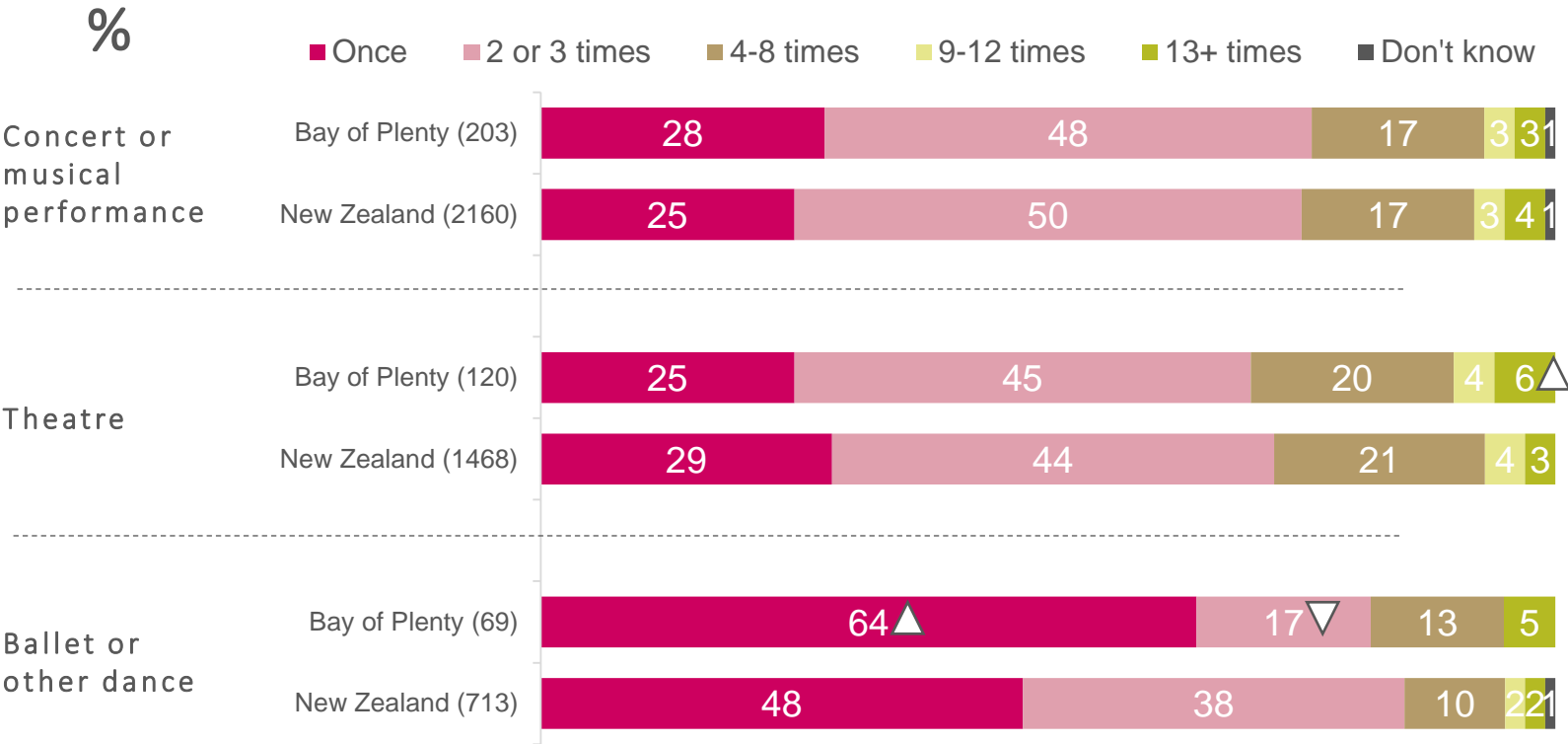
- High income households earning more than \$120,000 per annum (59%)
- Middle aged people, aged 50-59 (57%)
- Women (54%).

In comparison, the following groups are less likely than average (46%) to have attended a performing arts event in the last 12 months:

- Men (37%)
- Low income households earning up to \$30,000 per annum (36%).

# 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 (76%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (75%).

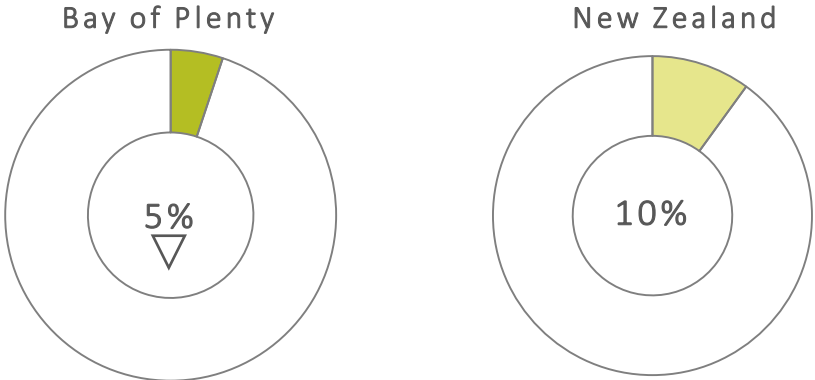
Similarly, the majority (70%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of Bay of Plenty residents who have attended ballet or other dance performances have also done so between one and three times (81%). This is also in line with all New Zealanders (86%), although the proportion who have only attended once is higher (64% vs. 48%).

There are no sub-group differences of note, base sizes are too small to test for statistical significance across sub-groups for 'theatre' and 'ballet or other dance'.

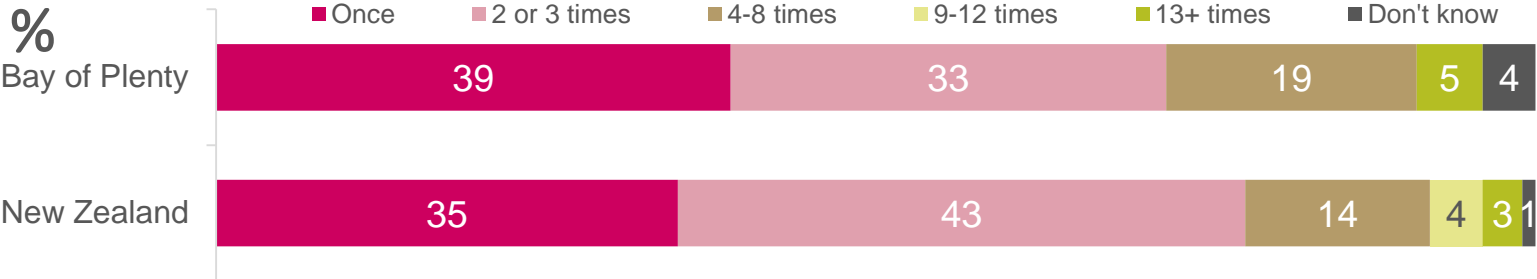
# Literary arts attendance

**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: Bay of Plenty (606); New Zealand (6,101)

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



Base: All who have attended the literary arts - Bay of Plenty (34); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

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

The majority (72%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (78%). Due to low sample size (34) the results for frequency of attendance need to be treated with caution.

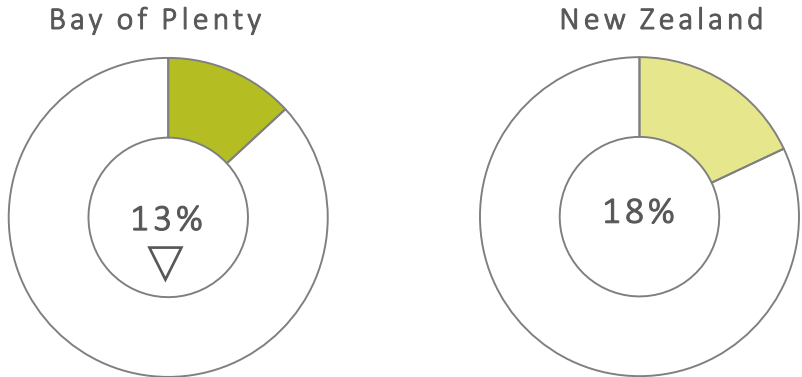
**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to have attended a literary arts event in the last 12 months (8% vs. 5%). Conversely, men are less likely than average to have attended a literary arts event (2% vs. 5%).

The base sizes are too small to test for statistical significance across sub-groups for frequency of attendance to literary arts.

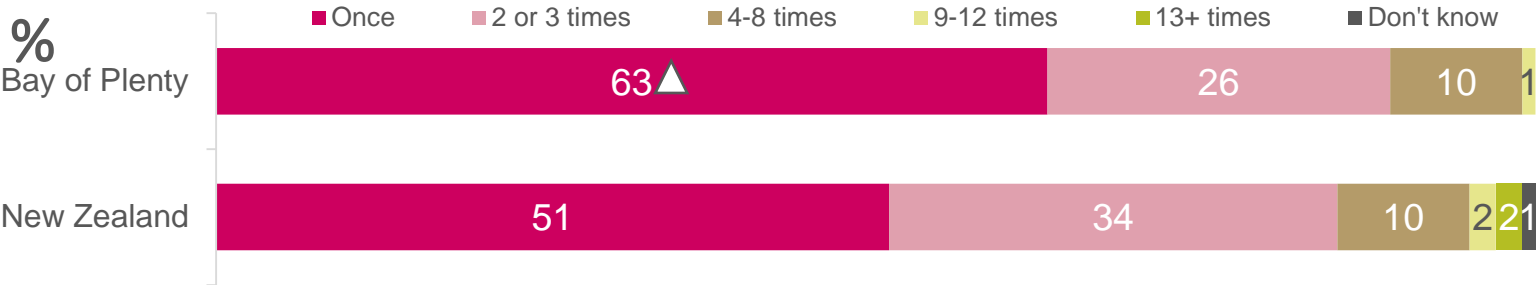
# Pacific arts attendance

**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: Bay of Plenty (606); 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 - Bay of Plenty (83); New Zealand (1,067)

▲▼ = significantly higher / lower than New Zealand

Thirteen percent of Bay of Plenty residents have attended a Pacific arts event in the last 12 months. This is lower than the national level of attendance (18%).

The majority (89%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%). Bay of Plenty residents are more likely than the national average to have attended a Pacific arts event once (63% vs. 51%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (13%) to have attended a Pacific arts event in the last 12 months:

- Māori (34%)
- Low income households earning up to \$30,000 per annum (21%)
- Women (17%).

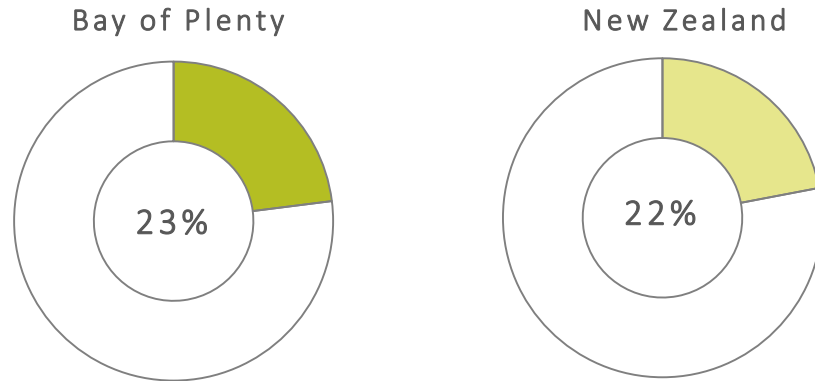
Conversely, the following groups are less likely than average (13%) to have attended a Pacific arts event in the last 12 months:

- New Zealand Europeans (11%)
- Men (9%)
- Older people, aged 70+ (7%).

Please note there are too few Pacific respondents in the survey in Bay of Plenty to test for statistical significance.

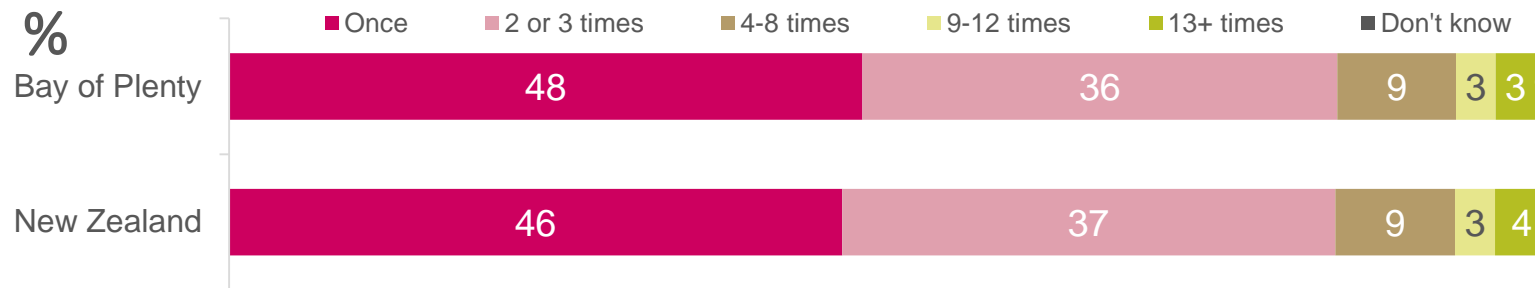
# Māori arts attendance

**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: Bay of Plenty (606); 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 - Bay of Plenty (145); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

One in five Bay of Plenty residents (23%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

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

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (23%) to have attended a Māori arts event in the last 12 months:

- Māori (48%)
- Women (30%).

In comparison, the following groups are less likely than average (23%) to have attended a Māori arts event in the last 12 months:

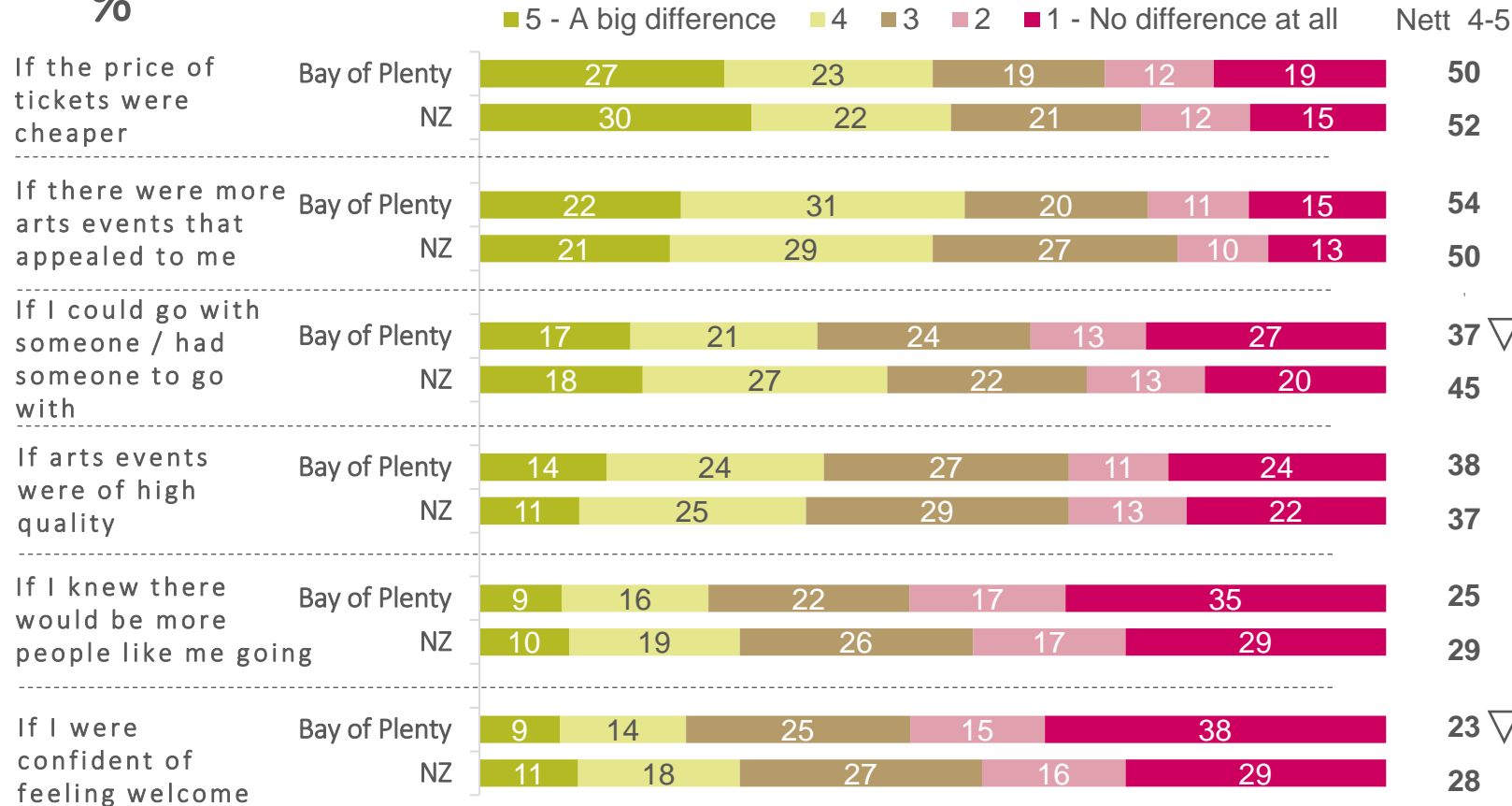
- New Zealand Europeans (20%)
- Men (15%).

Māori are more likely than average to have attended four or more Māori arts events in the last 12 months (34% vs. 15%). Conversely, New Zealand Europeans are less likely than average to have attended four or more Māori arts events in the last 12 months (8% vs. 15%).

# 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?

%



Three in five Bay of Plenty 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.

Choice and price emerged as key barriers. Just over half of residents (54%) indicated that a greater range of events that appealed to them would make a big difference to their likelihood of attending. In addition, 50% indicated that reducing ticket prices would make a big difference.

Quality is a concern for 38% of residents who indicated that higher quality arts events would make a big difference.

Social isolation is less of a barrier in the Bay of Plenty; 37% indicated having someone to go with would make a big difference. This compares with 45% of all New Zealanders.

Finally, there is evidence a minority find the arts elitist. Twenty-five percent indicate that knowing there were more people like them going would make a big difference, while 23% point to being made to feeling welcome, which is lower than the national average (28%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (50%) to indicate that cheaper tickets would make a big difference to their attendance:

- Younger people, aged 30-39 (65%)
- Women (59%).

Younger people, aged 15-29, are more likely than average to indicate that they would attend the arts more if there were more events that appealed to them (69% vs. 54%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Bay of Plenty (379); New Zealand (3,822)



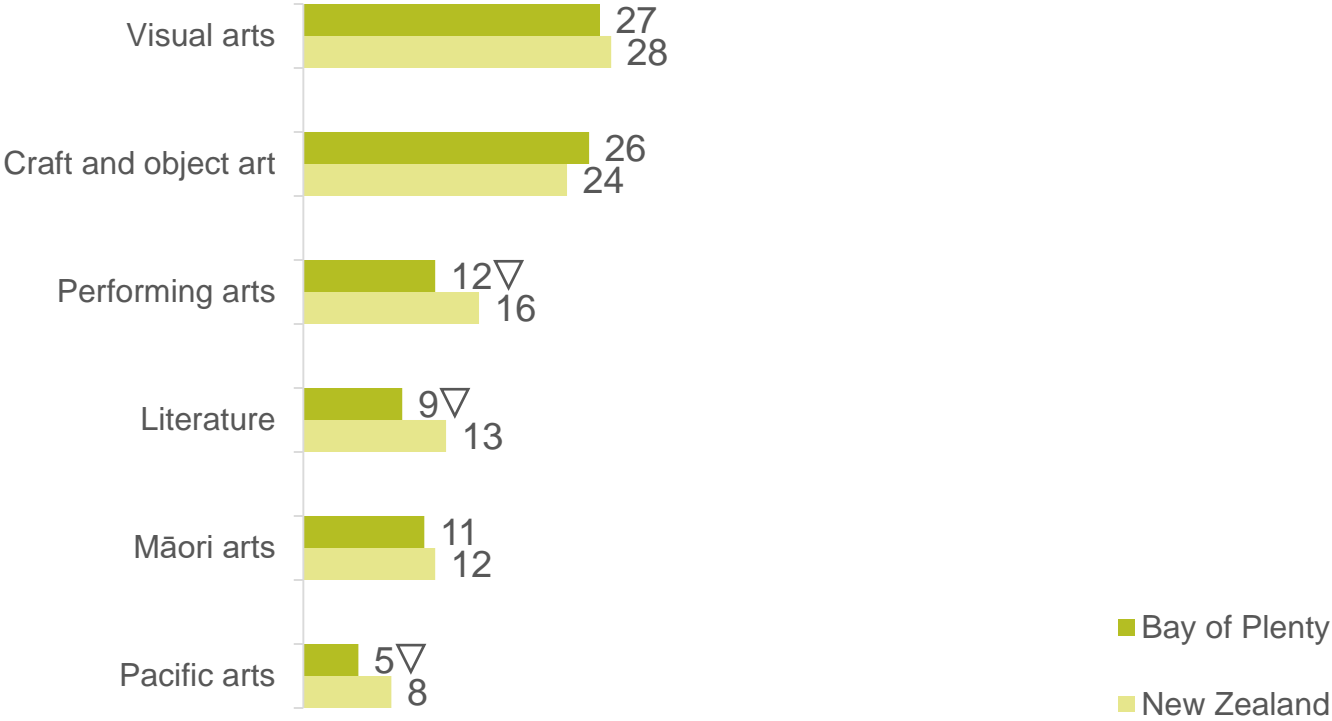


# PARTICIPATION BY ARTFORM

# Participation by art form

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

%



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

The most popular art forms for participation are the visual arts and craft and object art. One in four Bay of Plenty residents (27%) have participated in the visual arts and a similar proportion (26%) have participated in craft and object art in the last 12 months.

Residents of the Bay of Plenty are less likely than all New Zealanders to have participated in performing arts (12% vs. 16%) and literary arts (9% vs. 13%).

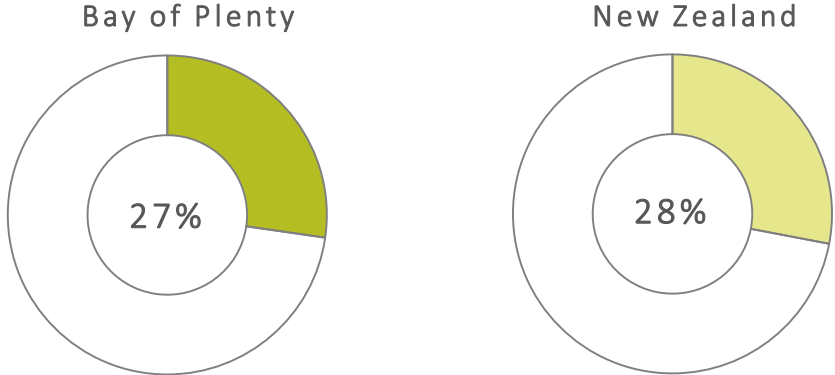
The least popular art form is Pacific arts. Only 5% have participated in Pacific arts in the last 12 months. Again, this is lower than the national average (5% vs. 8%).

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: Bay of Plenty (606); New Zealand (6,101)

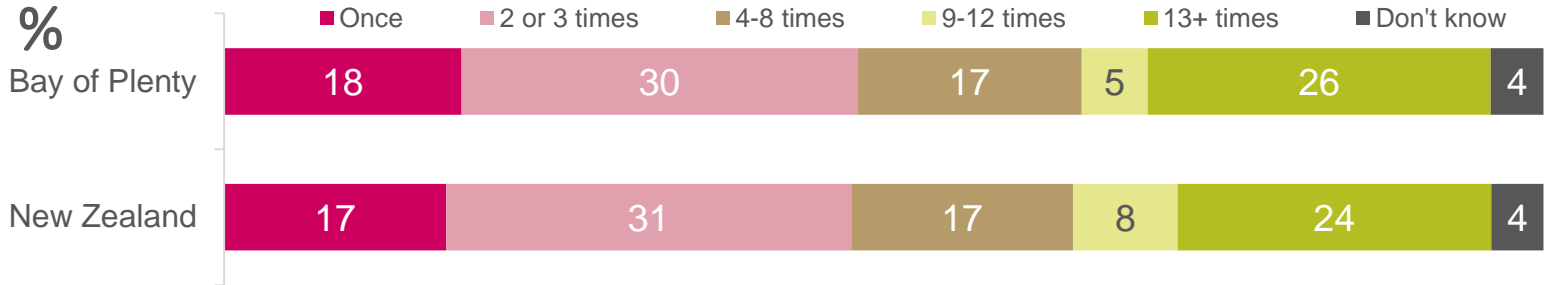
# Visual arts participation

**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: Bay of Plenty (606); 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 - Bay of Plenty (155); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Twenty-seven percent of Bay of Plenty residents have participated in the visual arts in the last 12 months. This is in line with all New Zealanders (28%).

Of those who participate, 31% do so on a regular basis (at least nine times in the last 12 months). This is in line with the average for all New Zealanders (32%).

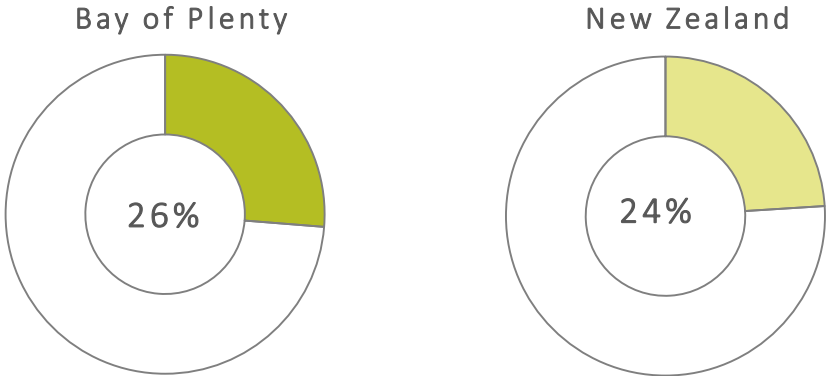
**Sub-group differences in the Bay of Plenty:**

Younger people, aged 15-29, are more likely than average to have participated in the visual arts in the last 12 months (43% vs. 27%). In contrast, high income households earning more than \$120,000 per annum are less likely than average to have participated in the visual arts (12% vs. 27%).

Women are more likely than average to have participated in the visual arts four or more times in the last 12 months (63% vs. 48%). Conversely, men are less likely than average to have participated in the visual arts four or more times (31% vs. 48%).

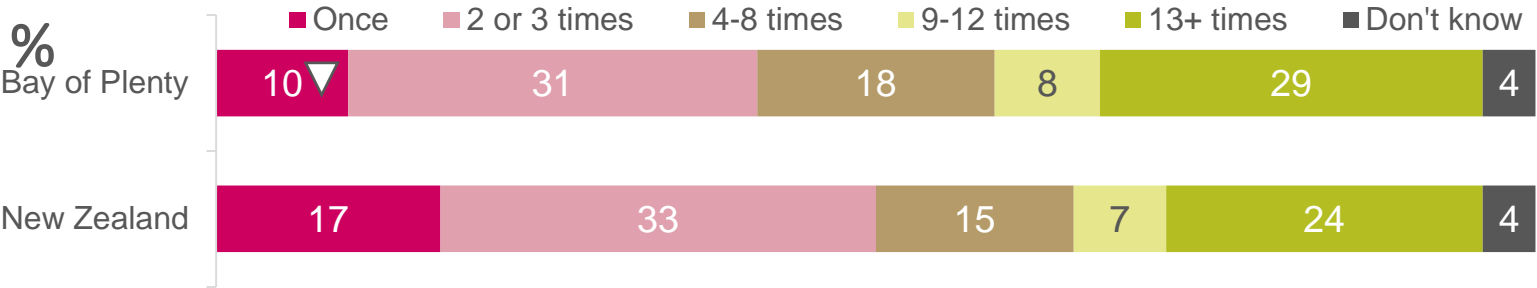
# Craft and object art participation

**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: Bay of Plenty (606); 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 - Bay of Plenty (162); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-six percent of Bay of Plenty residents have participated in craft and object art in the last 12 months. This is consistent with the average for all New Zealanders (24%).

Of those who participate, 37% do so on a regular basis (at least nine times in the last 12 months).

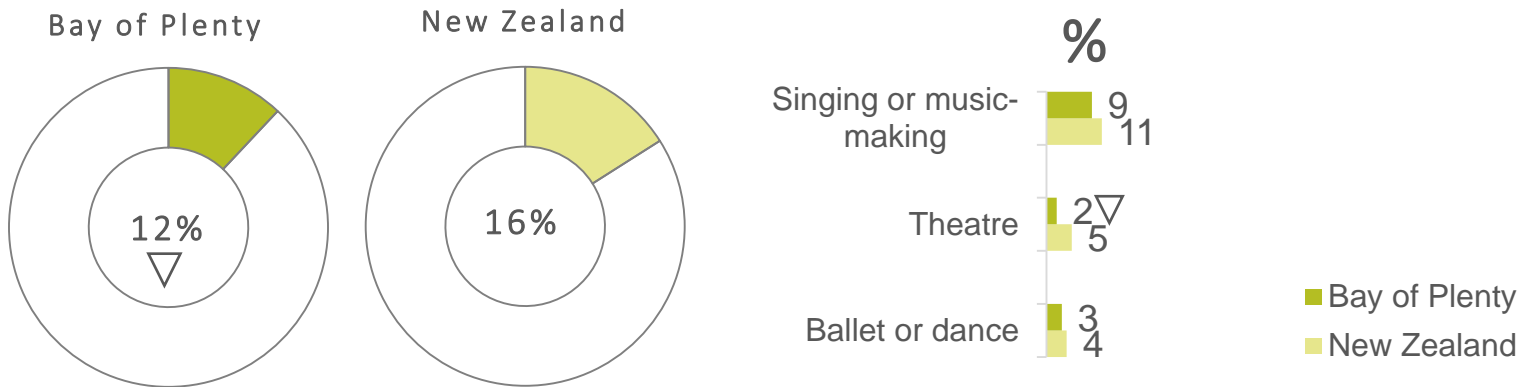
**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to have participated in craft and object art in the last 12 months (36% vs. 26%). In contrast, men are less likely to have participated in craft and object art (16% vs. 26%)

Women are more likely than average to have participated in craft and object art four or more times (63% vs. 55%). Conversely, men are less likely to have participated in craft and object art four or more times (34% vs. 55%).

# 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?



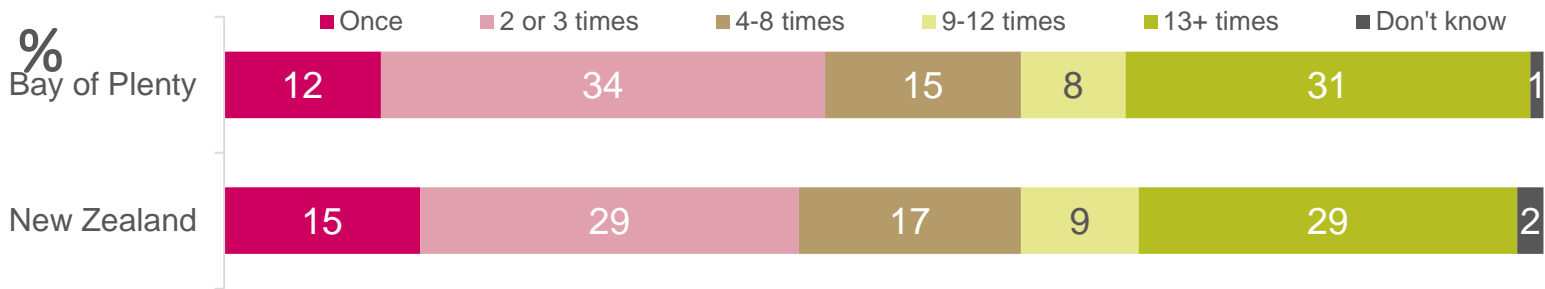
Base: All respondents: Bay of Plenty (606); New Zealand (6,101)

Twelve percent of Bay of Plenty residents have participated in the performing arts in the last 12 months. This is lower than the average for all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 9% of residents have been involved in singing or music making, while 3% have done some form of dance and 2% have participated in theatre. Theatre participation is lower than the national average (2% vs. 5%).

Of those who participate in the performing arts, 39% do so on a regular basis (at least nine times in the last 12 months). This is consistent with the New Zealand average (38%).

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



Base: All those who have participated in the performance arts - Bay of Plenty (65); New Zealand (896)

**Sub-group differences in the Bay of Plenty:**

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

- Young people, aged 15-29 (21%)
- Women (15%).

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

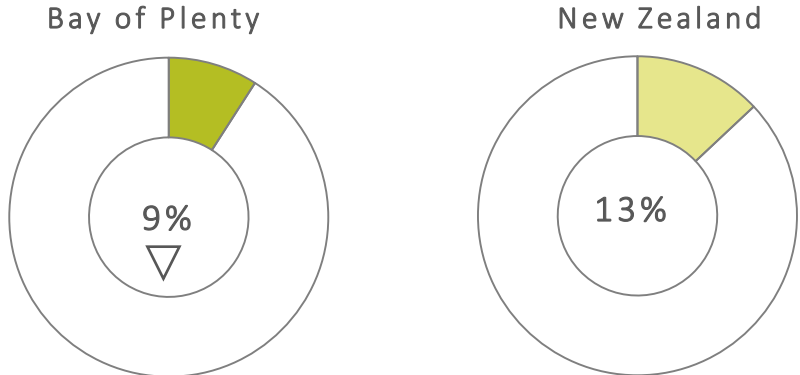
- Two person households (9%)
- Men (8%).

Younger people, aged 15-29, are more likely than average to have participated in singing or music-making (16% vs. 9%).

△▽ = significantly higher / lower than New Zealand

# 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: Bay of Plenty (606); New Zealand (6,101)

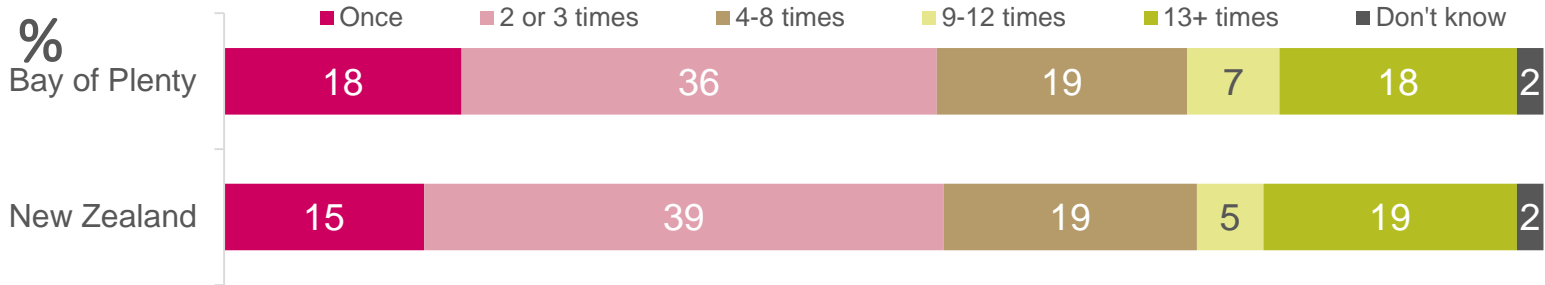
Nine percent of Bay of Plenty residents have participated in the literary arts in the last 12 months. This is lower than the average for all New Zealanders (13%).

Of those who participate in the literary arts, 25% do so on a regular basis (at least nine times in the last 12 months), this is in line with the national average (24%).

**Sub-group differences in the Bay of Plenty:**

Younger people aged 15-29, are more likely than average to have participated in literary arts in the last 12 months (17% vs. 9%). While those aged 50-59, are less likely than average to have participated in literary arts (4% vs. 9%).

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

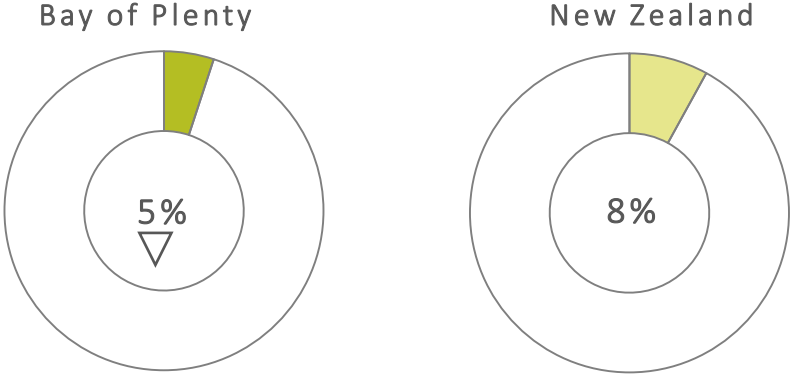


Base: All those who have participated in the literary arts - Bay of Plenty (53); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

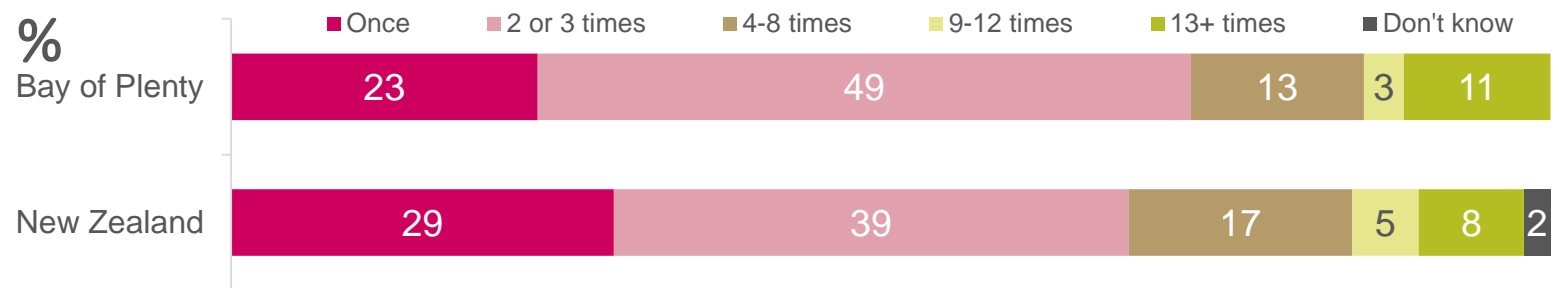
# Pacific arts participation

**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?



Base: All respondents: Bay of Plenty (606); 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 - Bay of Plenty (33); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Five percent of Bay of Plenty residents have participated in the Pacific arts in the last 12 months. This is lower than the national average (8%).

Of those who participate in the Pacific arts, 14% do so on a regular basis (at least nine times in the last 12 months). This is in line with the national average (13%). These results should be treated with caution due to the small base size (33 participants).

**Sub-group differences in the Bay of Plenty:**

Māori are more likely than average to have participated in the Pacific arts in the last 12 months (15% vs. 5%).

The following groups are less likely than average to have participated in the Pacific arts in the last 12 months:

- New Zealand Europeans (4%)
- Older people, aged 70+ (1%).

Please note that there are too few Pacific residents in the survey in Bay of Plenty to test for statistical significance.

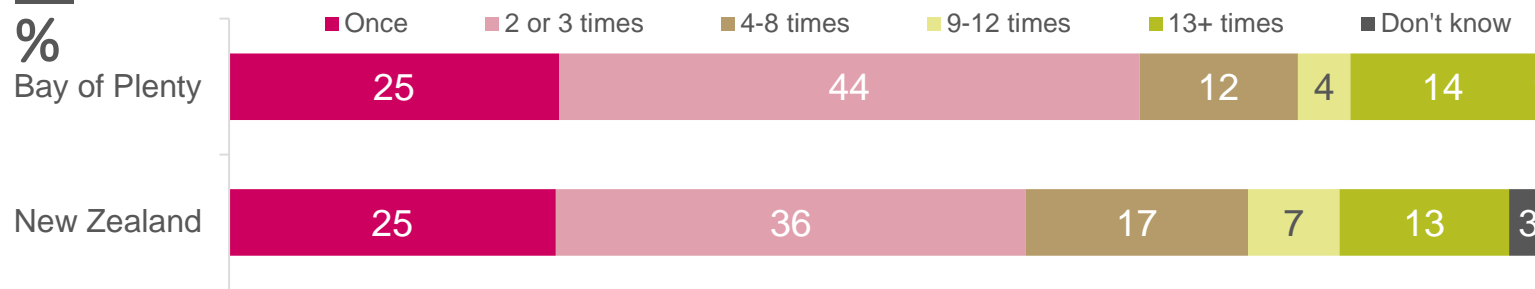
# Māori arts participation

**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: Bay of Plenty (606); 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 - Bay of Plenty (72); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Eleven percent of Bay of Plenty 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, 18% 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 the Bay of Plenty:

The following groups are more likely than average (11%) to have participated in the Māori arts in the last 12 months:

- Māori (41%)
- Women (14%).

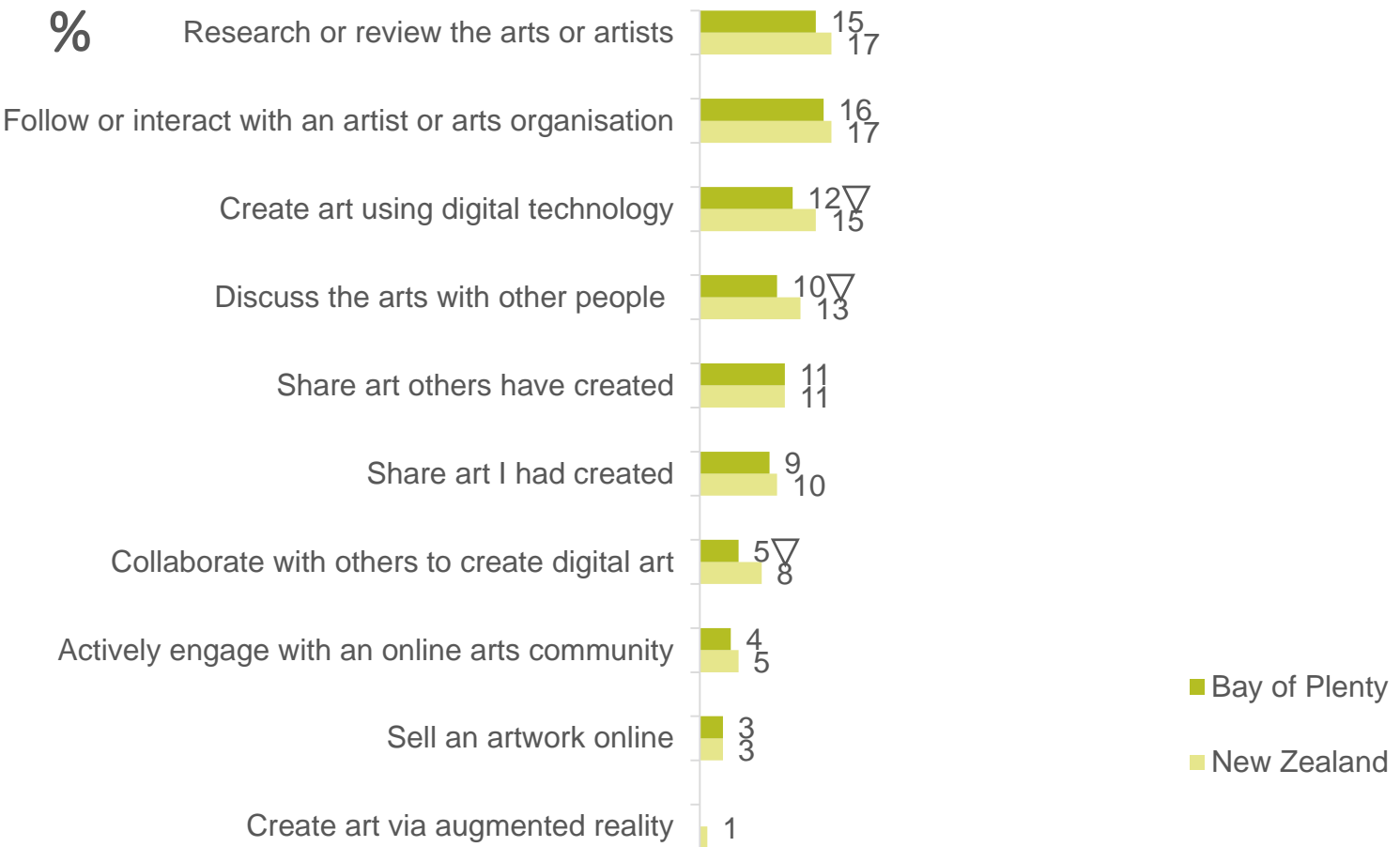
In comparison, the following groups are less likely than average (11%) to have participated in the Māori arts in the last 12 months:

- New Zealand Europeans (8%)
- Older people, aged 70+ (3%).



# 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 substantial minority in the Bay of Plenty. Thirty-seven percent of Bay of Plenty residents have used digital technology for arts activities. However this is lower than the average for 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%).

Compared with the national average, Bay of Plenty residents are less likely to create art using digital technology (12% vs. 15%), discuss the arts with other people (10% vs. 13%), and collaborate with others to create digital art (5% vs. 8%).

**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to use digital technology for the arts (43% vs. 37%). In contrast, men are less likely than average (37%) to have used digital technology for the arts (32% vs. 37%).

Women are more likely than average to have followed or interacted with an artist or arts organisation using digital technology (20% vs. 16%).

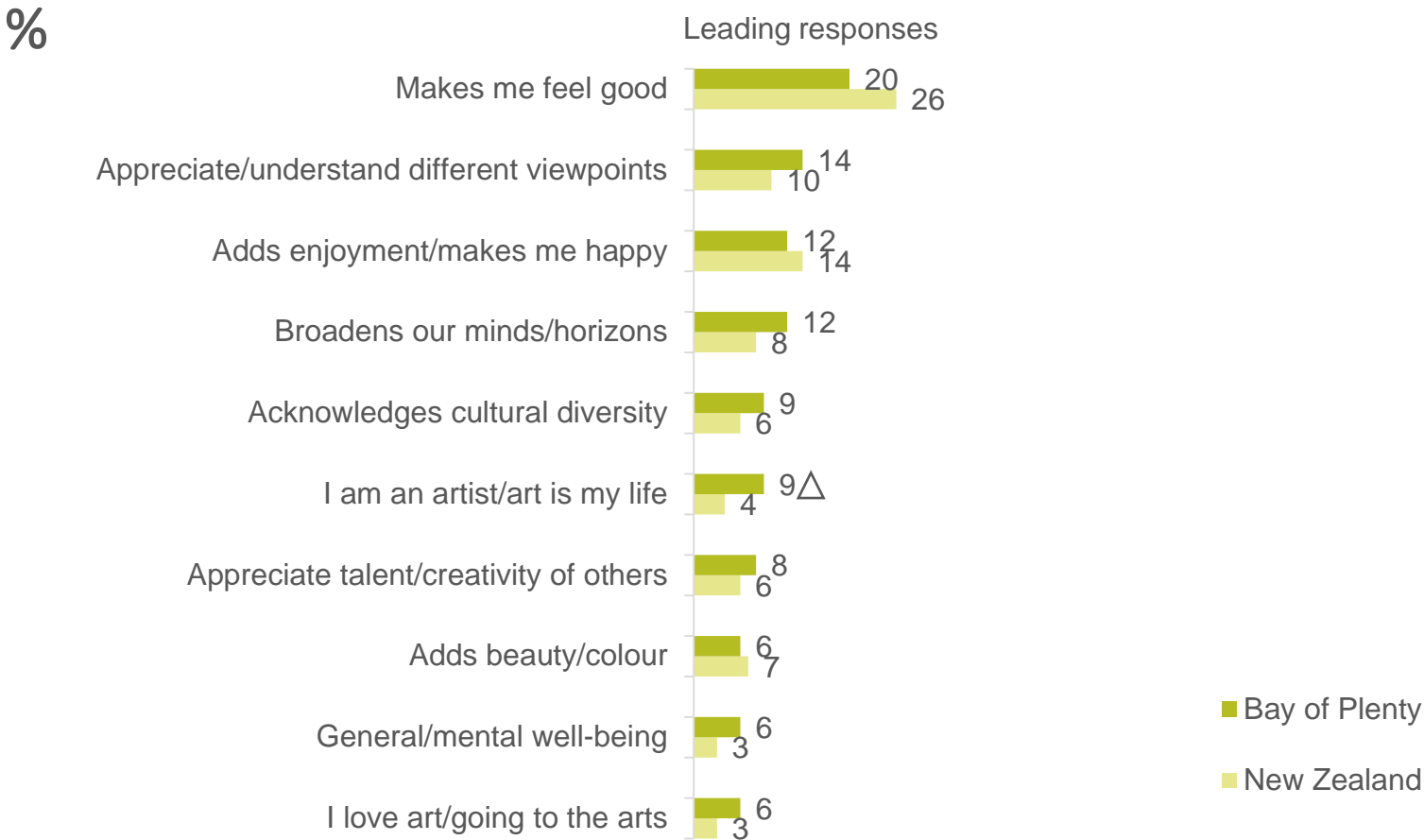
△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Bay of Plenty (606); New Zealand (6,101)



# 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?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Bay of Plenty (108); New Zealand (1,397)

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 one follow-up question.

The chart opposite shows the leading responses. The top two reasons why Bay of Plenty residents feel the arts improve their outlook on life is that the arts make them feel good (20%) and make them appreciate and understand other points of view (14%).

Compared to the national average, Bay of Plenty residents are more likely to mention that art is a big part of their life (9% vs. 4%).

“

*We all need to know about things we aren't familiar with and artists broaden the scope of knowledge.*

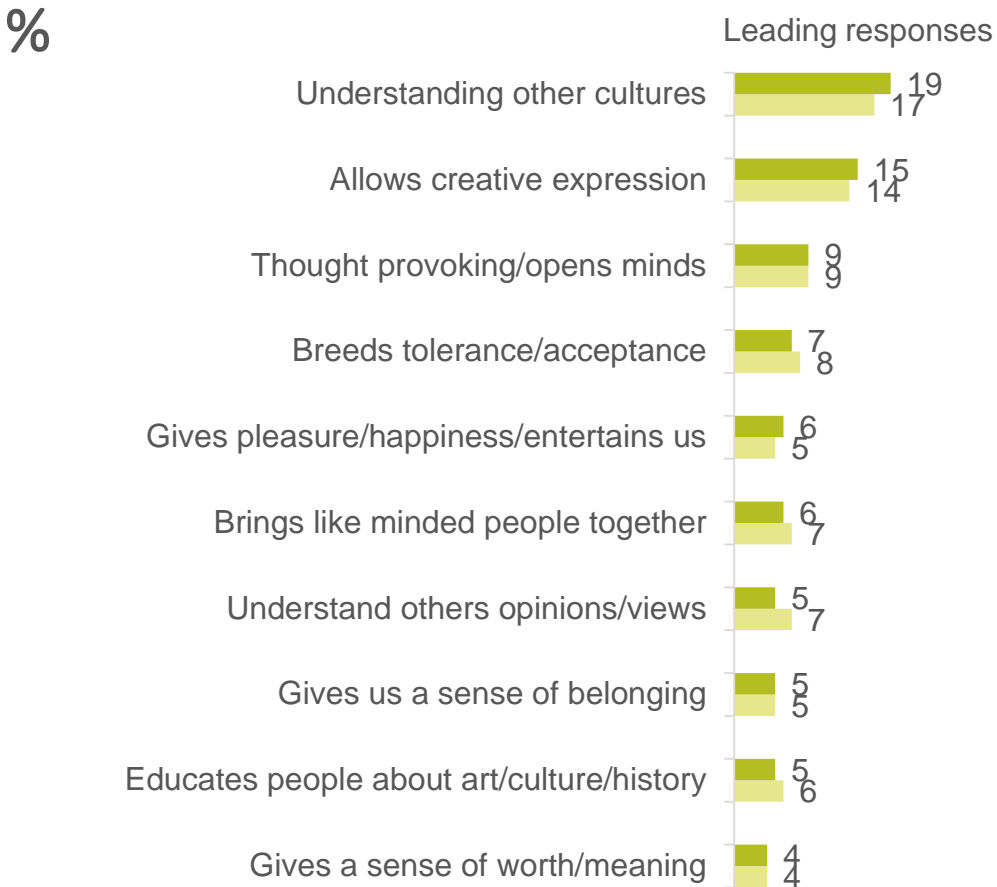
*Being creatively involved in making something has always been an essential part of life for me and promotes positive feelings and thoughts.*

*I am an anxious person and drawing and listening and singing to music help calm my mind and makes me feel calm.*

”

# 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 - Bay of Plenty (236); New Zealand (2,323)

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

The top two reasons are that the arts enable greater understanding of other cultures (19%) and allow creative expression (15%).

There are no statistically significant differences in the proportion mentioning each response between those living in the Bay of Plenty region and all New Zealanders.

*"*

*It's beautiful and expands our view on the world and compassion and understanding for those around us especially of other cultures.*

*It expresses that group of people's feelings and taste, and you can learn sometimes about their philosophy. It broadens the mind.*

*When I see the amount of creativity in my community I am impressed with their cleverness, diligence, and insight into the issues and emotions they are depicting.*

*Give me an outlet for personal expression, uplift me and allow me to lose myself in music/dance/theatre that I love.*

*"*



# BAY OF PLENTY REGION

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

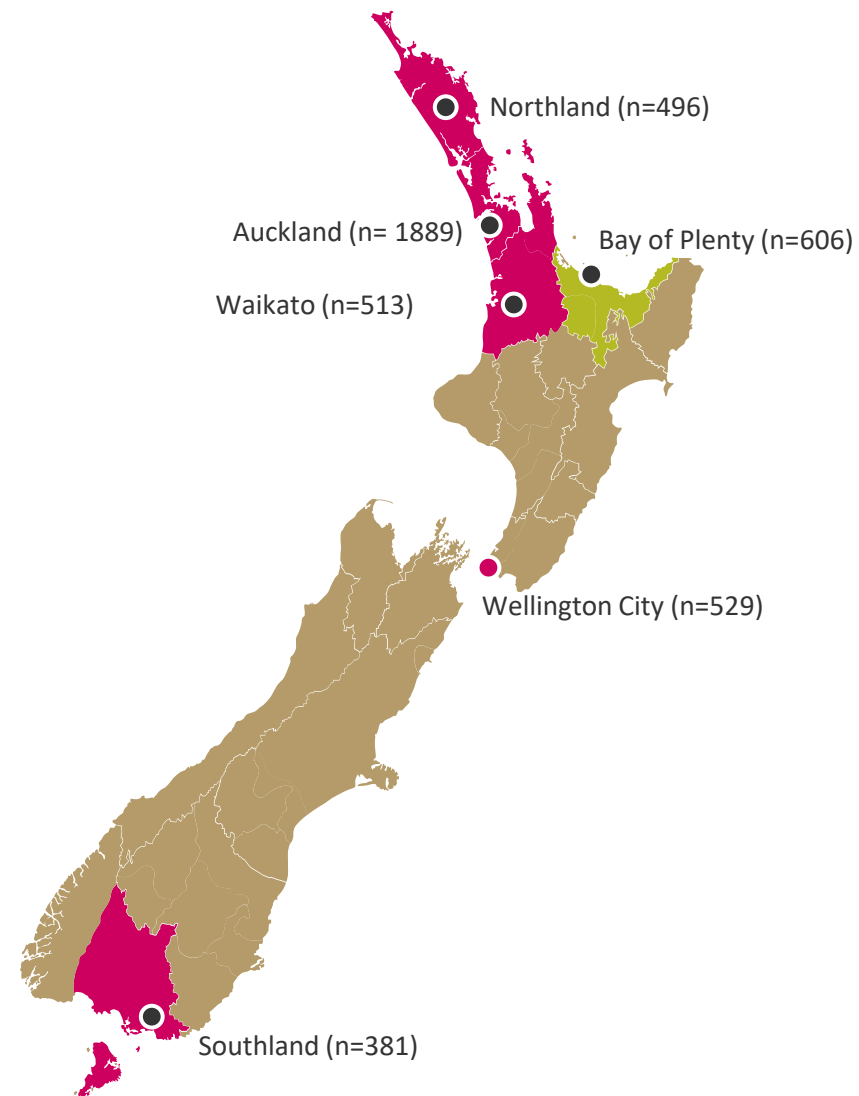
# Bay of Plenty region questions

## HOW TO INTERPRET THIS SECTION

The Bay of Plenty is one of six regions or cities (including Northland, Auckland, Waikato, 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.

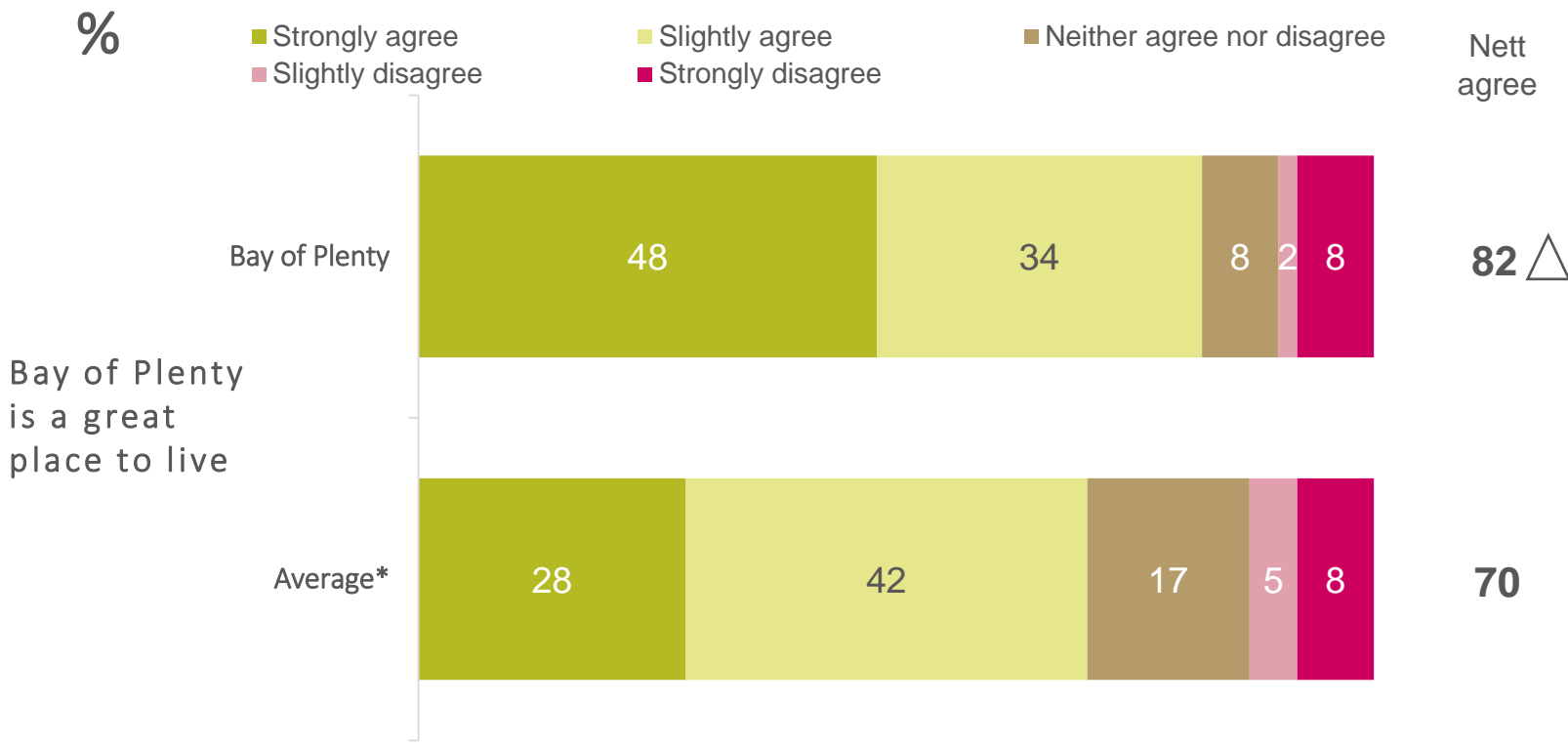
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities asked the same question. The specific regions or cities included in the averages are detailed on each slide.

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



# Place attachment to Bay of Plenty

**Q** To what extent do you agree or disagree?



Residents were asked to what extent they feel that the Bay of Plenty is a great place to live.

Over four in five 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 Bay of Plenty:**  
Older people aged 70+ are more likely than average to agree that Bay of Plenty is a great place to live (90% vs. 82%).

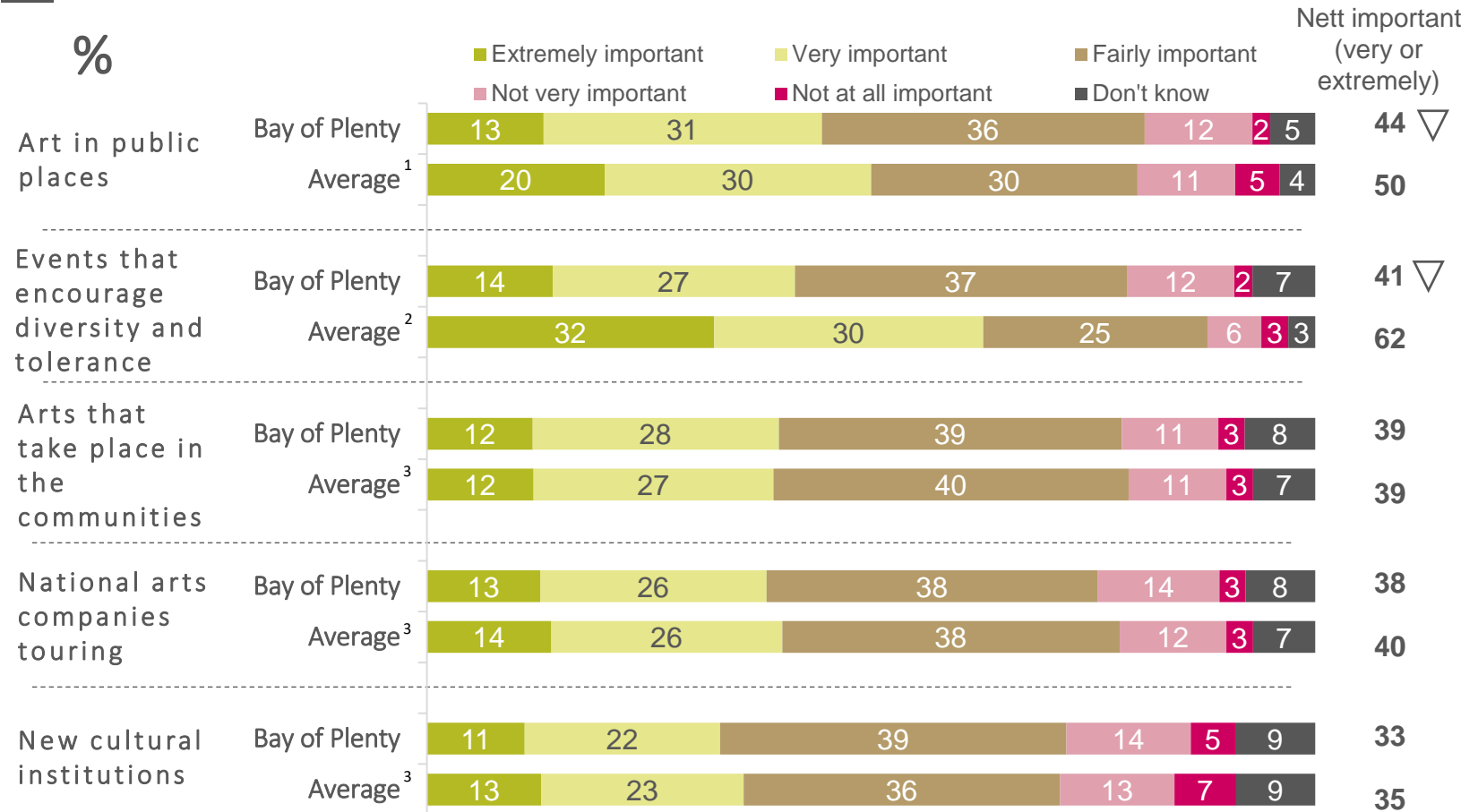
\*Average include; Northland, Auckland, Waikato, Bay of Plenty, Southland

$\triangle$   $\nabla$  = significantly higher / lower than Average\*

Base: All respondents: Bay of Plenty (606); Average (3,885)

# Importance of the arts in making the Bay of Plenty a great place to live

**Q** How important, or not, is the following in making the Bay of Plenty a great place to live?



More than four in ten Bay of Plenty residents feel that art in public places (44%) and art events that encourage diversity and tolerance (41%) are (very or extremely) important to making the Bay of Plenty a great place to live. However, agreement that these two things are important is lower than average (50% and 62% respectively).

In addition, nearly four in ten agree that arts events that take place in the communities (39%), and national arts companies touring the region (38%) are important to making the Bay of Plenty a great place to live.

Less importance is placed on new cultural institutions, with only one third (33%) agreeing that this is important to making the region a great place to live.

The relative importance of each factor to those residents who strongly agree that the Bay of Plenty is a great place to live, is consistent with all residents.

**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to agree that the following are important to making the Bay of Plenty a great place to live:

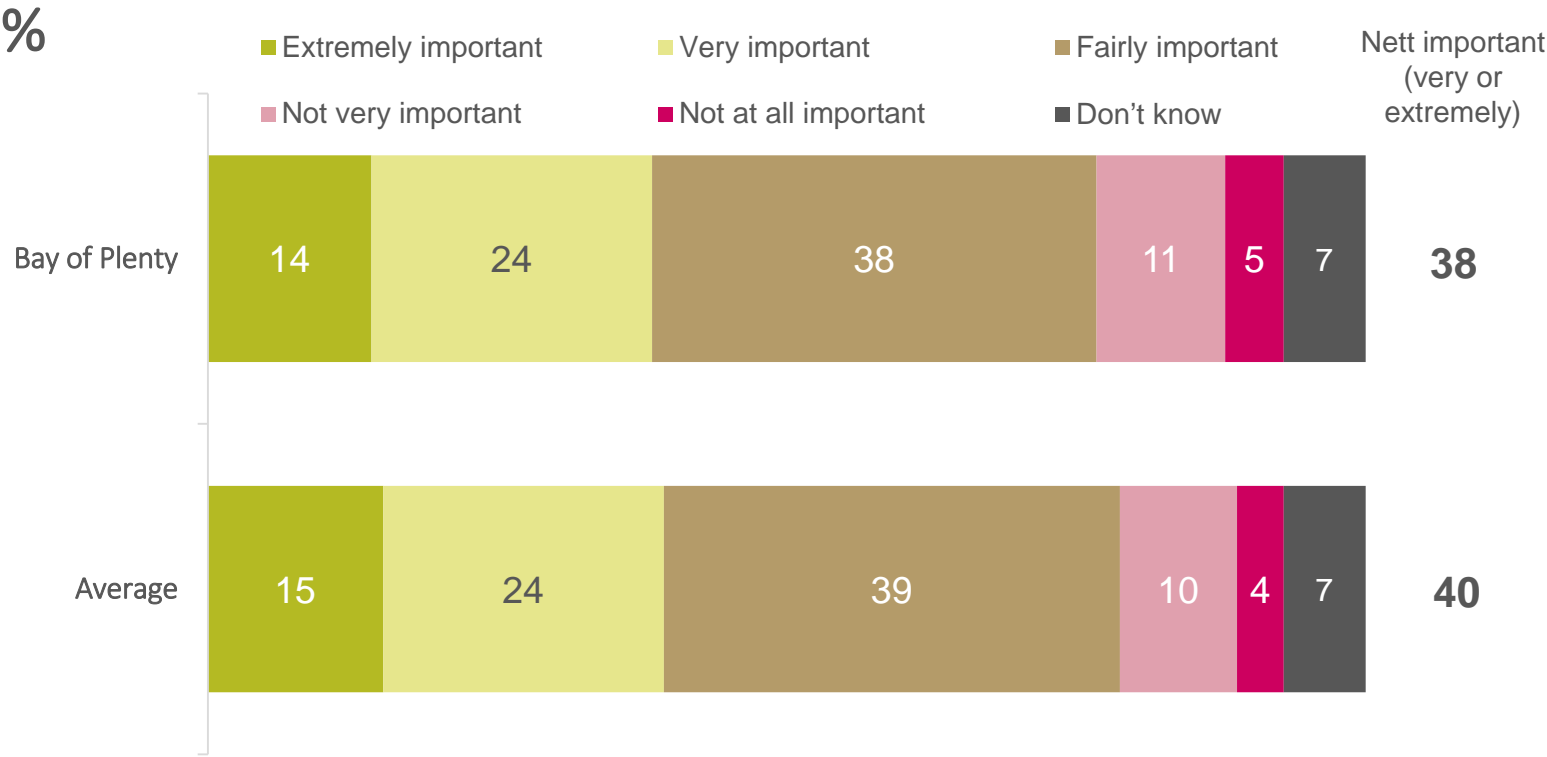
- Art in public places (57% vs. 44%)
- Events that encourage diversity and tolerance (51% vs. 41%)
- Arts that take place in communities (51% vs. 39%)
- National arts companies touring the region (48% vs. 38%)
- New cultural institutions (42% vs. 33%).

△▽ = significantly higher / lower than average  
 Base: Bay of Plenty (606); Average (1=1631; 2=2495; 3=1102)  
 Note: (1) Average is made up of Bay of Plenty, Wellington, and Northland (2) Average is made up of Bay of Plenty and Auckland (3) Average is made up of Bay of Plenty and Northland



# The importance of the arts to regional identity

**Q** How important are the arts and culture to the identity of a region?



Thirty-eight percent of Bay of Plenty residents feel that the arts and culture are (very or extremely) important to the region's identity. The same proportion believe that the arts are fairly important. This is in line with the average.

A small minority do not feel that the arts are important to the Bay of Plenty's identity (16%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (38%) to feel that arts and culture are important to the identity of the region:

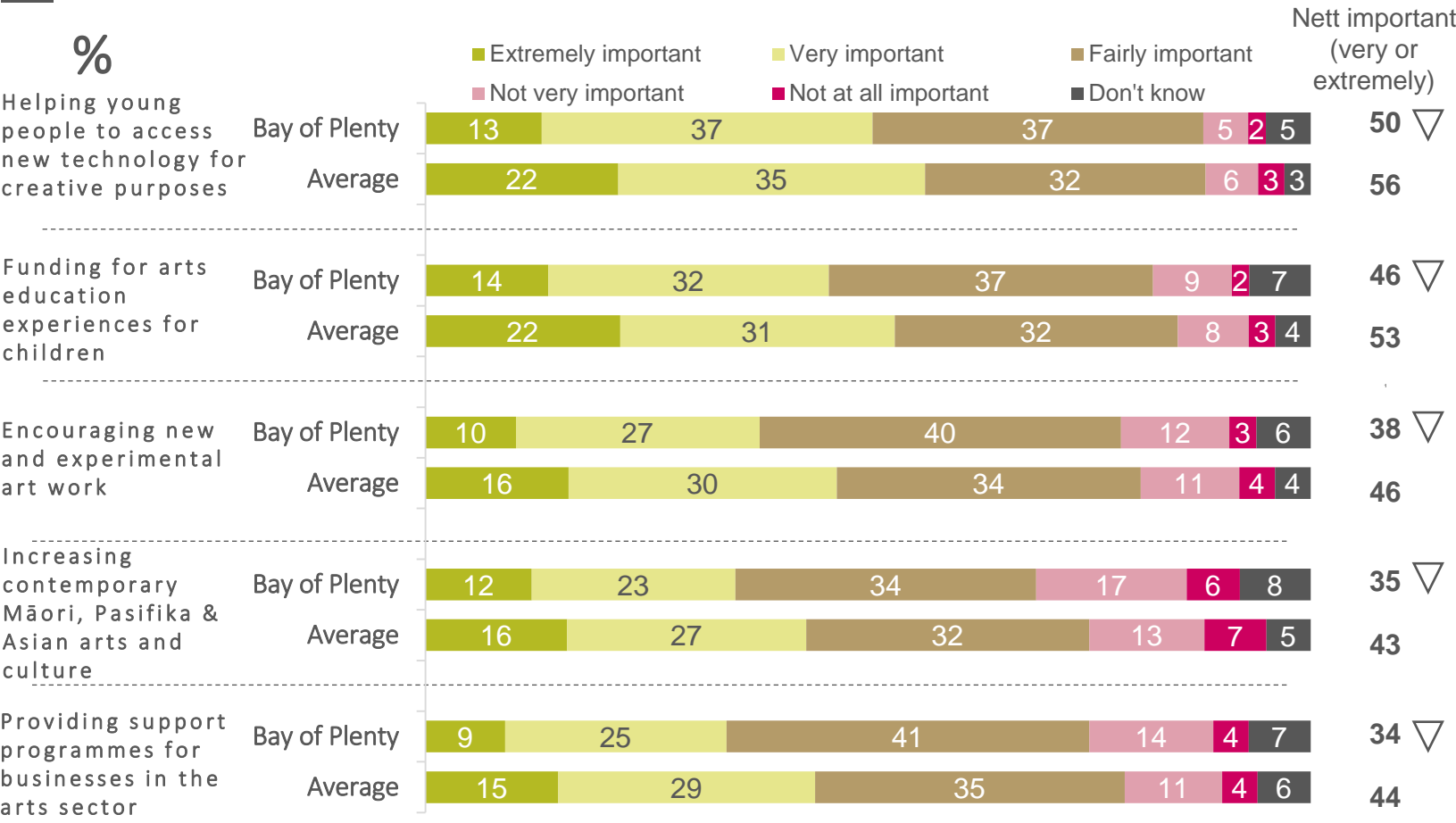
- Māori (50%)
- Women (46%)

In contrast, man are less likely than average to feel the arts and culture are important to the identity of the region (30% vs. 38%)

△▽ = significantly higher / lower than average  
 Base: Bay of Plenty (606); Average (1996)  
 Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

# Importance of the arts to Bay of Plenty's future as a creative region

**Q** How important, or not, is the following to the Bay of Plenty's future as a creative region?



Enabling young people to engage with the arts is seen as most important to the Bay of Plenty's future as a creative region. Half (50%) of residents think that helping young people access new technology for creative purposes is (very or extremely) important to the region's creative future, and 46% believe that funding arts education experiences for children is important.

In addition, 38% believe encouraging new and experimental art work is important for the region's creative future, 35% believe increasing contemporary Māori, Pasifika and Asian arts and culture is important, and 34% feel providing support programmes for businesses in the arts sector is important.

Bay of Plenty residents view each factor as less important to the region's creative future than average.

**Sub-group differences in the Bay of Plenty:**

Women and those aged between aged 15-29, are more likely than average to see the importance in increasing contemporary Māori, Pasifika and Asian arts (35%), funding arts education for children (46%) and encouraging new/experimental art work (38%):

- Increasing Māori, Pasifika and Asian arts (47% & 48% respectively)
- Funding arts education for children (57% & 63% respectively)
- Encouraging new/experimental art work (48% & 49% respectively)

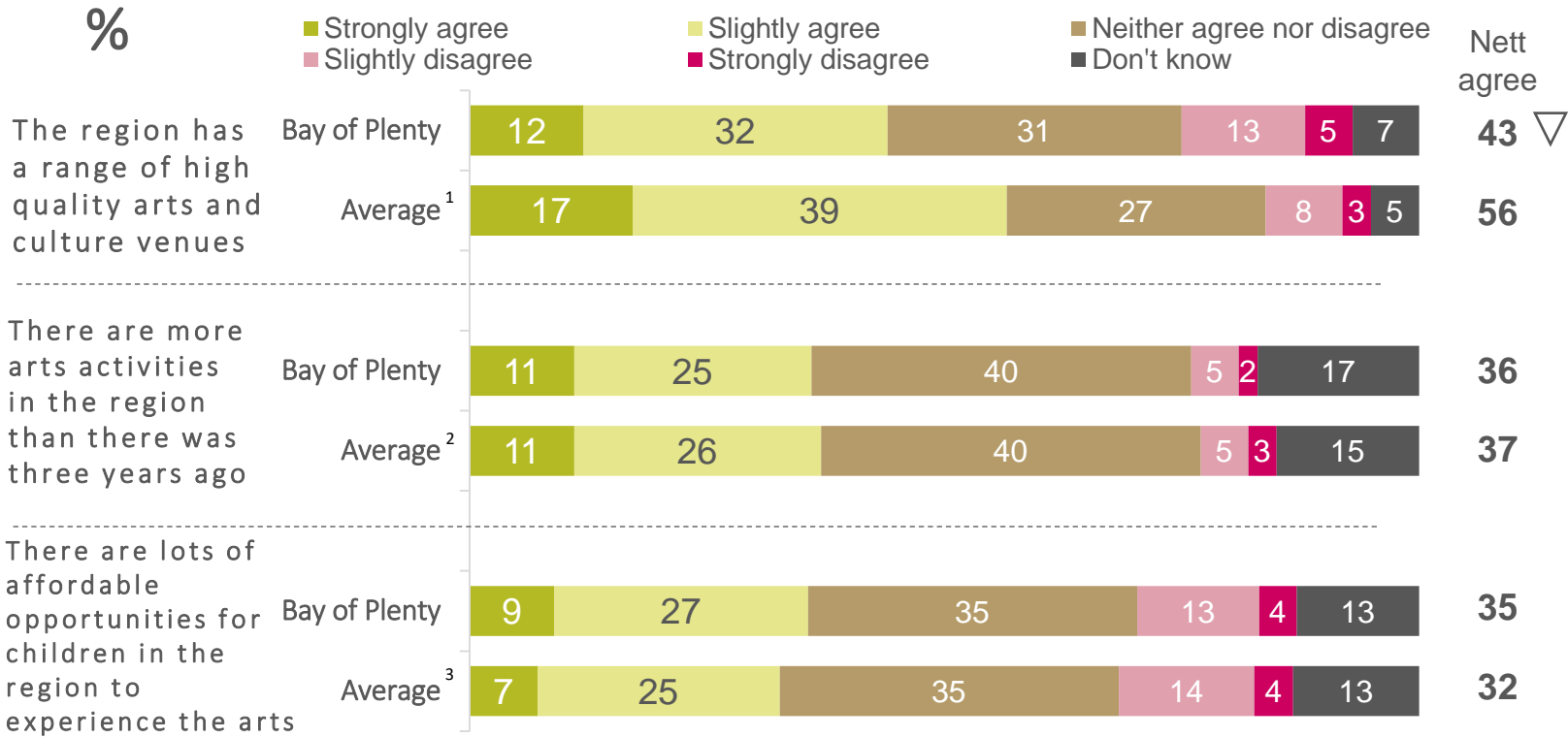
△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1631)

Note: Average is made up of Bay of Plenty, Wellington, and Northland

# Accessibility of arts

**Q** To what extent do you agree or disagree?



There is evidence that the arts scene in the Bay of Plenty is expanding but is not yet as strong as other regions.

More than one third of residents (36%) agree that there are more arts activities in the Bay of Plenty region than there were three years ago, whereas just 8% disagree.

In addition, four in ten (43%) Bay of Plenty residents agree that the region has a range of high quality arts and culture venues. However, this is lower than the average (56%).

One in three (35%) agree that there are lots of affordable opportunities available for children to experience arts within the Bay of Plenty, whereas 18% disagree.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (36%) to agree that there are more arts activities in the region than there were three years ago:

- Higher income households earning \$80,001-\$120,000 per annum (51%)
- Women (40%).

The following groups are more likely than average (36%) to agree that there are lots of affordable opportunities for children in the region to experience:

- Lower income households earning \$80,001-\$120,000 per annum (49%)
- Older people, aged 70+ (44%)

Women are more likely than average to agree that the region has a range of high quality arts and culture venues (48% vs. 44%).

△▽ = significantly higher / lower than average

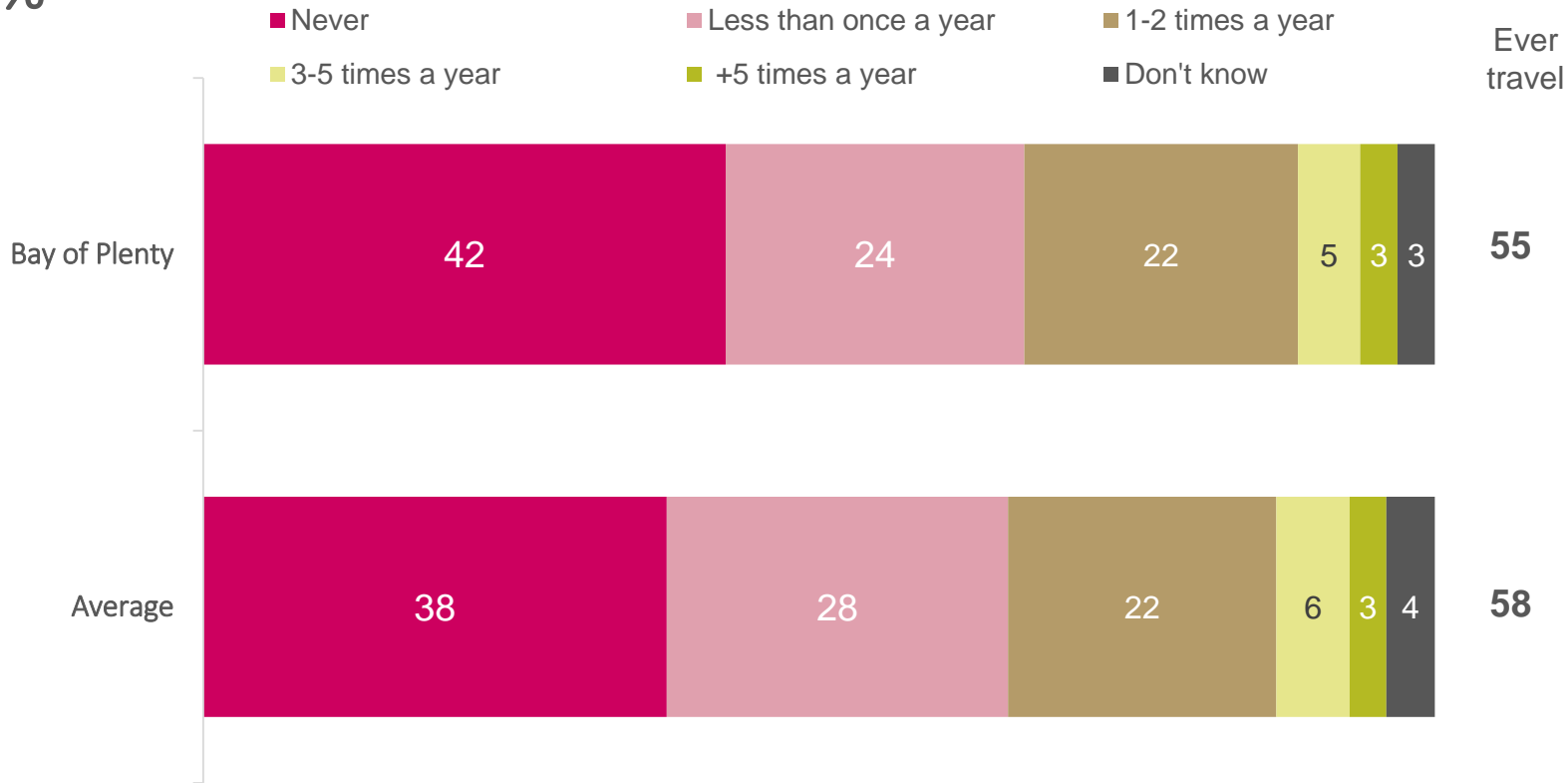
Base: Bay of Plenty (606); Average (1=3372; 2=1102; 3=1996)

Note: (1) Average is made up of Auckland, Bay of Plenty, Southland and Northland (2) Average is made up of Bay of Plenty and Northland (3) Average is made up of Bay of Plenty, Southland, Northland and Waikato.

# Travelling outside for the arts

**Q** How often do you travel out of the Bay of Plenty for arts events?

%



Over half of Bay of Plenty residents (55%) travel outside of the region for the arts. This is consistent with the average (58%).

While many Bay of Plenty residents do travel for the arts, close to one in four (24%) do so infrequently (less than once a year).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (55%) to have travelled outside of the Bay of Plenty region for the arts at least once:

- Higher income households earning \$80,001-\$120,000 per annum (67%)
- Older people, 60-69 (66%)
- Women (63%).

The following groups are less likely than average (55%) to have travelled outside of the Bay of Plenty region for the arts at least once:

- Men (45%)
- Low income households earning up to \$30,000 per annum (43%).

△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1996)

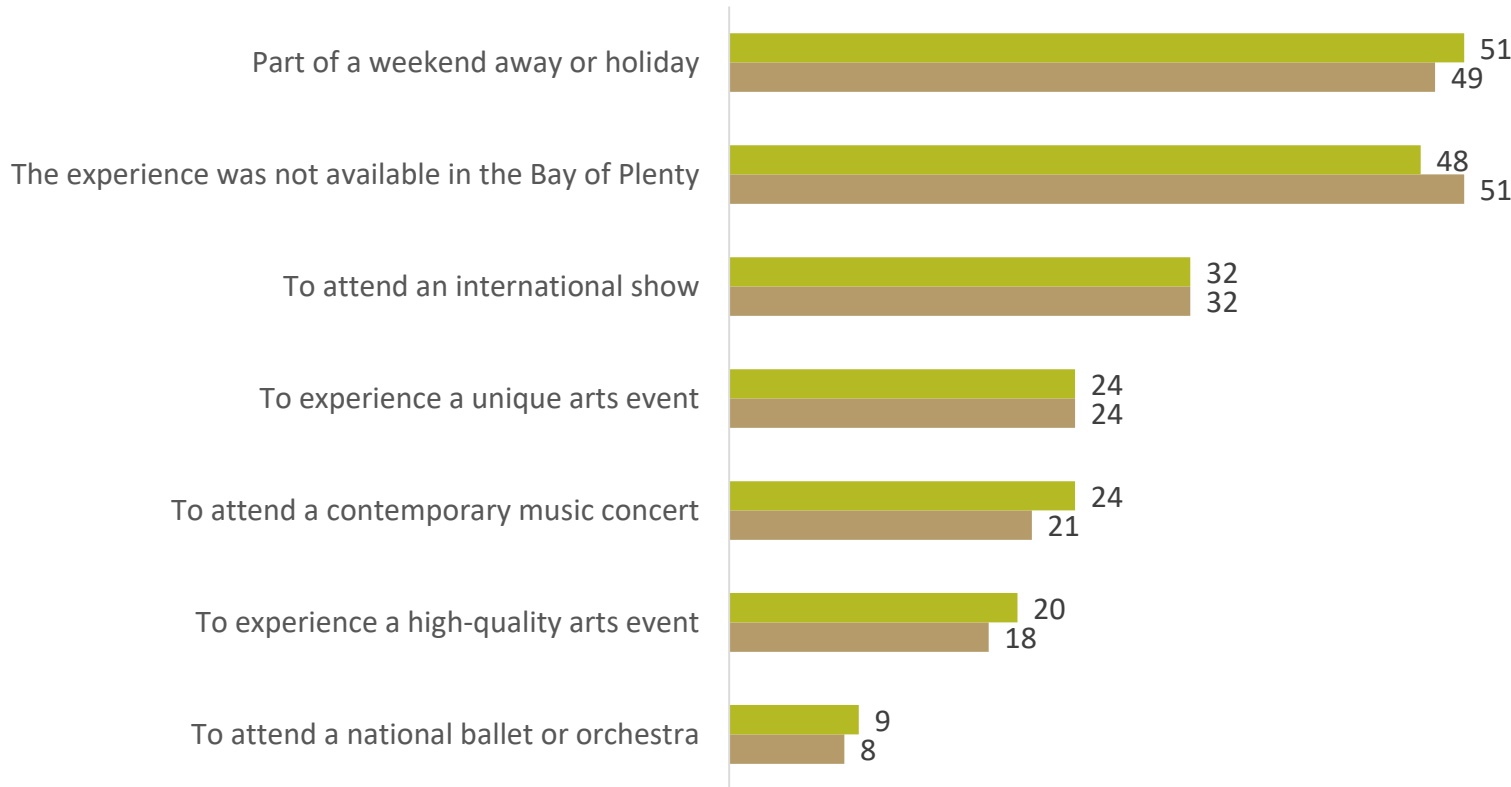
Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

# Frequency of travel for arts events

**Q** Why do you travel outside of the Bay of Plenty for arts events?

%

■ Bay of Plenty ■ Average



Of those Bay of Plenty residents who travel for arts events, just over half (51%) do so as part of a weekend or holiday away, while 48% do so because the experience is not available within the Bay of Plenty.

Reasons for travelling are consistent with the average.

**Sub-group differences in the Bay of Plenty:**

High income households earning more than \$120,000 per annum are more likely than average have travelled out of the region because the experience was not available in the Bay of Plenty (68% vs. 48%) and to experience a high quality arts event (34% vs. 20%).

Women are more likely than average to travel to attend an international show (37% vs. 32%).

Older people, aged 60-69, are more likely than average to travel to attend a national ballet or orchestra (22% vs. 9%).

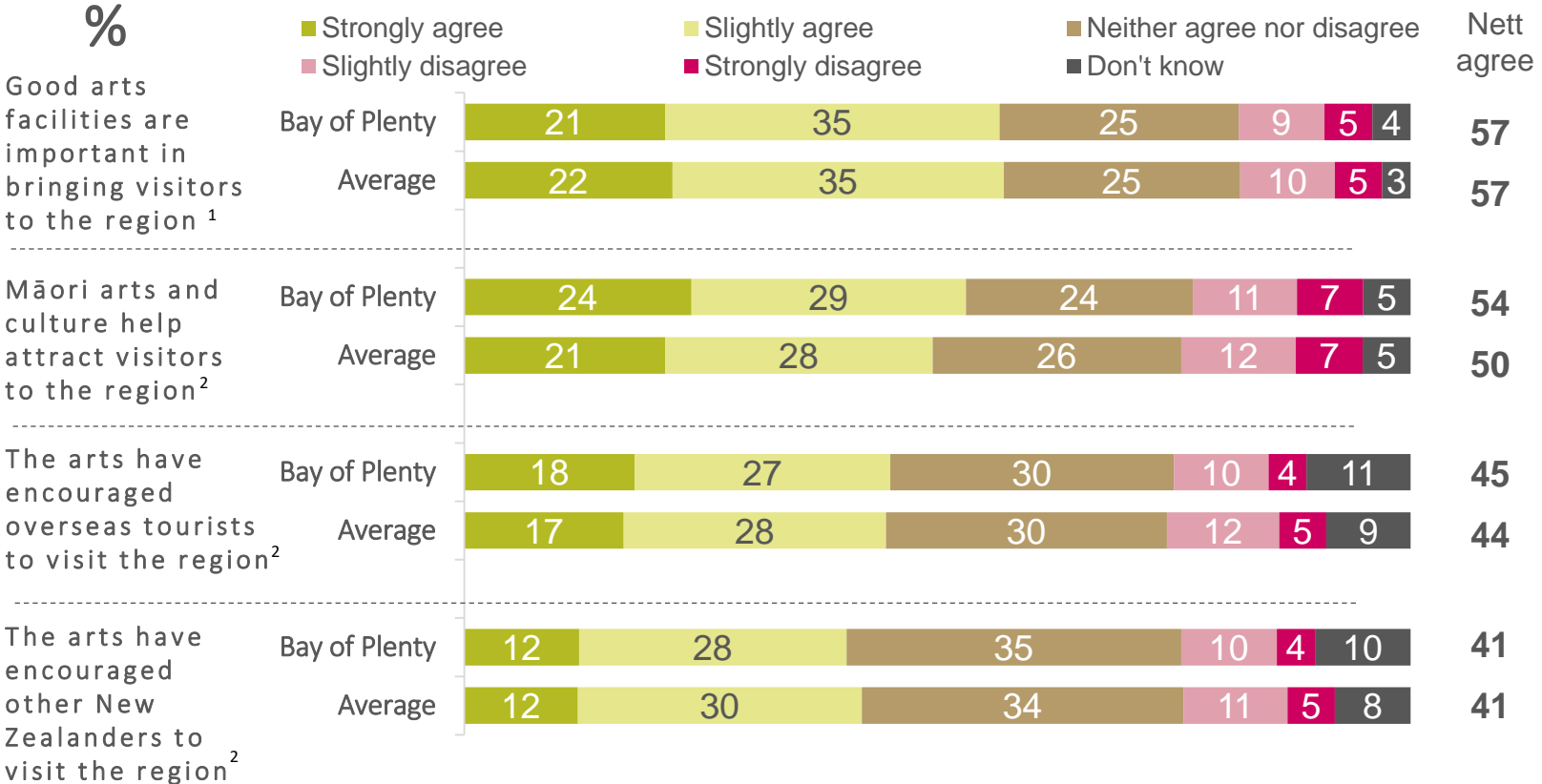
△▽ = significantly higher / lower than average

Base: All respondents who travel outside of the region they live in for arts events: Bay of Plenty (340); Average (1143)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

# Impact of the arts on tourism

**Q** To what extent do you agree or disagree?



There is recognition of the role that the arts play in helping to drive tourism to the Bay of Plenty.

Forty-five percent agree that the arts encourage overseas tourists to visit the region, and 41% agree that the arts encourage domestic travel to the region.

Over half agree that good arts facilities (57%) and Māori arts and culture (54%) are important to bringing visitors to the region.

Views expressed by Bay of Plenty residents are in line with the average.

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (57%) to agree that good arts facilities are important in attracting visitors to the region:

- Higher income households earning \$80,001-\$120,000 per annum (70%)
- Older people, aged 70+ (70%).

The following groups are more likely than average (54%) to agree that Māori arts and culture help attract visitors to the region:

- Māori (68%)
- Older people, 60-69 (65%).

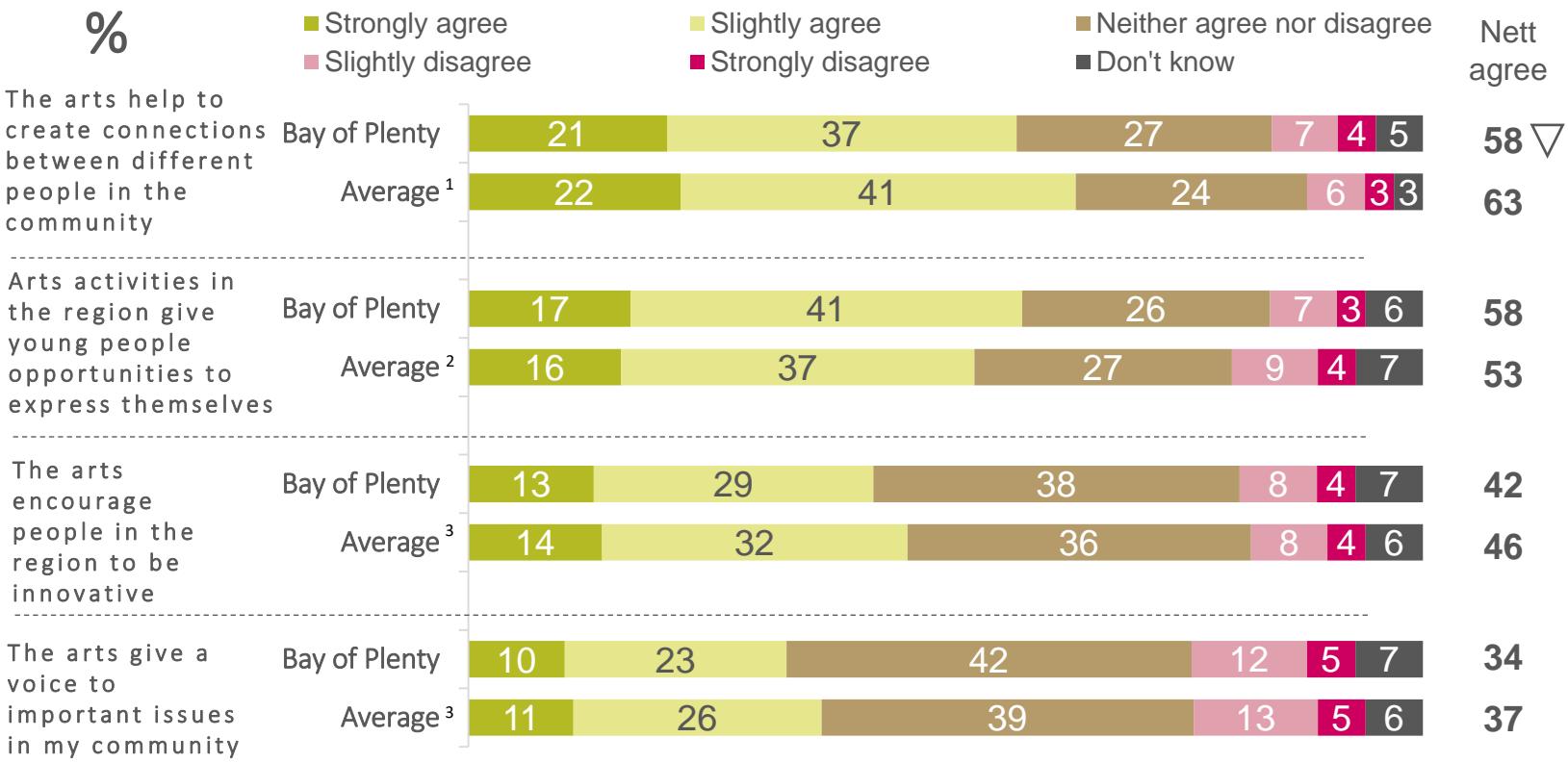
△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=1102; 2=1483)

Note: (1) Average is made up of Bay of Plenty and Northland (2) Average is made up of Bay of Plenty, Southland and Northland

# Impact of the arts on the community

**Q** To what extent do you agree or disagree?



The arts benefit Bay of Plenty residents in a number of ways. Nearly six in ten agree that the arts help to create connections between different people in the community (58%), and that arts activities in the region give young people an opportunity to express themselves (58%).

In addition, 42% agree the arts encourage people in the region to be innovative, and one third (34%) agree that the arts give a voice to important issues in the community.

These views are largely consistent with the average, although agreement that the arts help to create connections in the community is lower (58% vs. 63%).

**Sub-group differences in the Bay of Plenty:**

Women are more likely than average to agree that the arts help create connections between different people in the community (63% vs. 58%). In contrast, men are less likely than average to agree (53% vs. 58%).

Older people, aged 60-69 and those aged 70+ are more likely than average to agree that arts give young people an opportunity to express themselves (72% and 69% respectively vs. 58%).

The following groups are more likely than average (34%) to agree that the arts give a voice to important issues in the community:

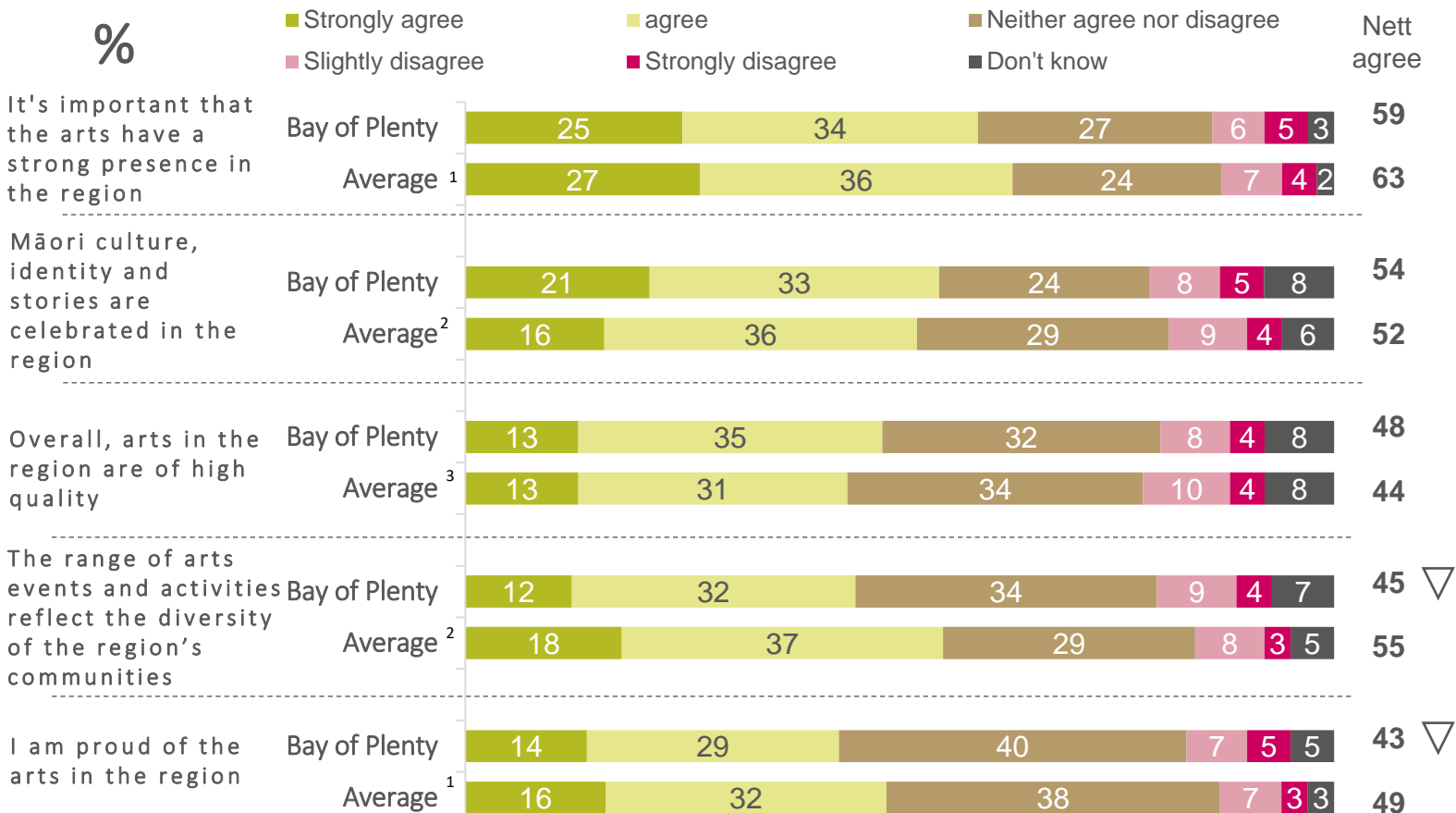
- Māori (49%)
- Lower income households earning \$30,001-\$50,000 per annum (44%)
- Women (39%).

Older people, aged 60-69 and 70+ are more likely than average to agree that arts encourage people to be more innovative (53% and 52% respectively vs. 42%).

△▽ = significantly higher / lower than average  
 Base: Bay of Plenty (606); Average (1=3885; 2=1996; 3=1483)  
 Note: (1) Average is made up of Bay of Plenty, Auckland, Southland, Northland and Waikato (2) Average is made up of Bay of Plenty, Northland, Southland and Waikato (3) Average is made up of Bay of Plenty, Southland and Northland

# Quality and diversity of the arts scene

## Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1=3372; 2=1996; 3=3885)

Note: (1) Average is made up of Bay of Plenty, Auckland, Southland and Northland (2) Average is made up of Bay of Plenty, Auckland, Northland, Southland and Waikato (3) Average is made up of Bay of Plenty, Southland, Northland and Waikato

There are a number of positive views expressed about the quality and diversity of the arts scene in the Bay of Plenty, but residents perceive the regional arts scene as inferior to the national one.

Six in ten (59%) Bay of Plenty residents agree it is important that the arts have a strong presence in the region.

However, there is a gap between perceived quality of the arts in the Bay of Plenty versus the whole of New Zealand. Fifty-eight percent of residents agree the arts in New Zealand are of high quality (see slide 20), whereas 48% agree the arts in the Bay of Plenty are of high quality. In addition, residents are less likely than average to be proud of the arts in the region (43% vs. 49%). These discrepancies indicate there is more to do to promote a flourishing arts scene in the Bay of Plenty region.

There is evidence to suggest that many residents believe the arts in the Bay of Plenty celebrate diversity. More than half (54%) agree that the Māori culture is celebrated in the region and 45% agree that the range of arts events and activities reflect the diversity of the region's communities. However, this is lower than the average (55%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (48%) to agree that the arts in the region are of high quality:

- Older people, aged 60-69 (60%)
- Women (53%).

Men are less likely than average to agree the arts are of high quality (43% vs. 48%).

The following groups are less likely than average (59%) to agree that its important the arts have a strong presence in the region:

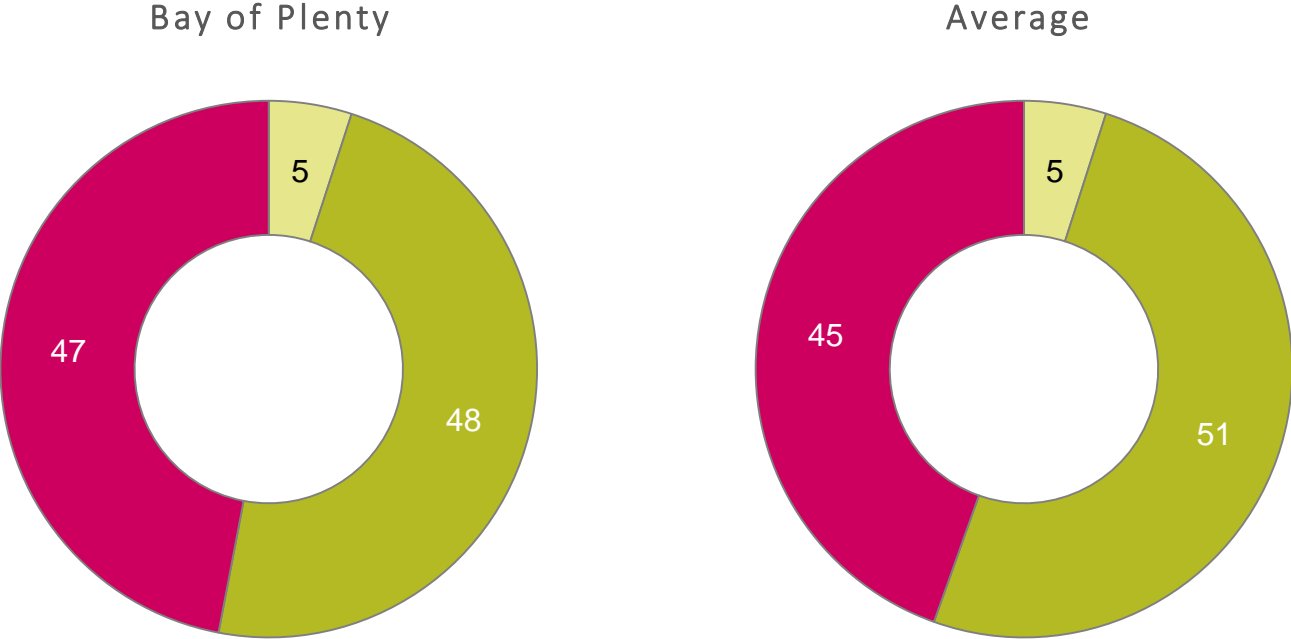
- Men (53%)
- Younger people, aged 30-39 (49%).



# Scope for greater 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

△▽ = significantly higher / lower than average

Base: Bay of Plenty (606); Average (1996)

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

There is potential to both broaden and deepen participation in the arts in the Bay of Plenty.

Forty-seven percent of Southland residents take part in the arts less than they would like to. There is an opportunity to broaden participation, as 42% of those who do not currently participate would like to become involved. There is also an opportunity to deepen participation, as 52% of those currently participating would like to be more involved.

Around three in five (48%) Bay of Plenty residents are taking part in the arts as much as they desire. Relatively few residents are participating in the arts more often than they would like to (5%).

**Sub-group differences in the Bay of Plenty:**

The following groups are more likely than average (47%) to indicate that they participate in the arts less than they would like:

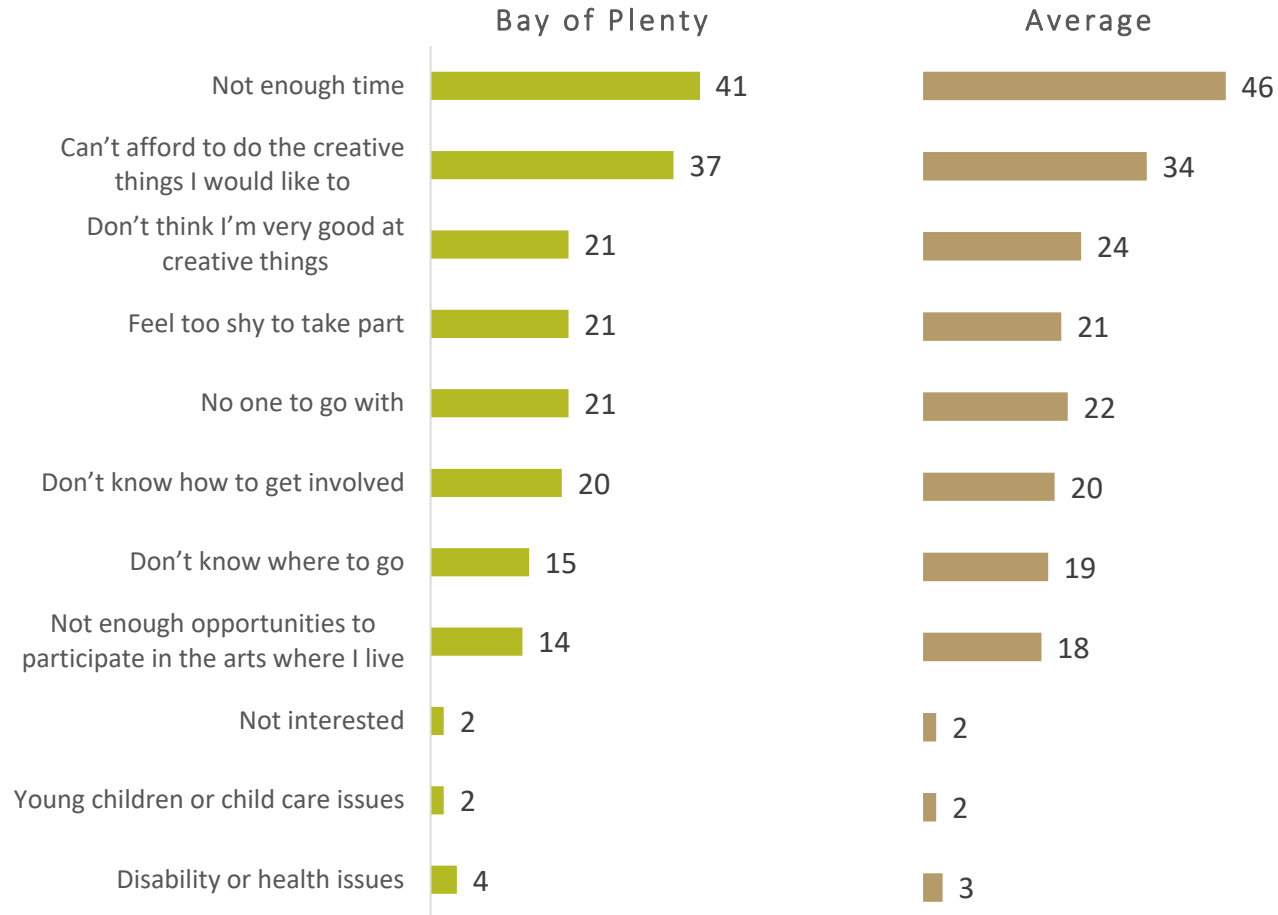
- Māori (60%)
- Women (54%).

Older people, aged 70+, are more likely than average to indicate that they participate in the arts about as much as they would like (63% vs. 48%).

# Barriers to involvement in the arts

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

%



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 (41%), followed by affordability (37%), and self-doubt about creative ability (21%).

Barriers to participation are in line with the average.

### Sub-group differences in the Bay of Plenty:

Higher income households earning \$80,001-\$120,000 per annum are more likely than average to indicate that they do not have enough time (58% vs. 41%).

The following groups are more likely than average (37%) to indicate that they cannot afford to do the creative things they would like to:

- Lower income households earning \$30,001-\$50,000 per annum (51%)
- Women (44%).

One person households are more likely than average to indicate they have no one to go with (37% vs. 21%).

Note: Average is made up of Bay of Plenty, Northland, Southland and Waikato

△▽ = significantly higher / lower than average

Base: All respondents who take part in the arts less often than they would like: Bay of Plenty (288); All regions (914)



FOR FURTHER  
INFORMATION  
PLEASE CONTACT:

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EDWARD LANGLEY

Colmar Brunton, a Millward Brown Company  
Level 9, Legal House, 101 Lambton Quay, Wellington  
PO Box 3622, Wellington 6140

Phone (04) 913 3000  
[www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz)

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