

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR THE HAWKES BAY

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 Hawkes Bay. 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



153

ONLINE INTERVIEWS

With adults aged 15+ living in the Hawkes Bay



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 Hawkes Bay was 150 interviews. In order to achieve a representative sample of residents in the Hawkes Bay, quotas (or interviewing targets) were set by age within gender.

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

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 153 respondents the margin of error is up to +/- 7.9 percentage points.

We have used statistical tests to determine whether the survey findings between the Hawkes Bay 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 (\triangle or ∇).

SUMMARY

Summary of key findings

OVERALL: Residents in the Hawkes Bay are engaged with the arts. They generally express more positive than negative attitudes about the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in the Hawkes Bay are engaged with the arts (75%). This is broadly in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (68%) or have **participated** in the arts in the last 12 months (52%).

Attendance is highest for performing arts (47%), followed by the visual arts (44%). Thirty-two percent of Hawkes Bay residents have attended a Māori arts event. This is higher than all New Zealanders (22%).

Participation is highest for craft and object art (34%) and visual arts (25%). Similar to attendance, participation in Māori arts is higher than all New Zealanders (18% vs. 12%)

ADVOCACY OF THE ARTS

In line with all New Zealanders, Hawkes Bay residents have broadly positive attitudes about the arts.

Residents believe the arts benefit the nation and their community. They are a source of national pride (73% agree), help define who we are as New Zealanders (57%) and improve New Zealand society (54% agree). In addition, 48% agree their community would be poorer without the arts.

In recognition of these benefits, 48% agree the arts should receive public funding and 45% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Hawkes Bay 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 of arts, ticket prices and social isolation emerged as key barriers. Forty-two percent of the respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, 41% indicated that reducing the price of tickets would make a difference to their likelihood to attending. Finally, 39% said having someone to go with would make the difference.

Quality is a concern for one third of residents; who indicated that higher quality arts events would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women and Māori residents express greater engagement with the arts than average in the Hawkes Bay, or hold more positive attitudes about the arts.

In contrast, men and younger people, aged 15-39, generally express lower engagement and are less positive about the arts.

// They celebrate cultural heritage and diversity.

The arts bring together people of diverse backgrounds with different skills and expertise.

They cheer up the place and other something different and colourful in our lives. //

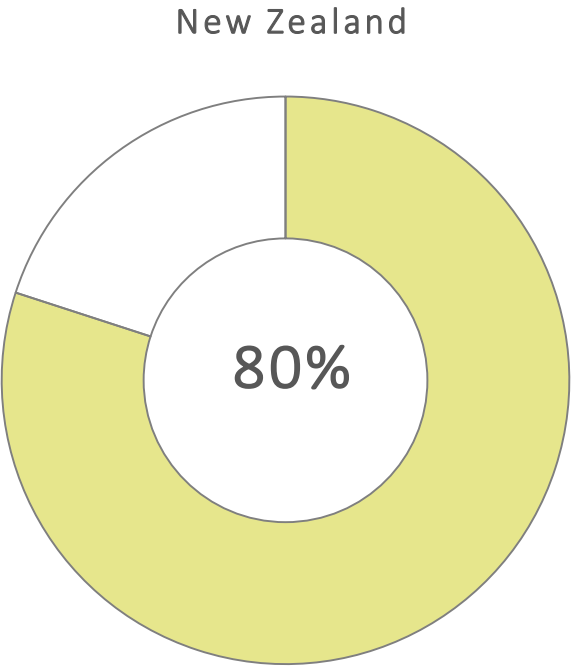
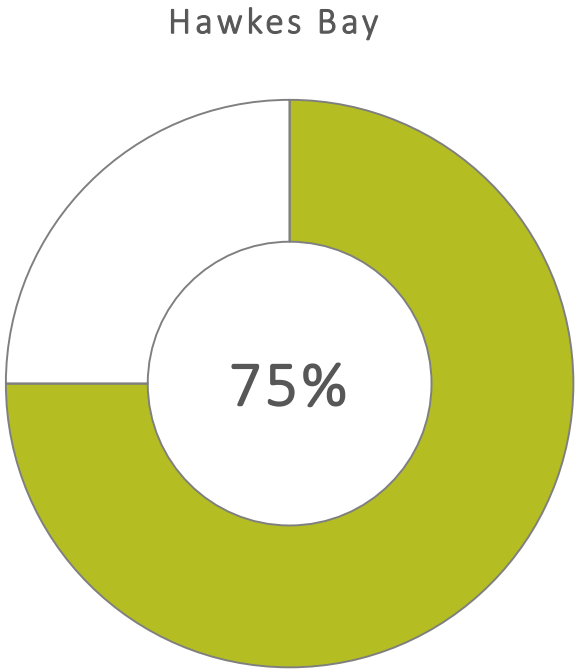


OVERALL ENGAGEMENT

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.

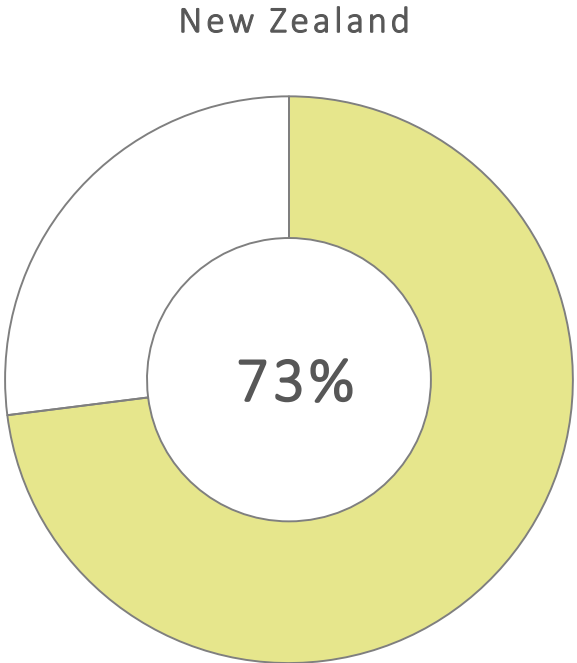
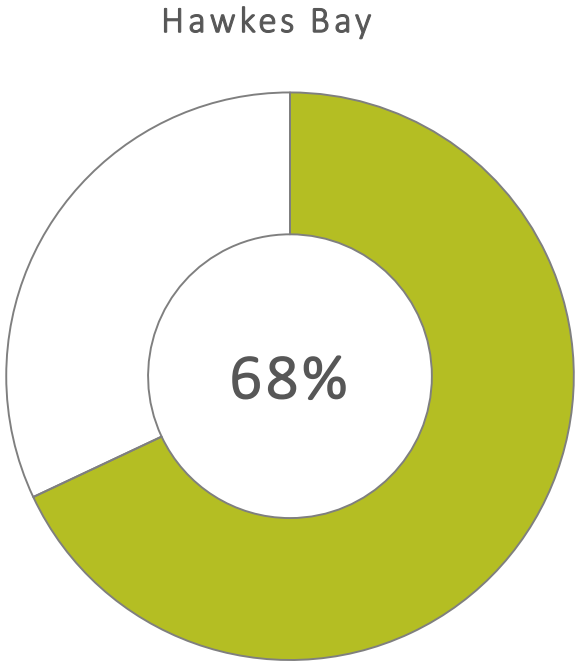
In total, 75% of residents in the Hawkes Bay engaged with the arts in the last 12 months. This is broadly in line with the national average (80%).

Sub-group differences in the Hawkes Bay:
Women are more likely than average to have engaged in the arts in the last 12 months (87% vs. 75%). Conversely, men are less likely to have engaged (63%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Hawkes Bay (153); 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 68% of residents in the Hawkes Bay have attended at least one art form in the last 12 months. This is broadly in line with all New Zealanders (73%).

Sub-group differences in the Hawkes Bay:

Inline with engagement, women are more likely than average to have attended at least one art event in the last 12 months (81% vs. 68%).

The following groups are less likely than the average (68%) to have attended an art event in the last 12 months:

- Men (54%)
- Households with an annual income of up to \$50k (51%).

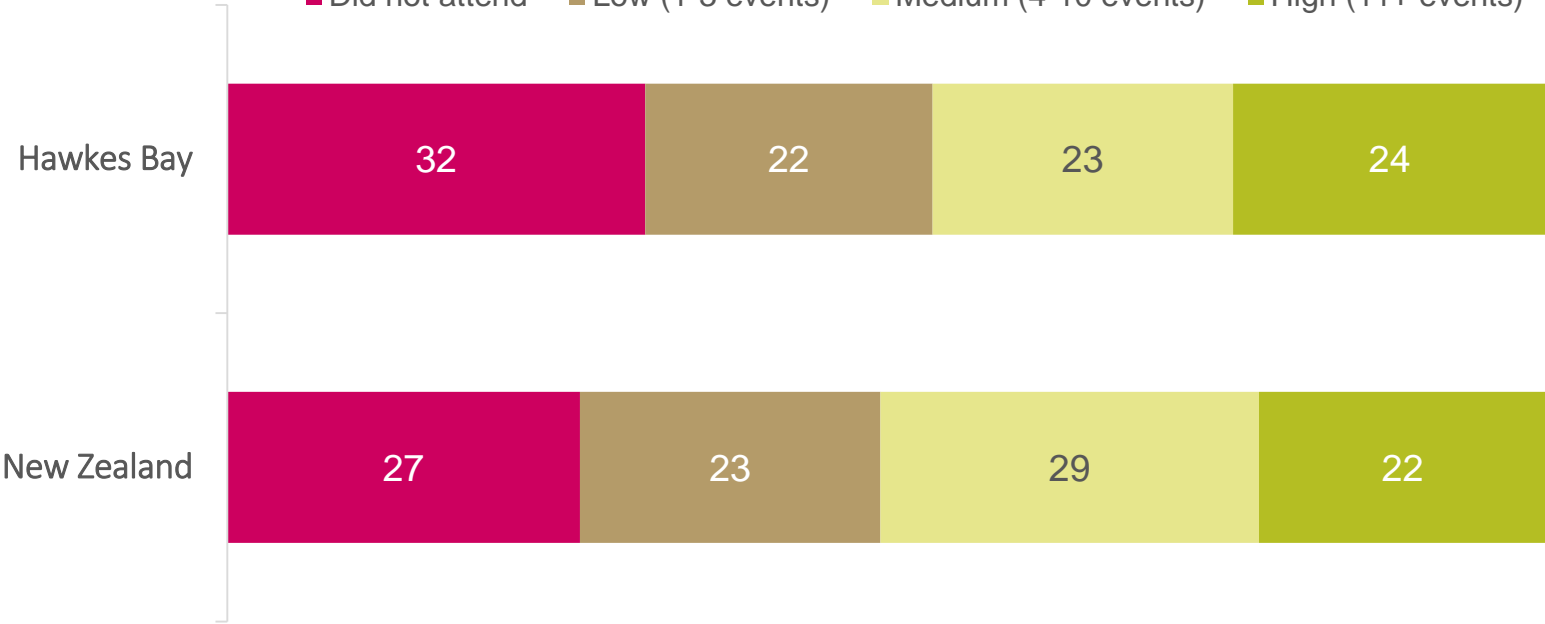
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

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.

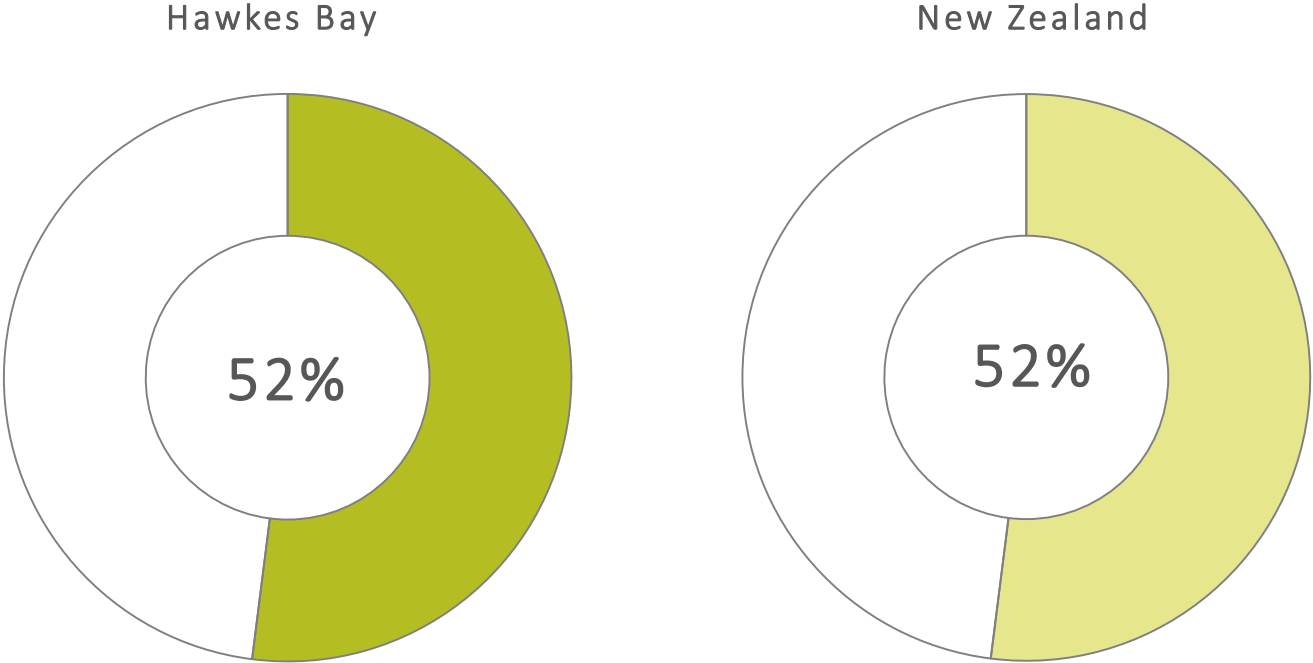
Around one in four residents in the Hawkes Bay (24%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

Sub-group differences in the Hawkes Bay:
 Māori are more likely than the average to attend the arts on a regular basis (more than ten times a year) (38% vs. 24%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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 52% of residents in the Hawkes Bay have participated in at least one art form in the last 12 months. This is inline with the average for all New Zealanders (52%).

Sub-group differences in the Hawkes Bay:

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

- Māori (71%)
- Women (68%).

Men are less likely to have participated in an art form in the last 12 months (35% vs. 52%).

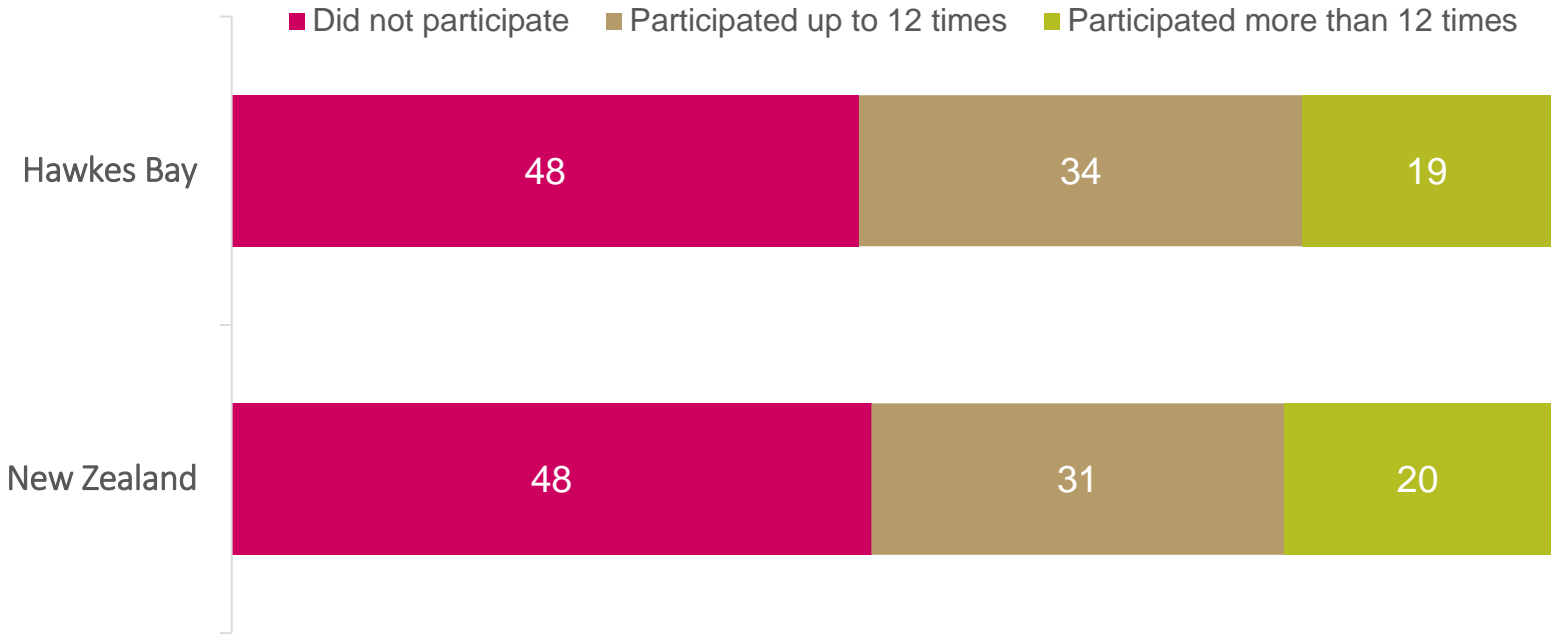
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Hawkes Bay (153); 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 residents in the Hawkes (19%) participate on a regular basis (more than 12 times a year). This is inline with all New Zealanders (20%).

Sub-group differences in the Hawkes Bay:
 Māori are more likely than average to have participated more than 12 times in any art form (35% vs. 19%).

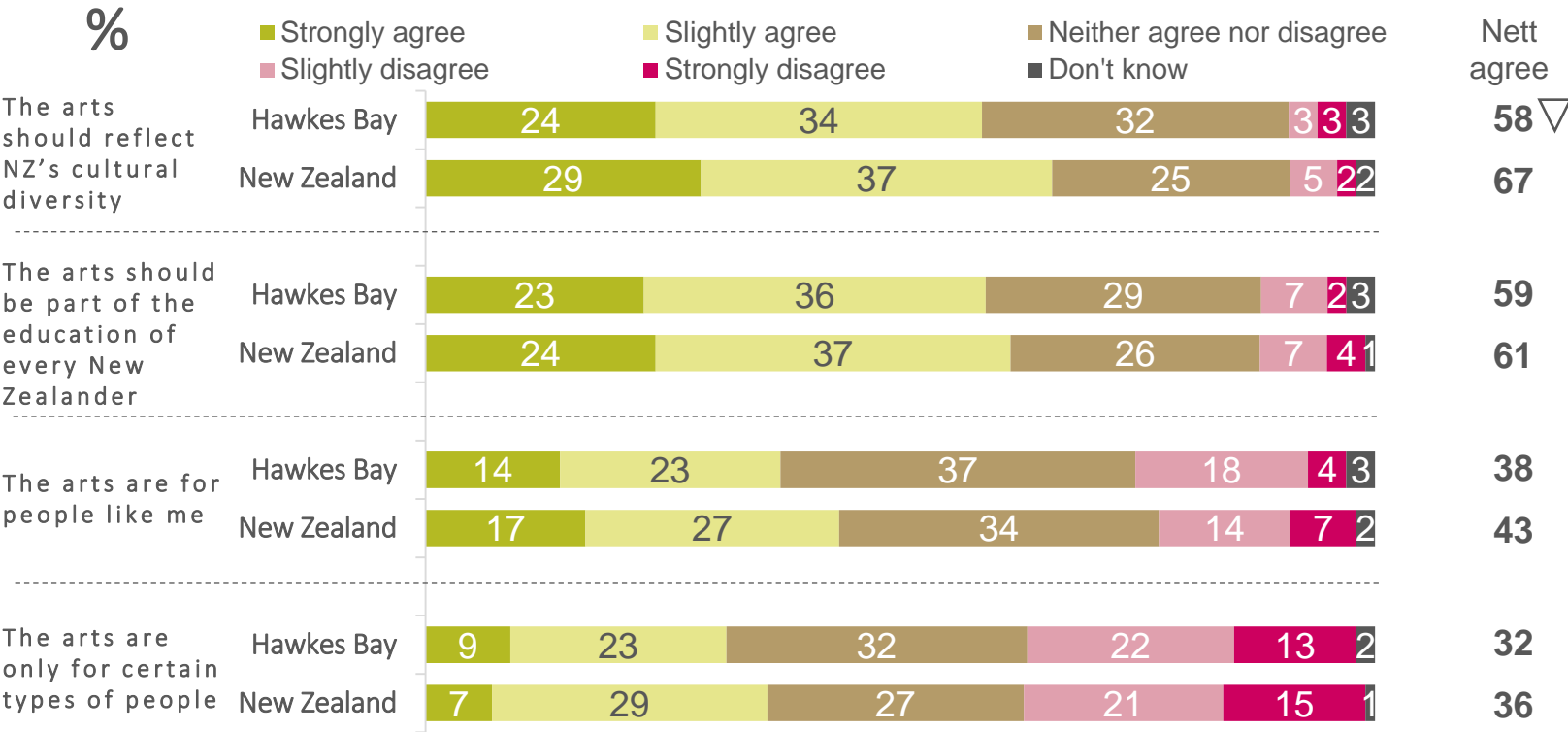
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is support for the arts to reflect New Zealand's cultural diversity (58%) and to be part of the education of every New Zealander (58%). However, support for the arts to reflect New Zealand's cultural diversity is lower than average (58% vs. 67%).

There is a feeling the arts could be more inclusive. Twenty-two percent disagree that the 'arts are for people like me', while 32% agree 'the arts are only for certain types of people'. These views expressed by residents of the Hawkes Bay are largely in line with the national average.

Sub-group differences in the Hawkes Bay:

Men are less likely than average to agree that arts should be part of the education of every New Zealander (50% vs. 59%).

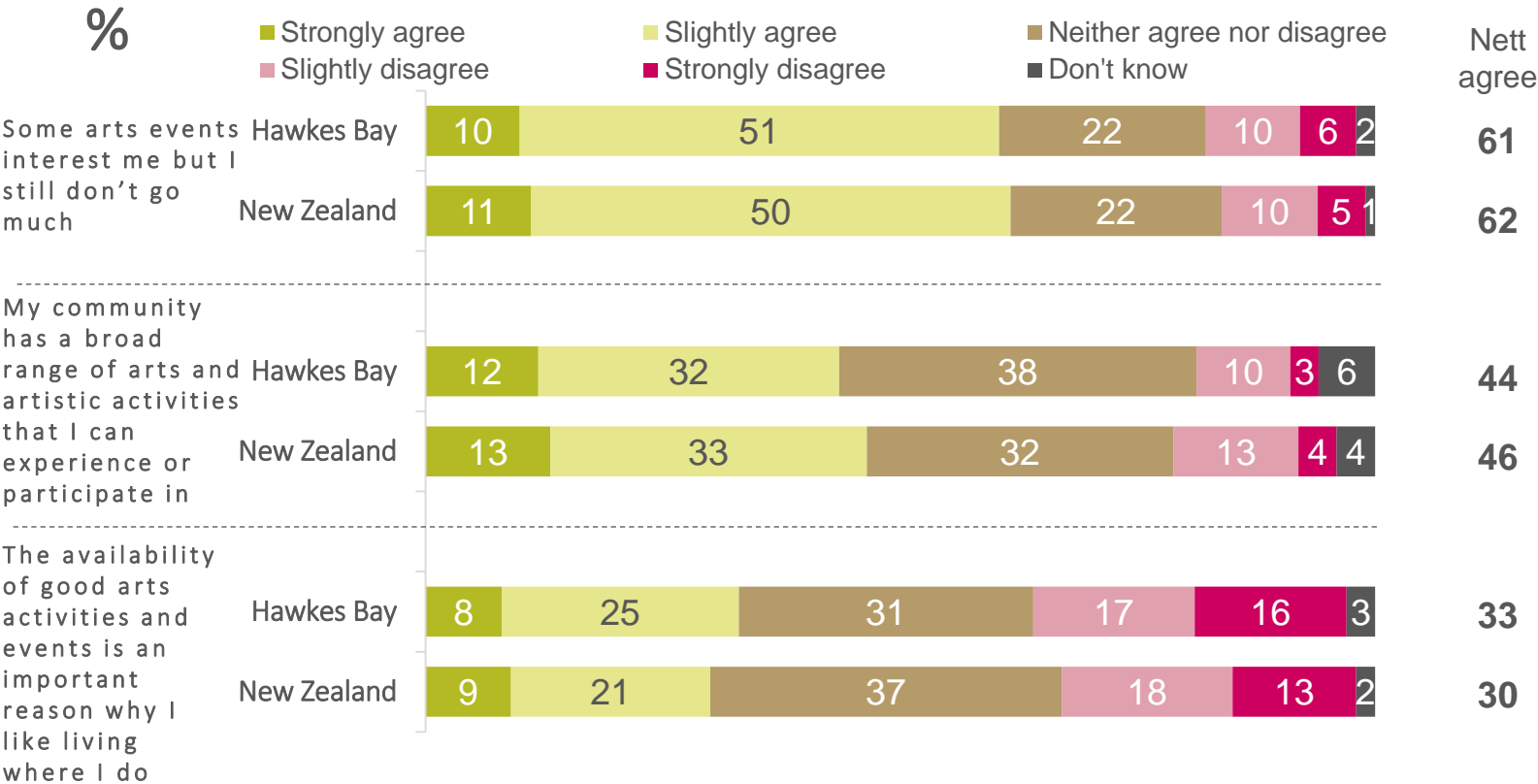
Women are more likely than average to disagree the arts are only for certain types of people (46% vs. 35%). Conversely, men are more likely than the average to agree the arts are for certain types of people (42% vs. 32%).

There are no significant sub-group differences of note for the other two statements.

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



Three in five residents (61%) in the Hawkes Bay agree some arts events interest them but they still don't go much, indicating further potential to improve attendance at arts events in the region.

There is evidence that residents in the Hawkes Bay have access to a range of arts and artistic activities (44% agree with this). Around two in five (38%) residents remain on the fence; potentially indicating a lack of knowledge of what is available.

One third of residents (33%) feel the arts and activities is an important reason in why they like living in Hawkes Bay. This is consistent with the national average (30%).

Sub-group differences in the Hawkes Bay:

Younger residents, aged 15-39, are less likely than the average to agree that arts events interest them but they still don't go to much (48% vs. 61%).

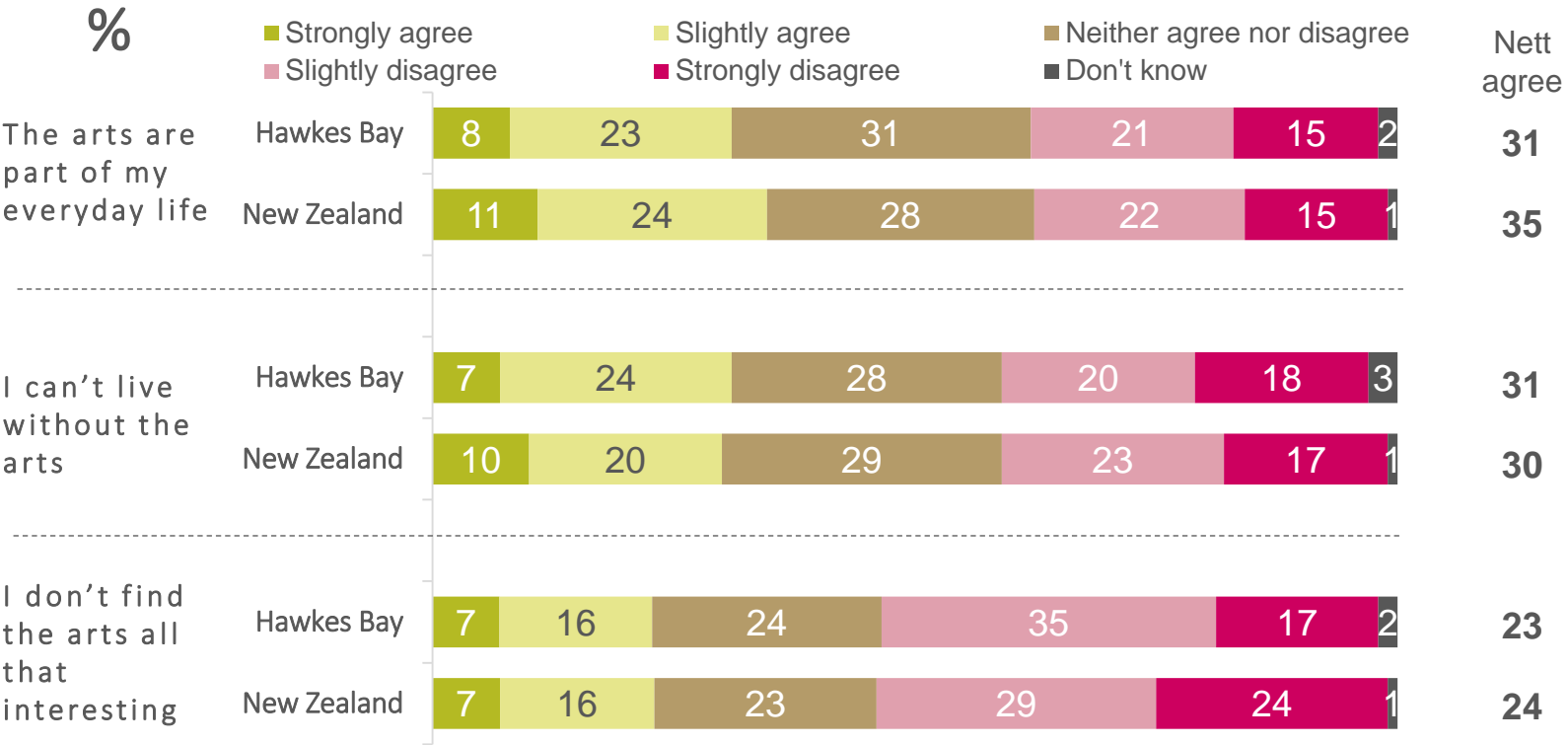
Middle-aged residents, aged 40-59, are more likely than the average to agree that the Hawkes Bay has a broad range of artistic activities that they can experience (57% vs. 44%).

There are no significant sub-group differences of note for the other statement.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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 Hawkes Bay. Thirty-one percent agree the arts are part of their everyday life and that they can't live without the arts. Agreement for these statements is consistent with the average for all New Zealanders.

More residents are interested in the arts than not. While, 23% of residents in the Hawkes Bay agree they don't find the arts all that interesting, 52% disagree. This is consistent with all New Zealanders.

Sub-group differences in the Hawkes Bay:

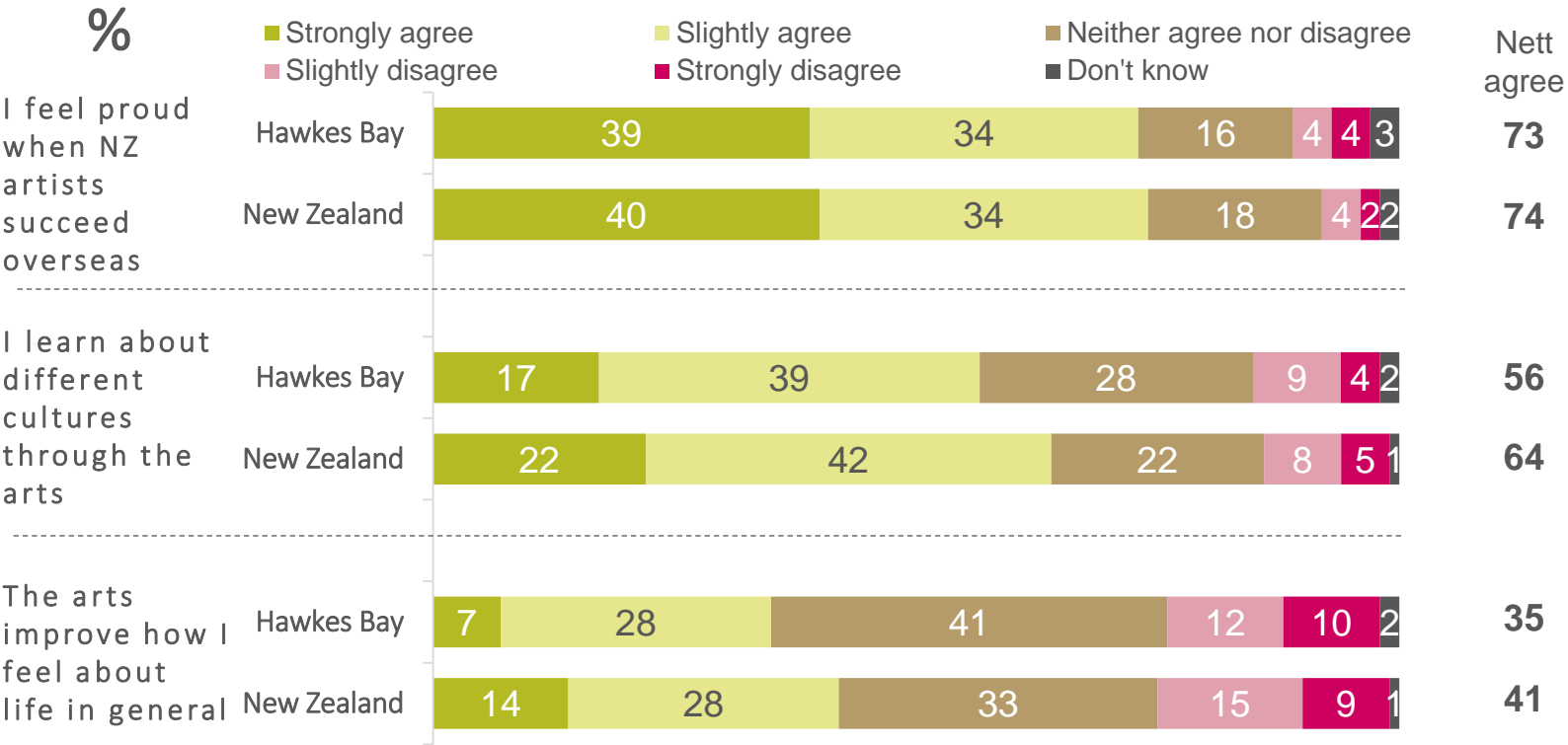
Men are less likely than average to agree that they cannot live without the arts (23% vs. 31%).

Men are also less likely than average to disagree that they don't find the arts all that interesting (41% vs. 52%). Conversely, women are more likely to disagree that they don't find the arts all that interesting (62% vs. 52%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



In line with the national average, more than seven in ten (73%) Hawkes Bay residents agree they feel proud when New Zealand artists succeed overseas.

Just over half of Hawkes Bay residents (56%) feel they learn about different cultures through the arts.

Although two in five (41%) residents are on the fence, 35% agree the arts improve how they feel about life in general.

The differences between these findings for the Hawkes Bay residents and the average for all New Zealanders are not statistically significant.

Sub-group differences in the Hawkes Bay:

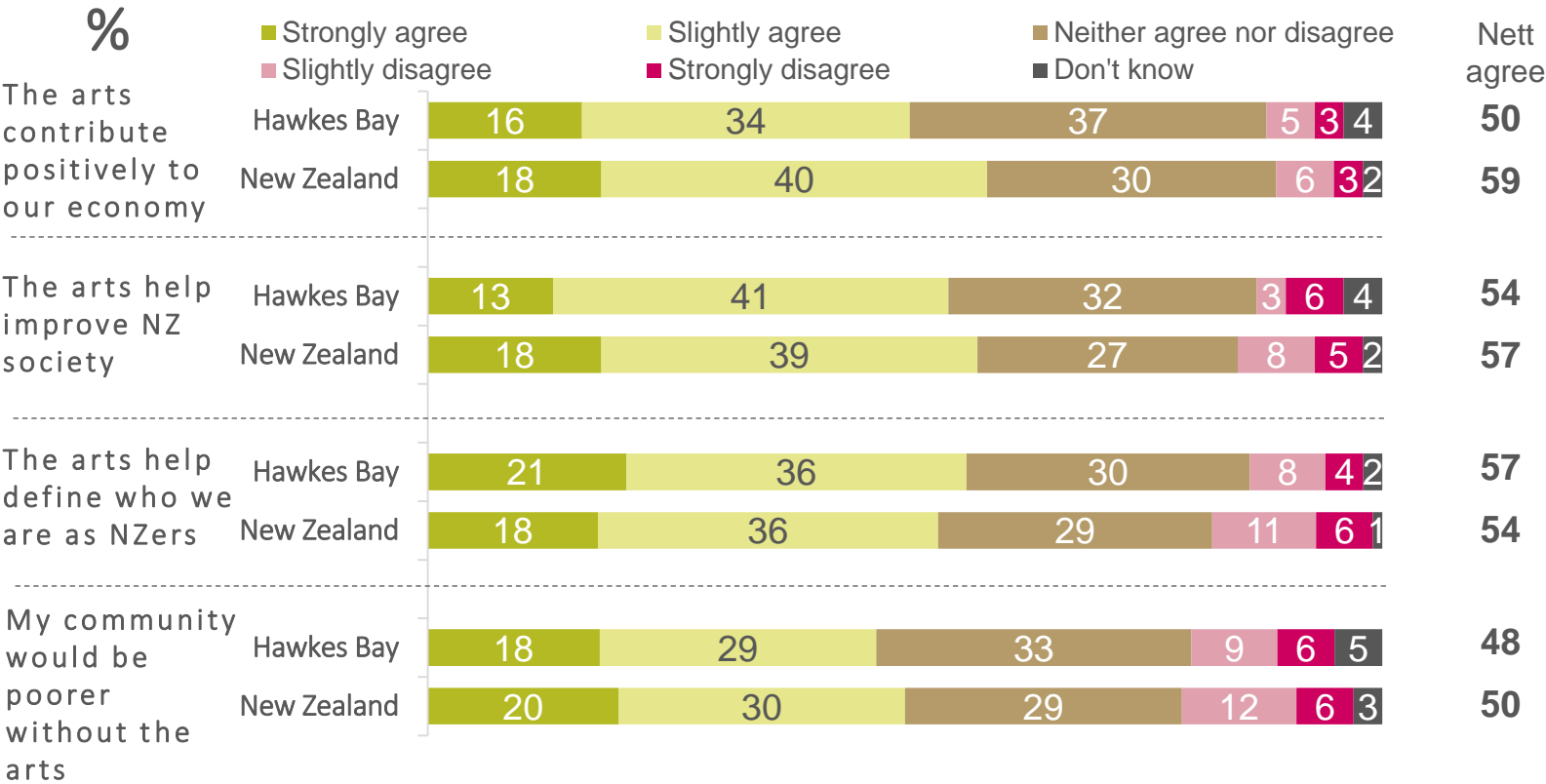
Women are more likely than average to agree they learn about different cultures through the arts (68% vs. 56%). Conversely, men are less likely to agree with this compared to the average (44% vs. 56%).

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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 the Hawkes Bay recognise different ways in which the arts benefit New Zealand. Fifty percent agree they contribute positively to the economy. The difference between this finding and the national average (59%) is not statistically significant.

Fifty-four percent of residents agree that arts improve New Zealand society and 57% agree they help define who we are as New Zealanders. These views are in line with the national average.

In addition, almost half (48%) agree their community would be poorer without the arts. This is also in line with all New Zealanders.

Sub-group differences in the Hawkes Bay:

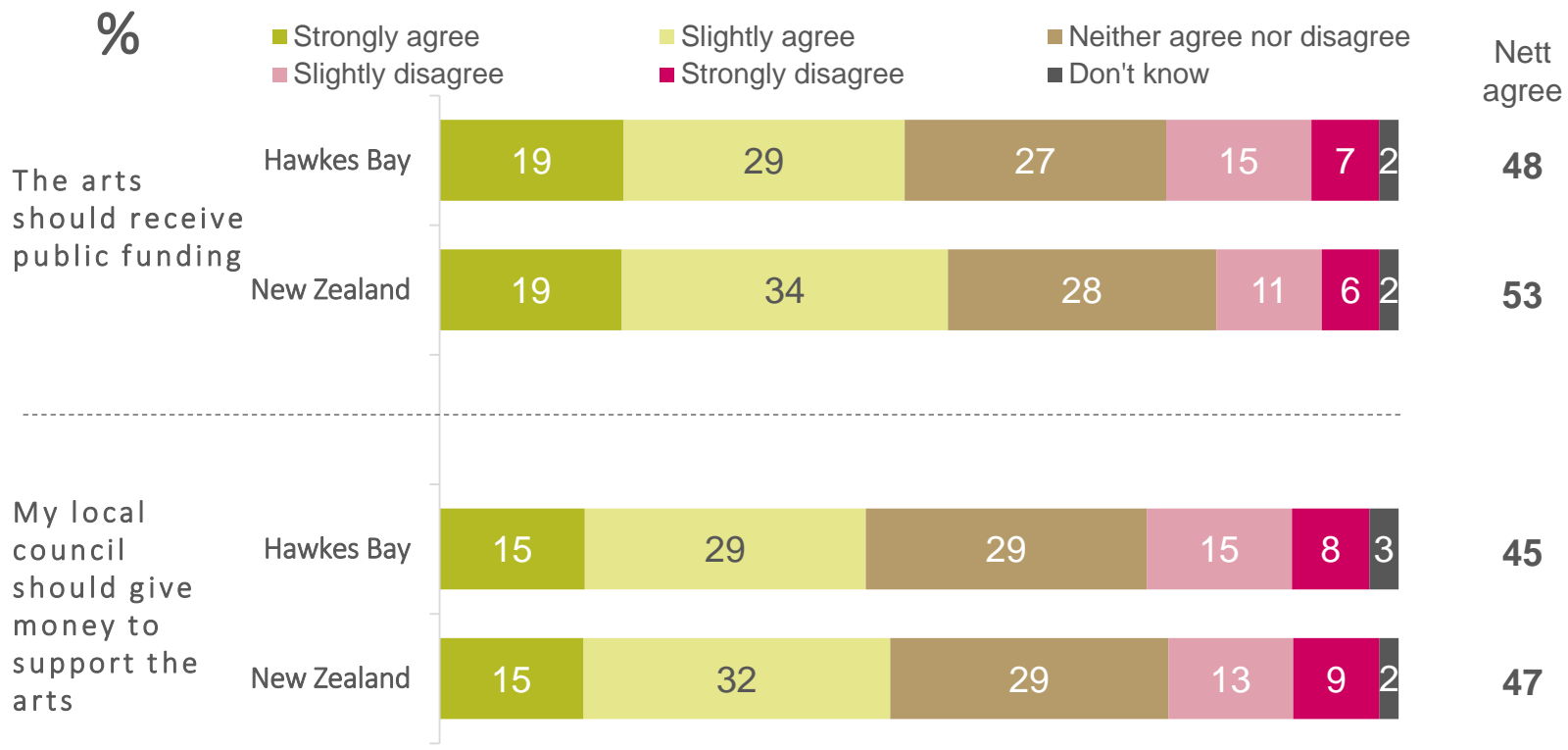
Younger residents, aged 15-39, are less likely than average to agree that the community would be poorer without the arts (32% vs. 48%).

There are no significant sub-group differences of note for the other three statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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 public funding of the arts. Just under half of Hawkes Bay residents (48%) agree the arts should receive public funding. In contrast, 22% disagree, while the remainder are on the fence or do not express an opinion.

Forty-five percent of all residents in the Hawkes Bay feel the local council should give money to support the arts. This compares to 23% who disagree.

Sub-group differences in the Hawkes Bay:

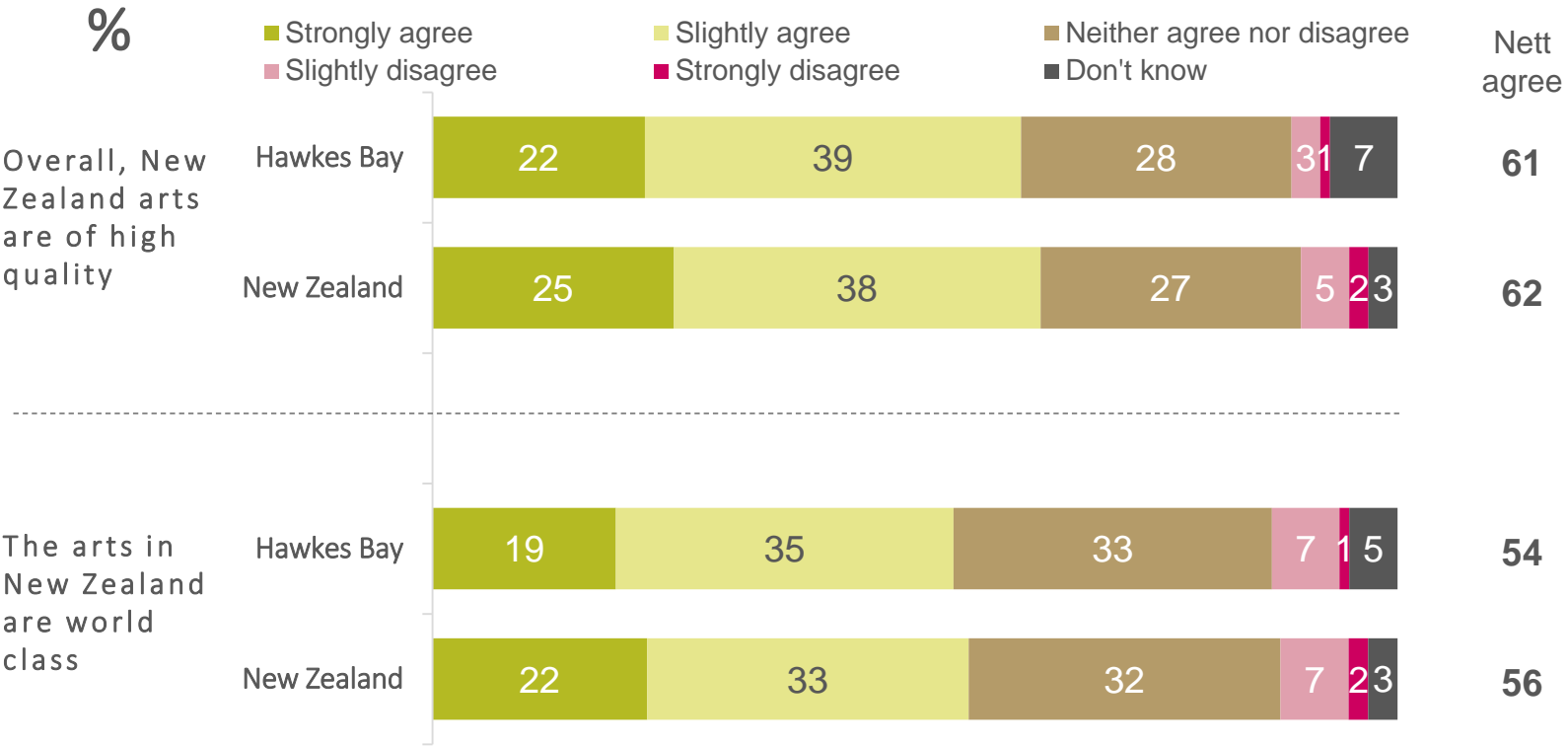
Middle-aged people, aged 40-59, are more likely than average to agree that arts should receive public funding (62% vs. 48%). In comparison, younger residents, aged 15-39, are less likely to agree to public funding of the arts (35%).

There are no statistically significant sub-group differences in views on the local council funding the arts.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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 the Hawkes Bay are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts 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 the Hawkes Bay:

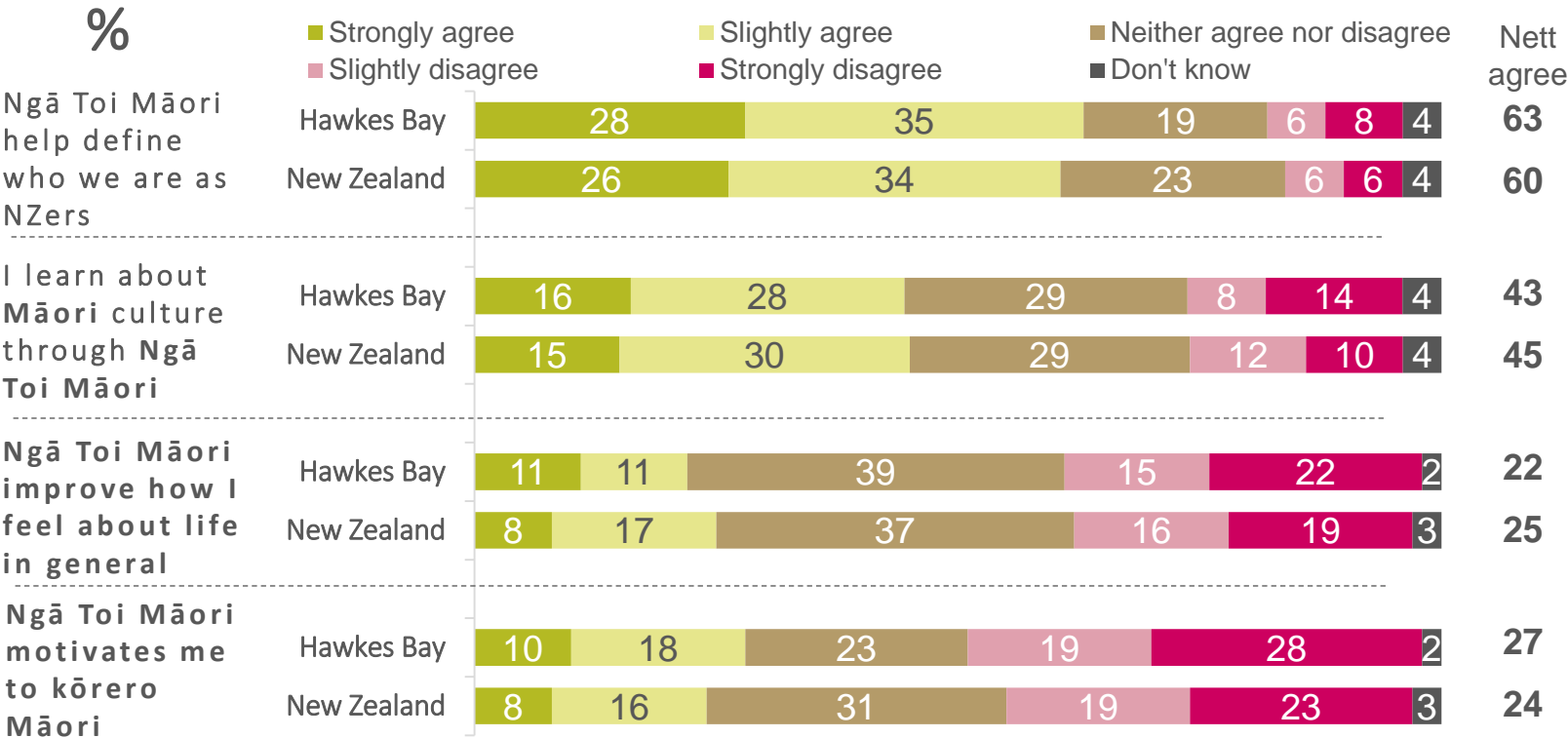
Women are more likely than average to agree that New Zealand arts are of high quality (71% vs 61%). In comparison, men are less likely than the average to agree (51%)

Younger residents, aged 15-39, are less likely than average to agree that New Zealand arts are world class (39% vs. 54%)

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



Hawkes Bay residents benefit from Ngā Toi Māori in a number of ways. Sixty-three percent agree they help define who we are as New Zealanders, whereas just over two in five (43%) agree they learn about Māori culture through Ngā Toi Māori.

A sizeable minority also agree Ngā Toi Māori improve how they feel about life in general (22%) and that Ngā Toi Māori motivates them to speak Māori (27%).

The views expressed are in line with those for all New Zealanders.

Sub-group differences in the Hawkes Bay:

Women (56%) are more likely than average (40%) to agree they learn about Māori culture through Ngā Toi Māori. Conversely, men are less likely to agree (30%).

Māori are more likely than average to agree Ngā Toi Māori improve how they feel about life in general (46% vs. 22%). In comparison, Pākehā are less likely to agree (17%).

Māori (56%) are also more likely than average (27%) to agree Ngā Toi Māori motivates them to speak Māori.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

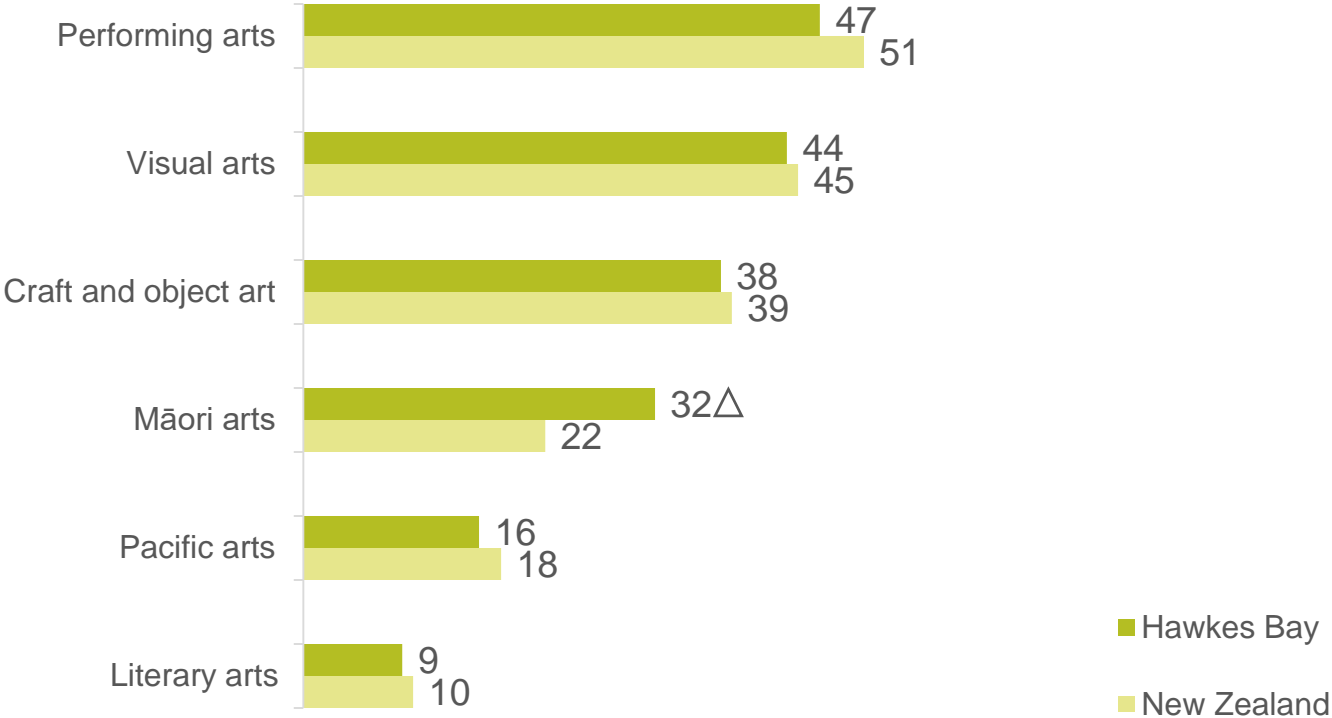


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

In line with the national picture, the most popular art form in the Hawkes Bay is performing arts. Forty-seven percent of all Hawkes Bay residents have attended an event in the last 12 months. This is followed by visual arts (44%).

Around one third (32%) of Hawkes Bay residents have attended the Māori arts in the last 12 months. This is higher than the national average (22%). It is the only art form where there is a significant difference in attendance.

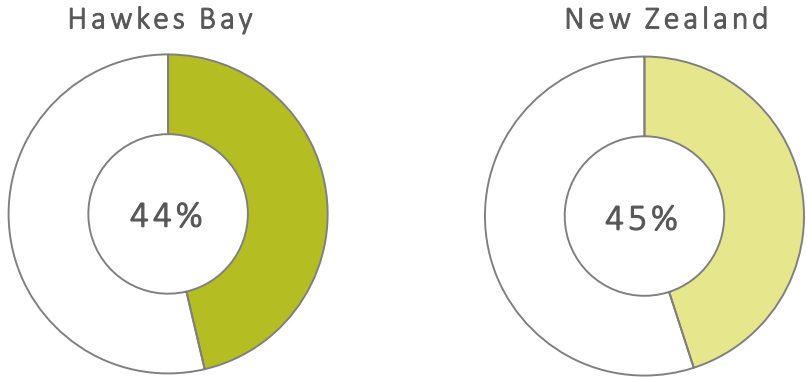
The least popular art form is literary arts. Only 9% have attended a literary arts event or festival in the last 12 months.

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: Hawkes Bay (153); New Zealand (6,101)

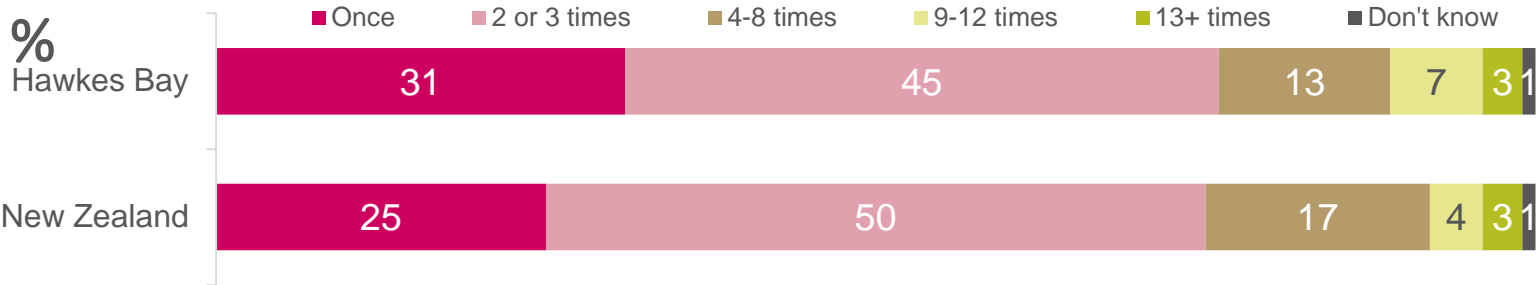
Visual arts attendance

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: Hawkes Bay (153); 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 - Hawkes Bay (69); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

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

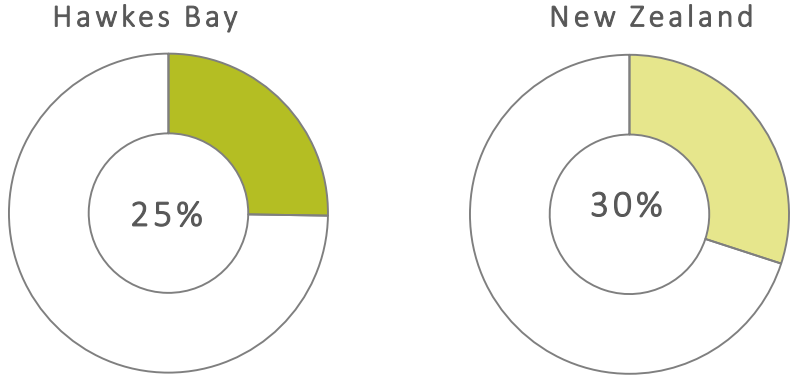
The majority (76%) of those who have attended have done so between one and three times.

Sub-group differences in the Hawkes Bay:

- Middle-aged people, aged 40-59, are more likely than average to have attended the visual arts in the last 12 months (60% vs. 44%).
- Households with an annual income of up to \$50k are less likely to have attended the visual arts (29%).
- There are no sub-group differences of note in terms of frequency of attendance.

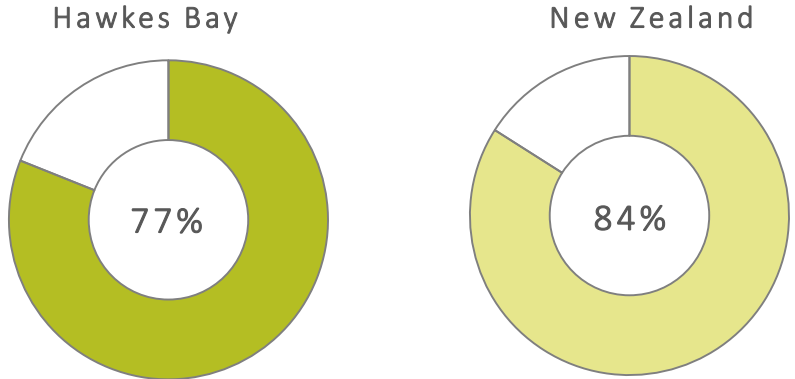
Visual arts attendance: impact of film festivals

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 - Hawkes Bay (69); 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 - Hawkes Bay (17); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

Of those who have attended the visual arts, 25% have attended film festivals in the last 12 months. This is largely in line with the national average (30%).

The majority (77%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with extreme caution due to the low base size (17 respondents). 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.

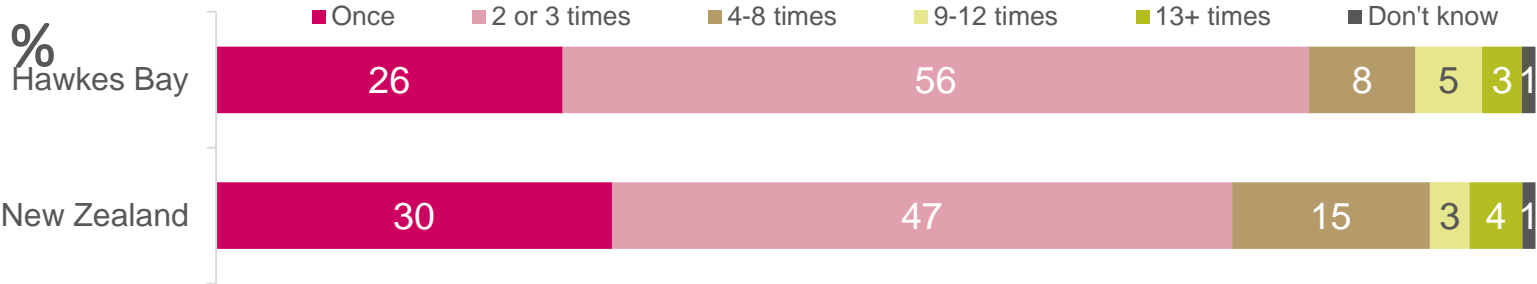
Craft and object art attendance

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: Hawkes Bay (153); 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 - Hawkes Bay (60); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

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

The majority (82%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

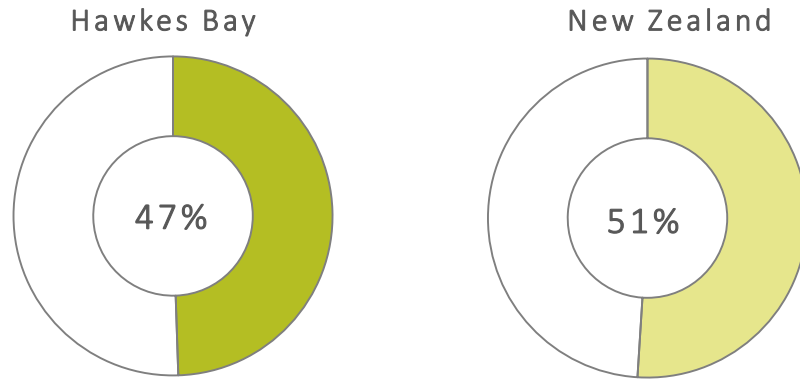
Sub-group differences in the Hawkes Bay:

Men are less likely than average to have attended a craft or object art event in the last 12 months (28% vs. 38%).

There are no sub-group differences of note in terms of frequency of attendance.

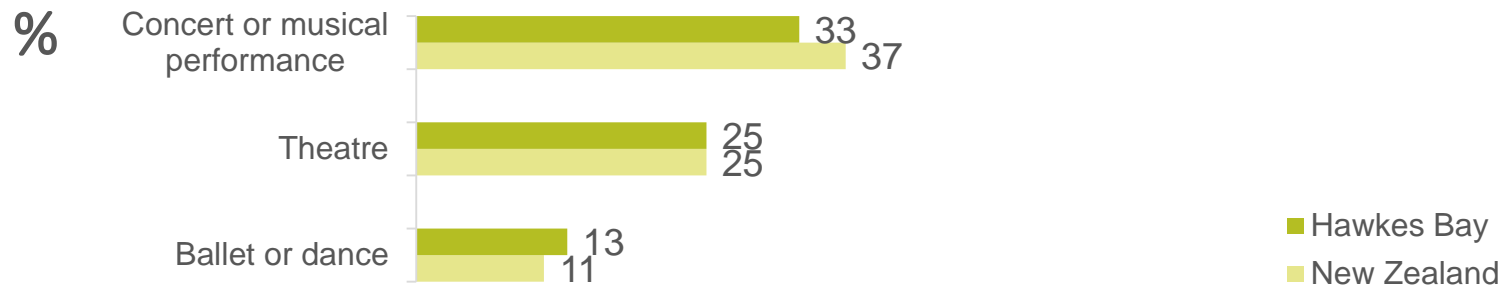
Performance arts attendance

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: Hawkes Bay (153); New Zealand (6,101)

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



Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Forty-seven percent of Hawkes Bay residents have attended a performing arts event in the last 12 months. This is consistent with the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 33% of Hawkes Bay residents have attended a concert or musical performance, while 25% have attended the theatre and 13% ballet or some other form of dance. Attendance to the various performing arts is consistent with the national average.

Sub-group differences in the Hawkes Bay:

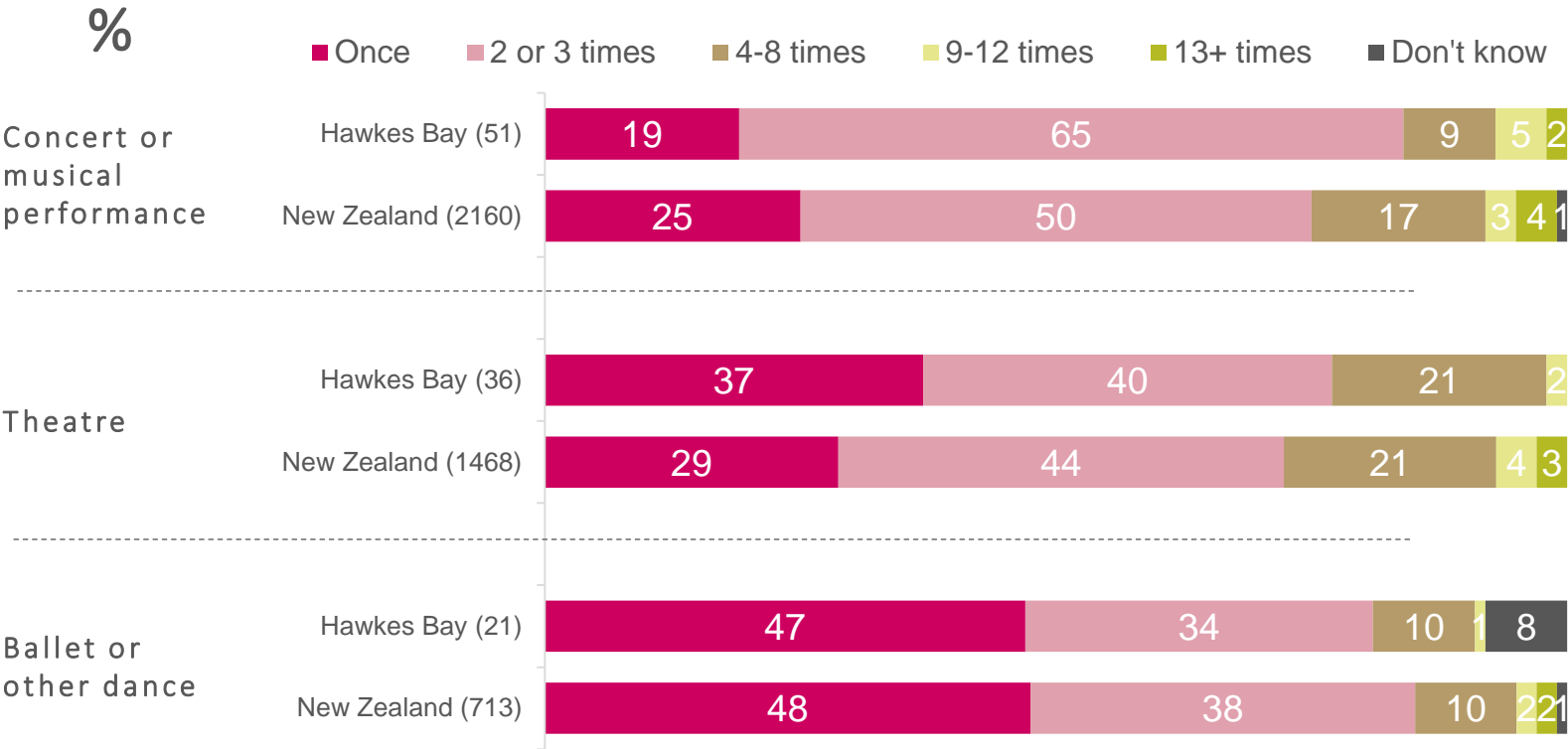
Women are more likely than the average to have attended a performing arts event in the last 12 months (59% vs. 47%). They are also more likely to have attended a concert of musical performance (44% vs. 33%).

The following groups are more likely than the average (48%) to have not attended a performing arts event in the last 12 months:

- Older people, aged 60+ (66%)
- Households with an annual income of up to \$50k (62%)
- Men (58%)
- One or two person households (54%).

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 (84%) of those who have attended concert or musical performances have done so between one and three times. This is broadly in line with all New Zealanders (75%).

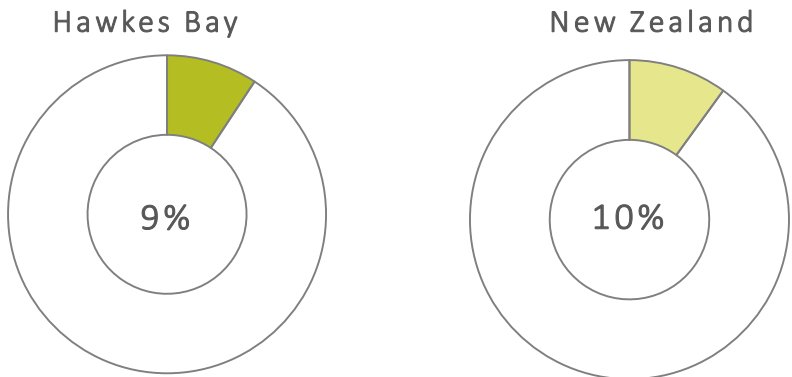
Similarly, the majority (77%) of those who have attended theatre performances have done so between one and three times. Again, this is largely in line with all New Zealanders (73%).

Finally, the majority of residents in the Hawkes Bay who have attended ballet or other dance performances have also done so between one and three times (81%). This is in line with all New Zealanders (86%). This finding for the Hawkes Bay should be treated with caution due to the low base size (21 respondents).

The base sizes are too small to test for statistical significance across sub-groups.

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?



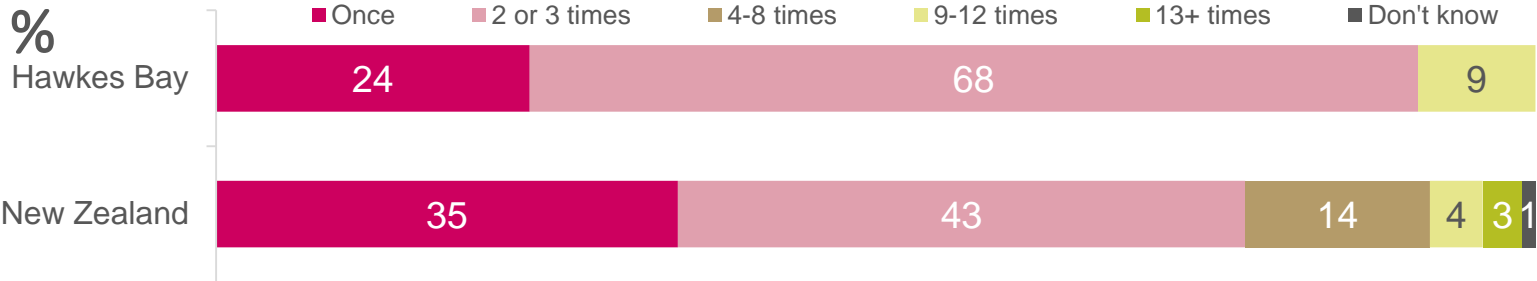
Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

Nine percent of Hawkes Bay residents have attended a literary arts festival or event in the last 12 months. This is consistent with the national level of attendance (10%).

Only 14 respondents in the Hawkes Bay reported having attended a literary arts festival or event in the last 12 months. As such the results for frequency of attendance need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

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

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

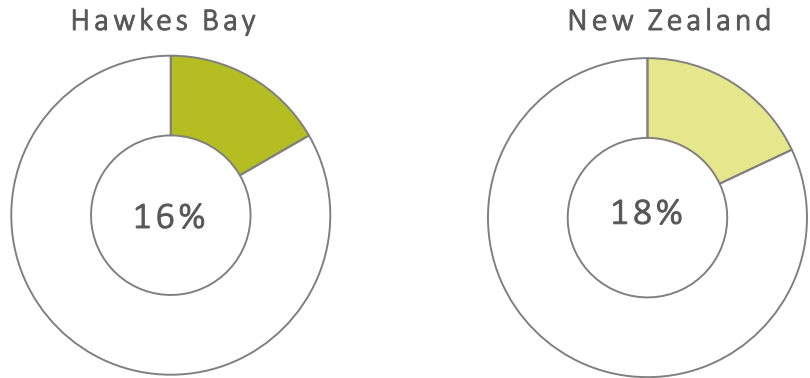


Base: All who have attended the literary arts - Hawkes Bay (14); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

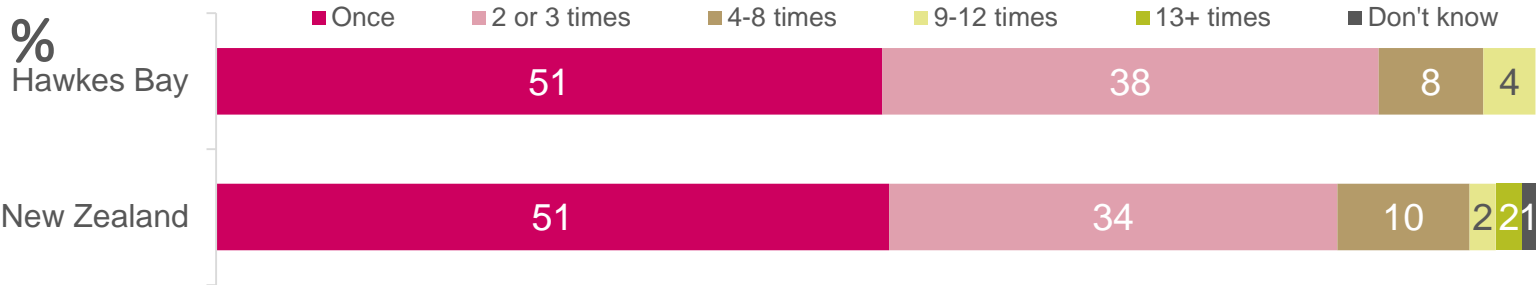
Pacific arts attendance

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: Hawkes Bay (153); 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 - Hawkes Bay (27); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Sixteen percent of Hawkes Bay 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 (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%). This finding for the Hawkes Bay should also be treated with caution due to the low base size (27 respondents).

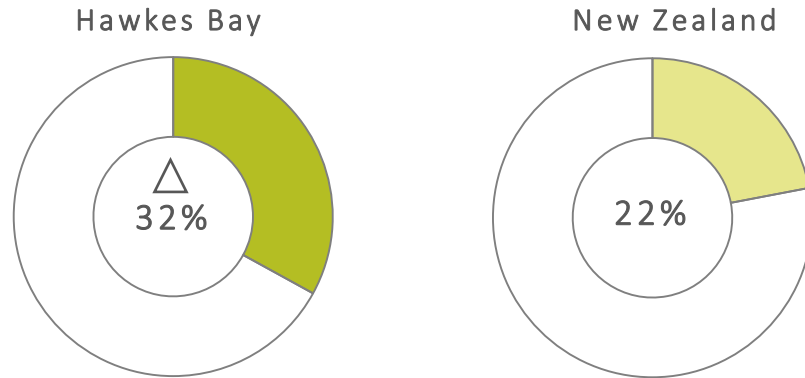
Sub-group differences in the Hawkes Bay:

Māori are more likely than average to have attended a Pacific arts event in the last 12 months (38% vs. 16%). In comparison, Pākehā residents are less likely to have attended a Pacific arts event (9%).

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

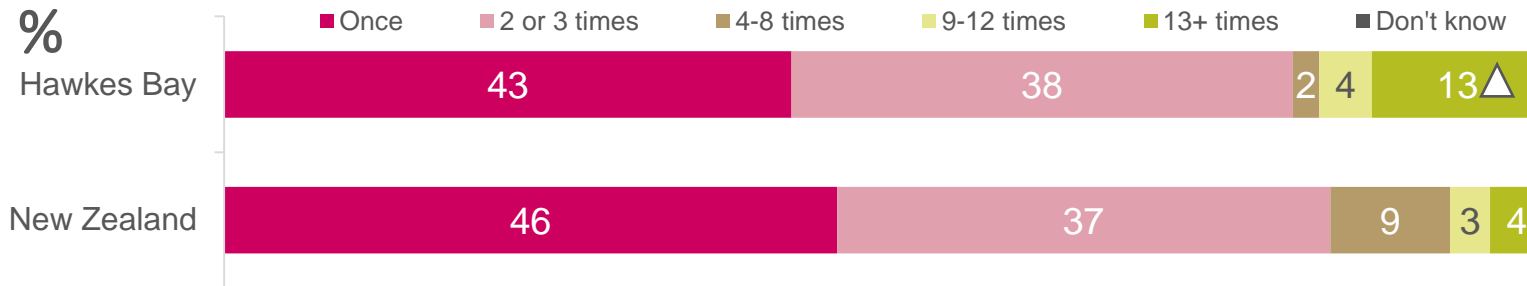
Māori arts attendance

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: Hawkes Bay (153); New Zealand (6,101)

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



Base: All who have attended Māori arts - Hawkes Bay (50); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Close to one third of Hawkes Bay residents (32%) have attended a Māori arts event in the last 12 months. This is higher than the national level of attendance (22%).

Eighty-one percent of those who have attended have done so between one and three times. This is consistent to the proportion of all New Zealanders (83%). 13% indicate they have attended a Māori arts event 13+ times in the last year, this is higher than the national average (4%).

Sub-group differences in the Hawkes Bay:

Māori are more likely than average to have attended a Māori arts event in the last 12 months (57% vs. 32%).

In contrast, the following groups are less likely than average (32%) to have attended a Māori arts event in the last 12 months :

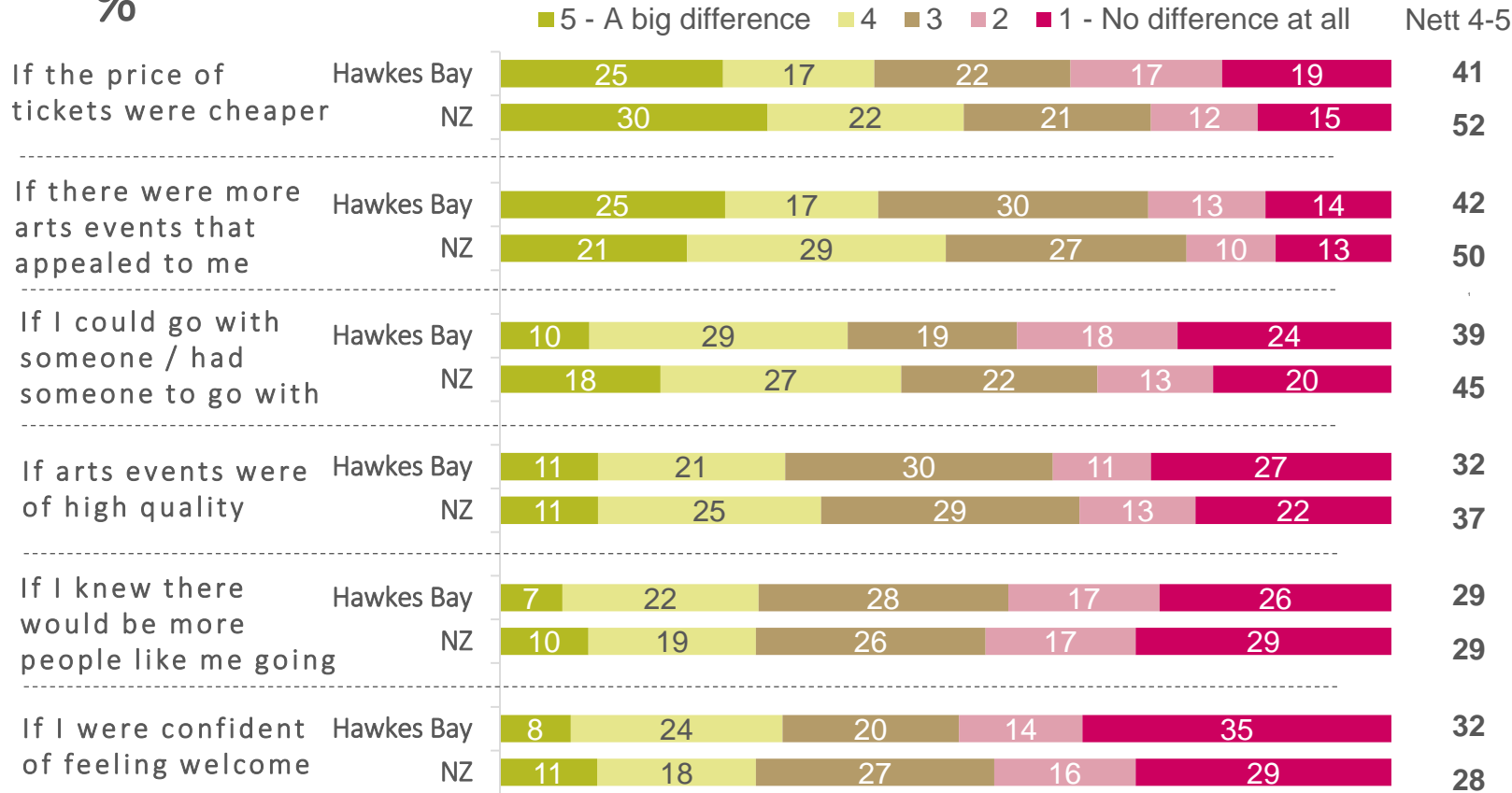
- Pākehā (26%)
- Men (22%).

There are no sub-group differences of note in terms of frequency of attendance.

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 Hawkes Bay 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. Two in five respondents indicated that a greater range of events that appealed to them would make a big difference, with a similar proportion indicating that reducing the price of tickets would make a big difference to their likelihood to attending.

Social isolation can also prove a barrier; 39% indicated having someone to go with would make a big difference.

Quality is a concern for one third (32%) of residents; who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. 29% indicate that knowing there were more people like them going would make a big difference, while one third (32%) point to being made to feeling welcome.

There are no significant differences between findings for the Hawkes Bay and all New Zealanders.

Sub-group differences in the Hawkes Bay:

Older people, aged 60+, were less likely to feel that lower ticket price (53% vs. 36%) or being confident of feeling welcome (72% vs. 49%) would make any difference to their attendance of the arts.

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Hawkes Bay (91); New Zealand (3,822)

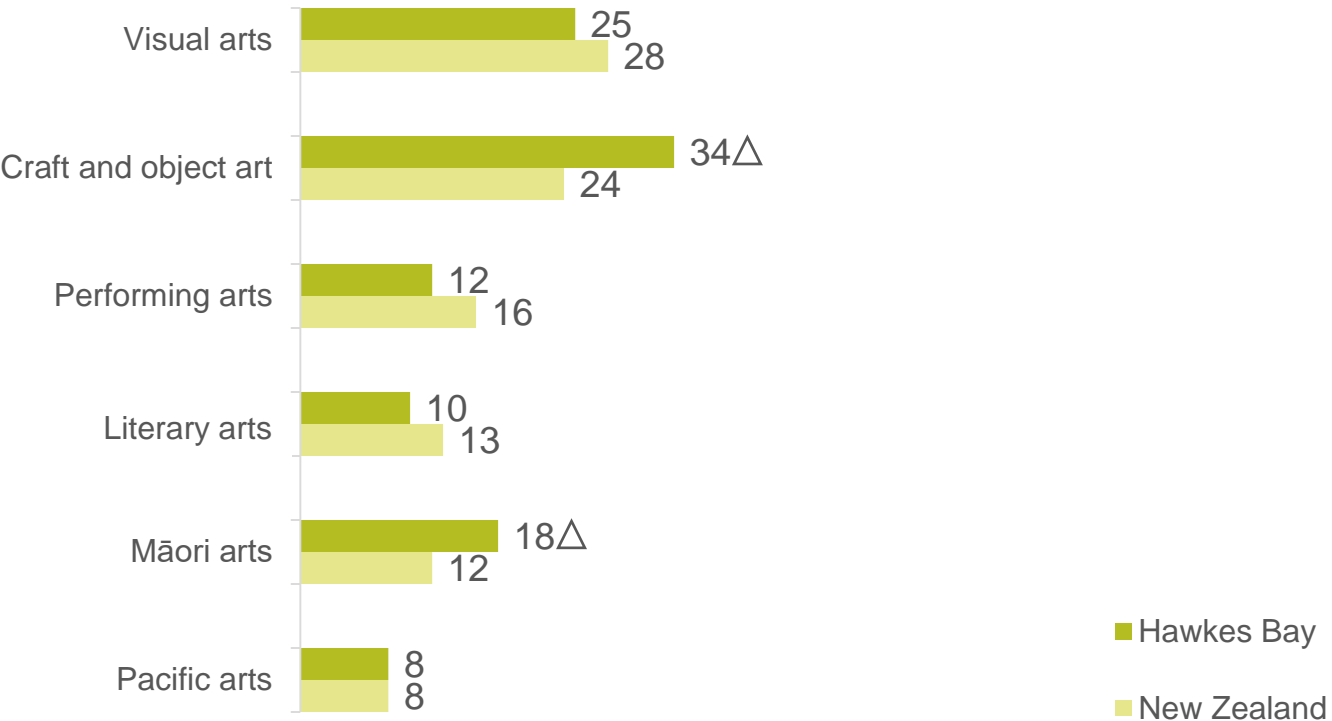


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Hawkes Bay 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 craft and object art and visual arts. Just over one third of Hawkes Bay residents (34%) have participated in craft and object art in the last 12 months, this is higher than the average for all New Zealanders (24%). One in four residents (25%) have participated in the visual arts in the last 12 months.

Residents of the Hawkes Bay are also more likely to have participated in Māori arts compared to the national average (18% vs. 12%).

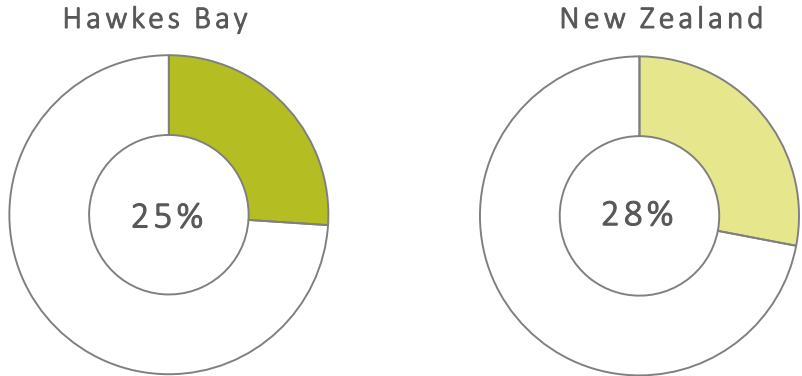
The least popular art form is Pacific arts. Only 8% have participated in Pacific arts.

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

Δ ∇ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); 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?



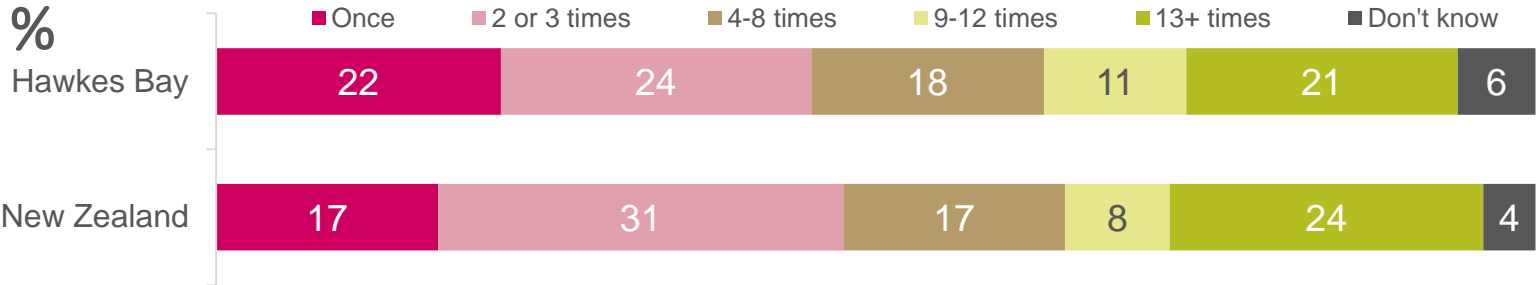
Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

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

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

There are no sub-group differences of note for levels of participation in visual arts.

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

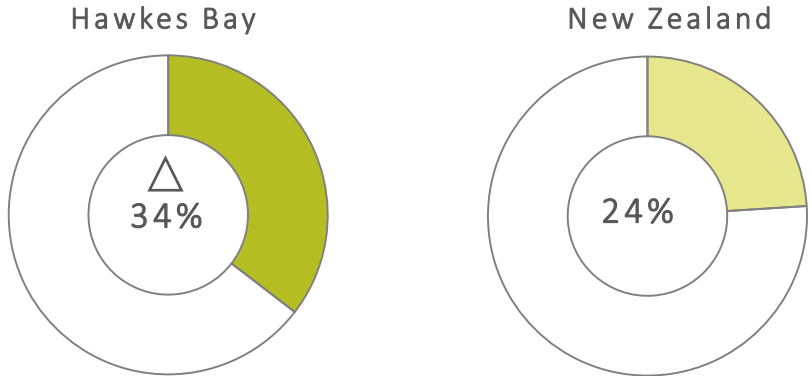


Base: All those who have participated in the visual arts - Hawkes Bay (36); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

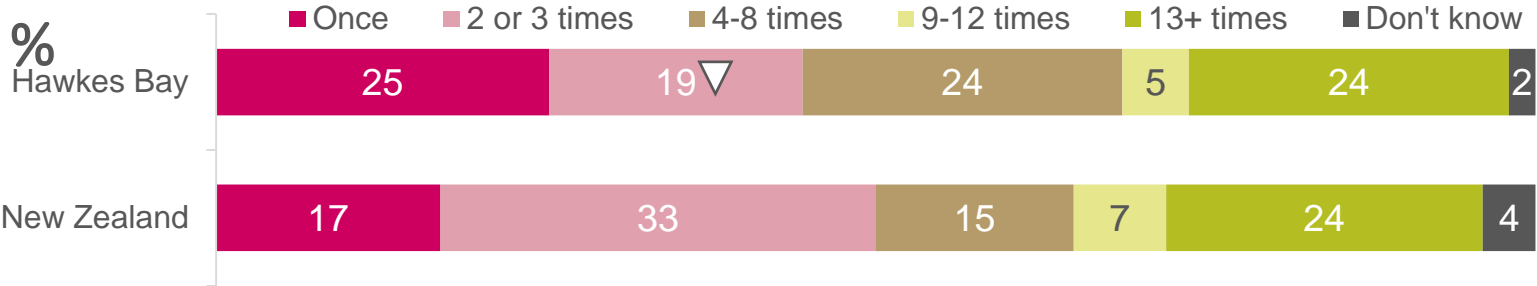
Craft and object art participation

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: Hawkes Bay (153); 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 - Hawkes Bay (52); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Thirty-four percent of Hawkes Bay residents have participated in craft and object art in the last 12 months. This is higher than the average for all New Zealanders (24%).

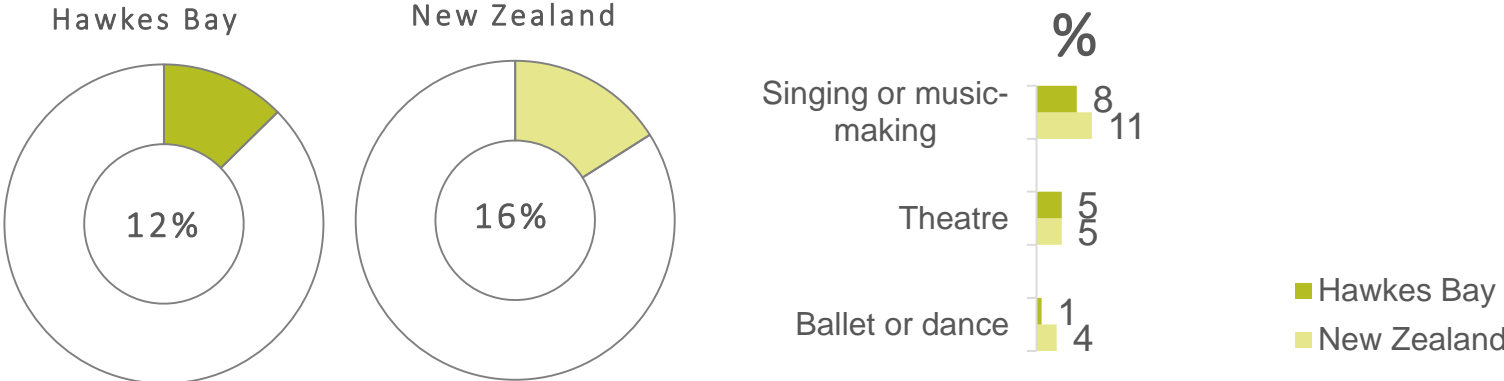
Of those who participate, 29% do so on a regular basis (at least nine times in the last 12 months). This is consistent with the result for all New Zealanders (31%).

Sub-group differences in the Hawkes Bay:

Women are more likely than average to have participated in craft and object art in the last 12 months (47% vs. 34%). In comparison, men are less likely than average to have participated (19%).

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: Hawkes Bay (153); New Zealand (6,101)

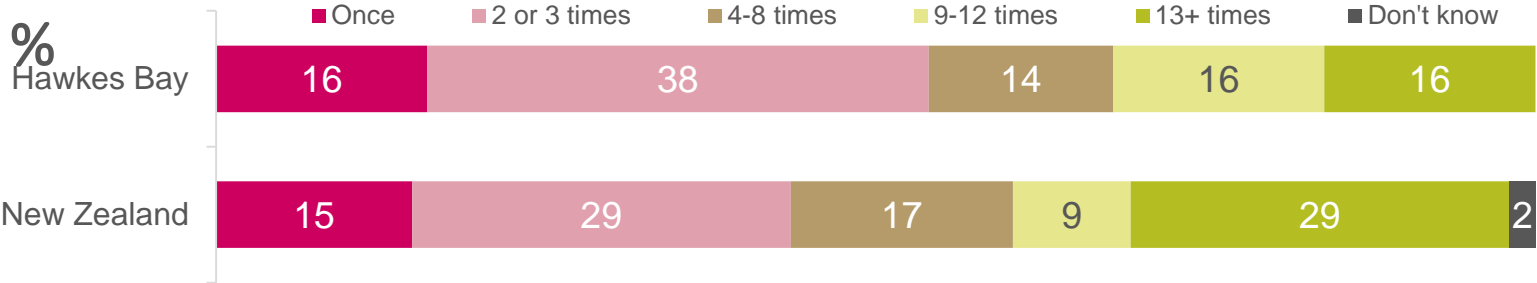
Twelve percent of Hawkes Bay residents have participated in the performing arts in the last 12 months. This is largely consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 8% of Hawkes Bay residents have participated in singing or music making, while 5% have participated in the theatre and 1% ballet or some other form of dance.

Of those who participate in the performing arts, 32% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

Sub-group differences in the Hawkes Bay:
One or two person households are more likely than average to have not participated in the performing arts in the last 12 months (88% vs. 83%).

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

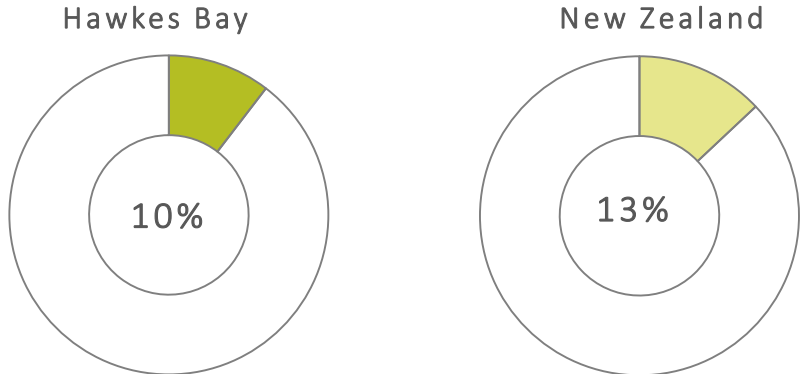


Base: All those who have participated in the performance arts - Hawkes Bay (18); New Zealand (896)

△▽ = 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: Hawkes Bay (153); New Zealand (6,101)

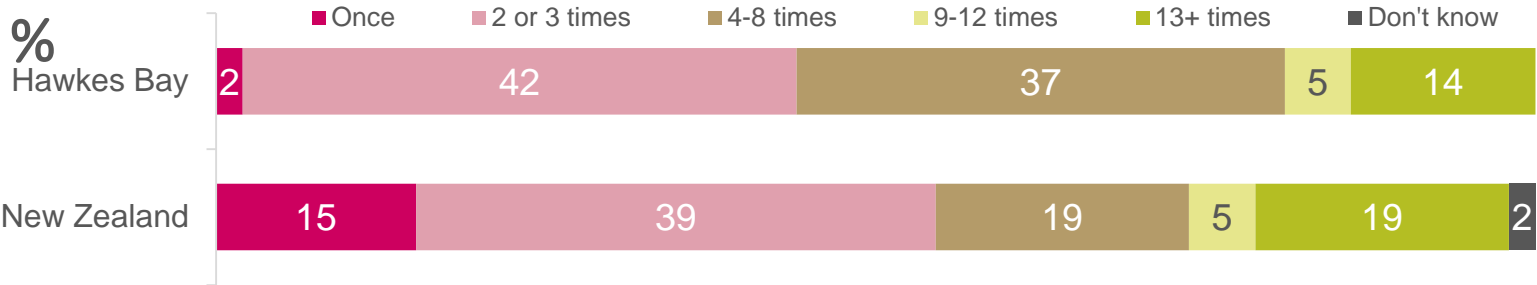
Ten percent of Hawkes Bay residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

Of those who participate in the literary arts, 19% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (16 respondents).

Sub-group differences in the Hawkes Bay:

Older people, aged 60+, are *less* likely than average to have participated in literary arts in the last 12 months (1% vs. 10%).

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

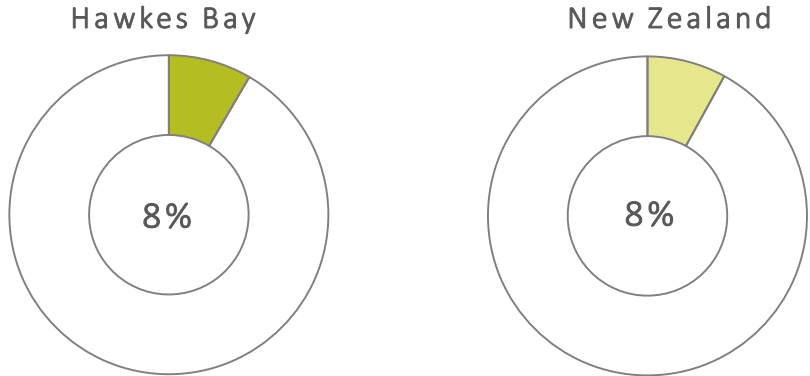


Base: All those who have participated in the literary arts - Hawkes Bay (16); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

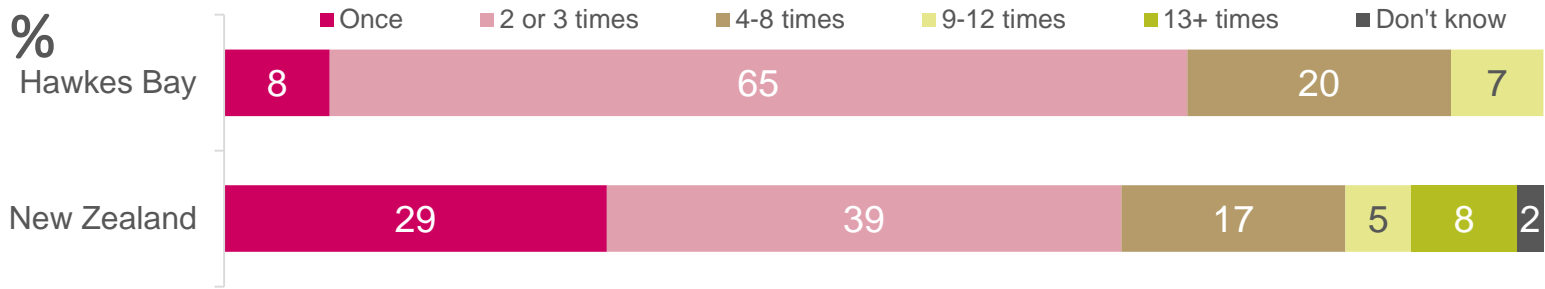
Pacific arts participation

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: Hawkes Bay (153); 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 - Hawkes Bay (14); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

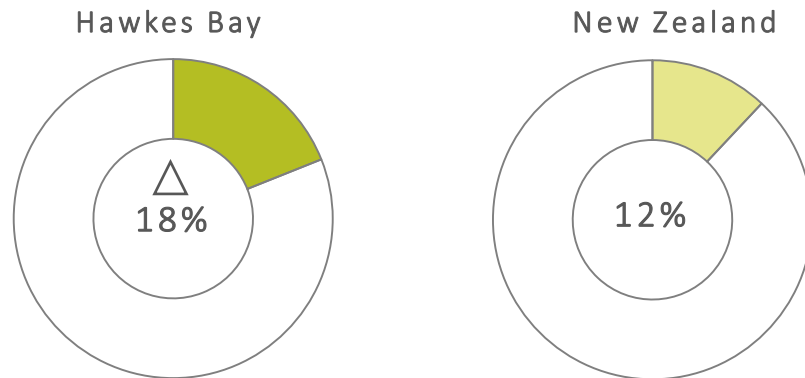
Eight percent of Hawkes Bay residents have participated in the Pacific arts in the last 12 months. This is in line with all New Zealanders (8%).

Of those who participate in the Pacific arts, 7% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (14 respondents).

Sub-group differences in the Hawkes Bay:
In line with attendance, Māori are more likely than average to have participated in Pacific arts in the last 12 months (27% vs. 8%).

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?**



Eighteen percent of Hawkes Bay residents have participated in Māori arts in the last 12 months. This is higher than the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 34% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (29 respondents).

Sub-group differences in the Hawkes Bay:

The following groups are more likely than average (18%) to have participated in Māori arts in the last 12 months:

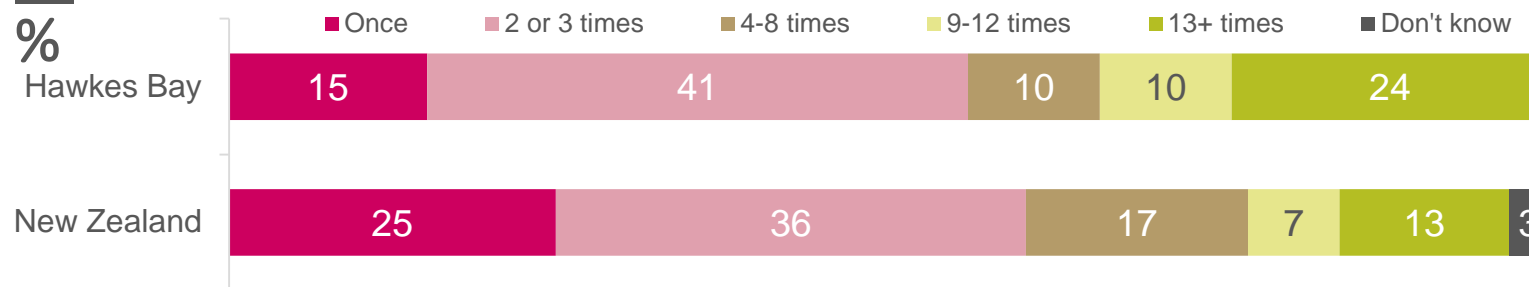
- Māori (52%)
- Women (29%).

The following groups are more likely than average (77%) to have not participated in the Māori arts in the last 12 months:

- Older people, aged 60+ (83%)
- Men (87%)
- Pākehā (83%).

Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

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

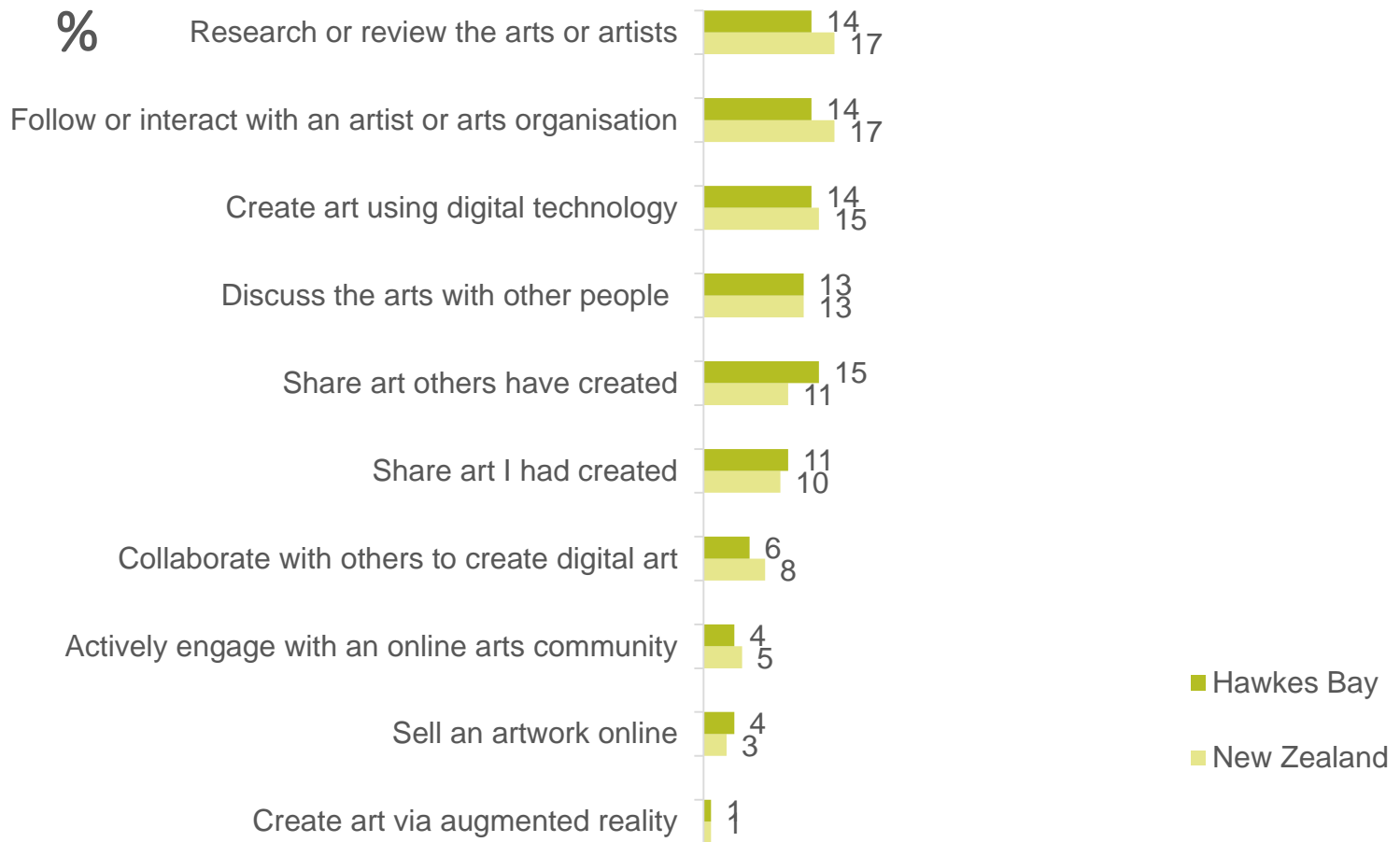


Base: All those who have participated in the visual arts - Hawkes Bay (29); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

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 the Hawkes Bay. Forty-six percent of Hawkes Bay residents have used digital technology for arts activities. This is consistent with all New Zealanders (43%).

The most popular activities are sharing art that others have created (15%), followed by, researching and reviewing art or following or interacting with an artist or arts organisation and creating art using digital technology (14%).

Sub-group differences in the Hawkes Bay:

At the overall level, Māori are more likely than average to have used digital technology for arts activities (64% vs. 46%). In comparison, older people, aged 60+, are less likely than average to have used technology for the arts (32% vs. 46%).

Women are more likely than average to follow or interact with artists or organisations using digital technology (23% vs. 14%).

Younger people, aged 15-39, are more likely than average to use technology to share art that they have created (21% vs. 11%).

Māori are more likely than average to use digital means to collaborate with others to create digital art (15% vs. 6%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Hawkes Bay (153); New Zealand (6,101)

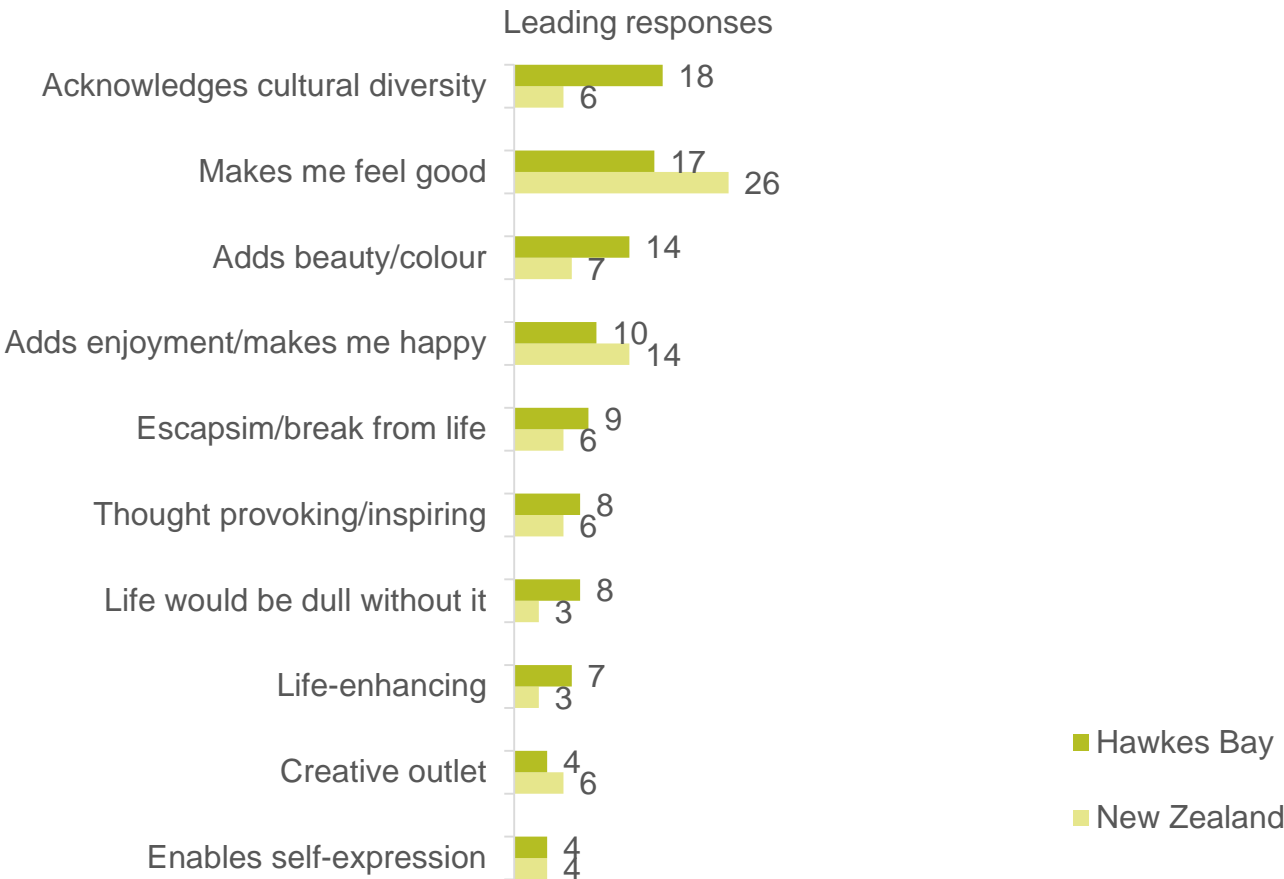


ADVOCACY OF THE ARTS

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 one of the follow-up questions.

The chart opposite shows the leading responses. The key reasons why residents in the Hawkes Bay feel the arts improve how they feel about life in general is simply that it acknowledges cultural diversity (18%) and simply makes them feel good (17%).

Due to the low base size (30 respondents) it is not possible to detect any statistical differences between Hawkes Bay residents and all New Zealanders.

"Diverse cultural activities enhance our values, leading to a more tolerant society.

Interested to experience art of other cultures to widen knowledge.

The arts add a dimension that enriches everyday life.

Seeing people express themselves freely through art is a good feeling. Seeing objects of beauty and hand crafted items is a good thing.

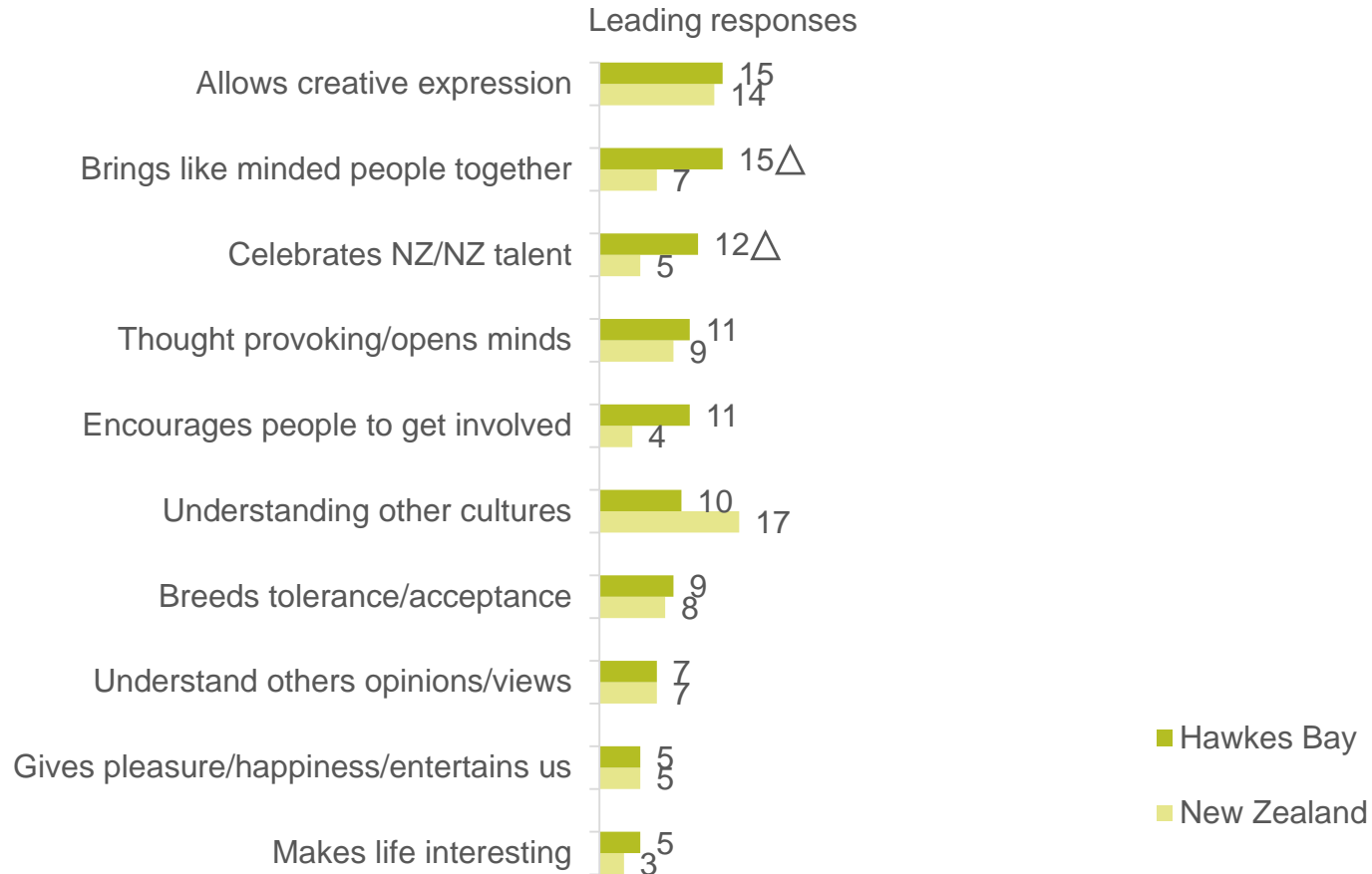
△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Hawkes Bay (30); 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?

%



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

The key reasons is that they allow creative expression (15%) and it brings like minded people together (15%).

Compared to the national average, Hawkes Bay residents are more likely to mention that the arts bring like minded people together (15% vs. 7%) and that arts celebrates New Zealand and New Zealand talent (12% vs. 5%).

“
The arts get people together either through direct participation or by providing entertainment to the public in general.
The arts encourage learning of our culture, history, heritage and traditions as New Zealanders.
Because it is a way for people to share their views in a different format. It allows people to see and experience interactions they may not otherwise experience.
Celebrates success in areas other than those that are academic.
It defines a unique culture and history we have in NZ.
Helps to be proud of NZ culture.
”

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

Base: Respondents who agree the arts help improve New Zealand society - Hawkes Bay (58); New Zealand (2,323)



FOR FURTHER
INFORMATION
PLEASE CONTACT:

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

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