

NEW ZEALANDERS AND THE ARTS

REPORT FOR PALMERSTON NORTH 2017

INTRODUCTION

Background and objectives of the research

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

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

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

This report presents findings on public attitudes, attendance and participation in the arts in Palmerston North. 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



197

ONLINE INTERVIEWS

With adults aged 15+ living in Palmerston North



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 for Palmerston North City Council (and others) to purchase additional sample, so they can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

The overall sampling target in Palmerston North was 200 interviews. In order to achieve a representative sample of residents in Palmerston North, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of these targets due to lack of available panellists.

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

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 197 respondents the margin of error is up to +/- 7.0 percentage points.

We have used statistical tests to determine whether the survey findings between Palmerston North 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: Residents in Palmerston North 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 Palmerston North are engaged with the arts (81%). 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 (76%) or have **participated** in the arts in the last 12 months (51%).

Attendance is highest for the visual arts (54%), followed by the performing arts (50%). Attendance for visual arts is higher than the national average (45%). Attendance is lowest for literary arts (9%).

Participation is highest for the visual arts (29%) and craft and object art (27%). Participation in Pacific arts lower compared to the average for all New Zealanders (3% vs. 8%)

ADVOCACY OF THE ARTS

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

Residents do express the importance of arts to their community. More than half of all residents (53%), feel the community has a broad range of arts and activities available to experience, and the same proportion (53%) believe that their community would be poorer without the arts.

In addition, residents believe the arts benefit the nation. They contribute positively to the economy (61%), improve New Zealand society (59% agree) and help define who we are as New Zealanders (55%).

In recognition of these benefits, 60% agree the arts should receive public funding and 53% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

Half of all Palmerston North residents (51%) agree some arts interest them but they still don't go much. Although this is lower than the national average (62%), there is still potential to further increase engagement.

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

Choice and price emerged as key barriers. Fifty-five percent of the respondents indicated a greater range of events that appealed to them would make a big difference. In addition, half of residents indicated that reducing the price of tickets would make a big difference to their likelihood of attending.

There is evidence a minority find the arts elitist. Thirty-eight percent indicate if they were confident of feeling welcome it would make a big difference, this is higher than the national average (28%).

KEY DEMOGRAPHIC DIFFERENCES

Overall women express greater engagement with the arts than average in Palmerston North.

Older people, aged 60+, generally hold more positive attitudes about the arts.

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

- // Helps expose people to different things.
- Allows members of the community to express themselves, can be a big part of improving self worth.
- Show us a different way of thinking. //



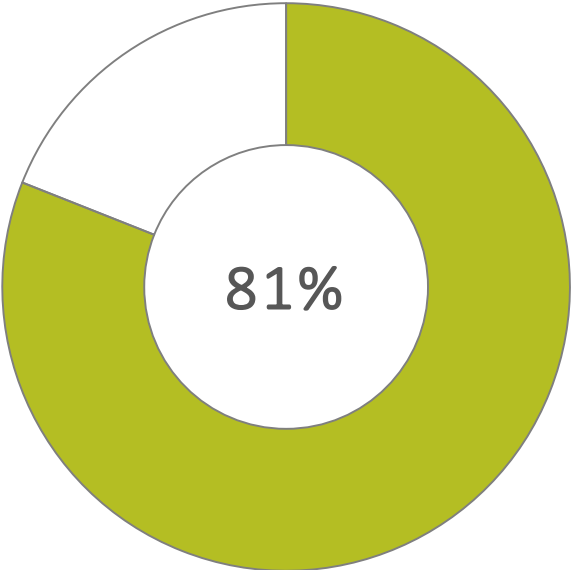
OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

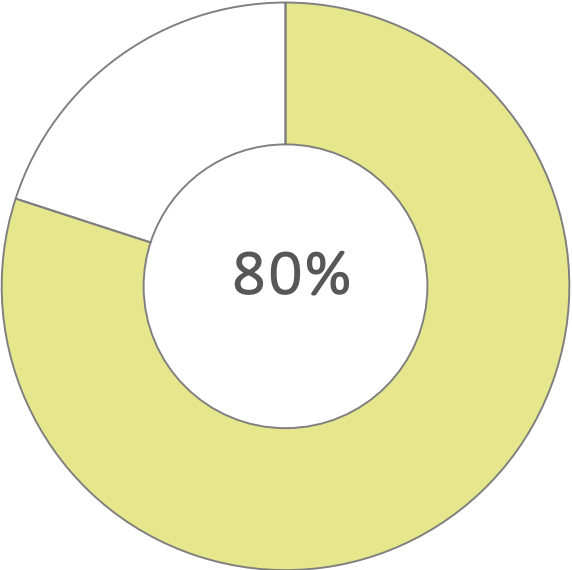
Overall engagement

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**

Palmerston North



New Zealand



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, 81% of residents in Palmerston North engaged with the arts in the last 12 months. This is consistent with all New Zealanders (80%).

Sub-group differences in Palmerston North:

Women are more likely than average to have engaged with the arts in the last 12 months (89% vs. 81%). In contrast, men are less likely than average to have engaged with the arts (72% vs. 81%).

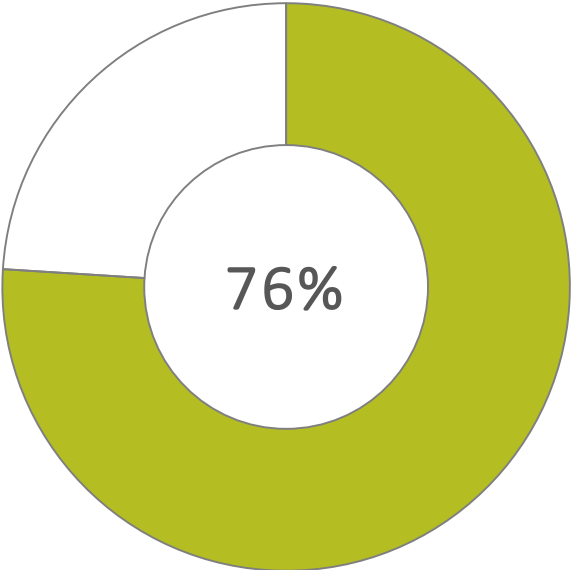
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); New Zealand (6,101)

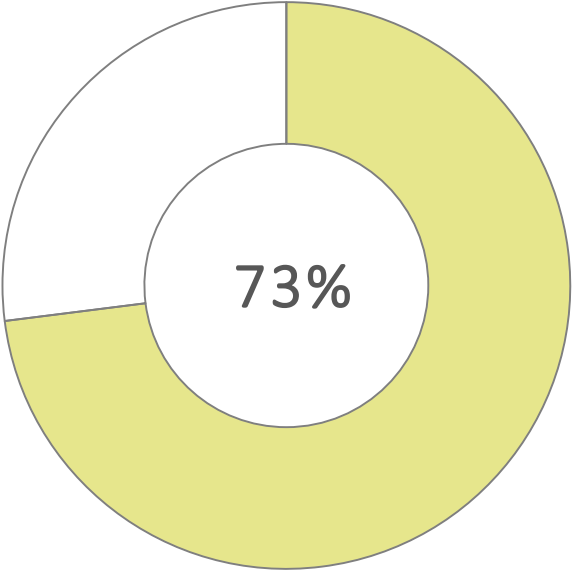
Overall attendance

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**

Palmerston North



New Zealand



A total of 76% of residents in Palmerston North have attended at least one arts event or location in the last 12 months. This is consistent with the average for all New Zealanders (73%).

Sub-group differences in Palmerston North:

The following groups are more likely than average (76%) to have attended any art form in the last 12 months:

- Women (85%)
- One or two person households (80%).

In contrast, men are less likely than average to have attended any art form in the last 12 months (67% vs. 76%).

△▽ = significantly higher / lower than New Zealand

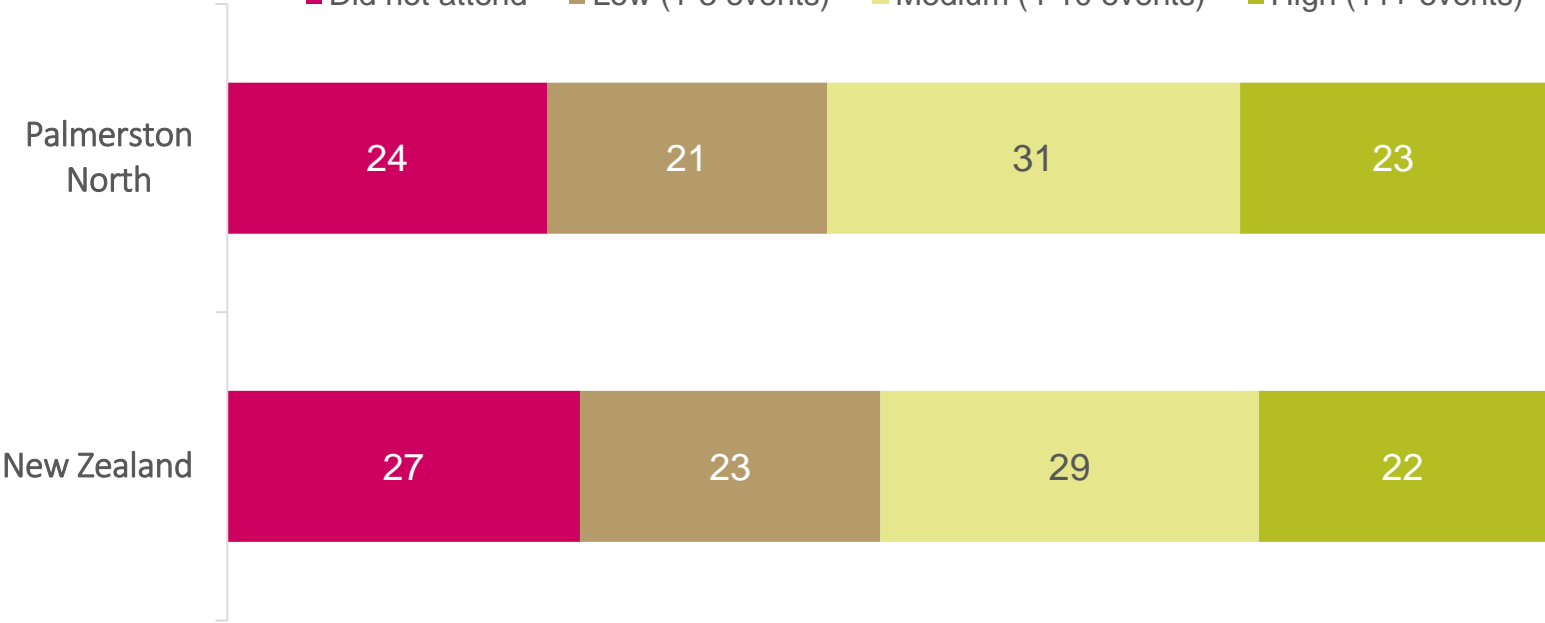
Base: All respondents: Palmerston North (197); New Zealand (6,101)

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)



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); New Zealand (6,101)

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

Over one in five residents in Palmerston North (23%) 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 Palmerston North:

Women are more likely than average to attend the arts on a regular basis (more than ten times a year) (33% vs. 23%).

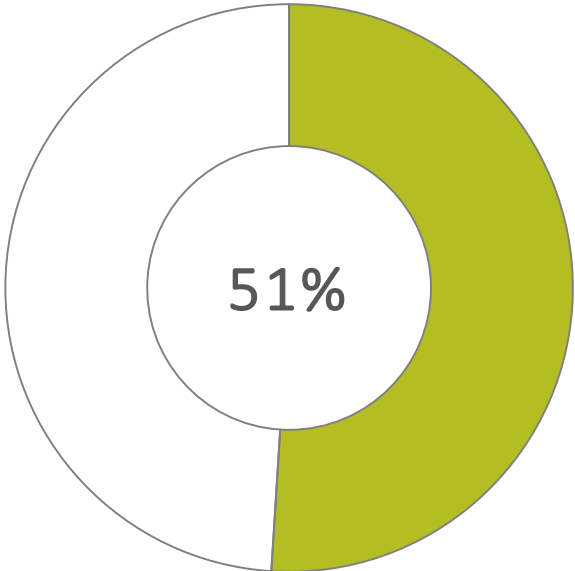
The following groups are more likely than average (48%) to either not attend any art form or attend between one and three art forms in the last 12 months:

- Men (59%)
- Younger people, aged 15-39 (54%).

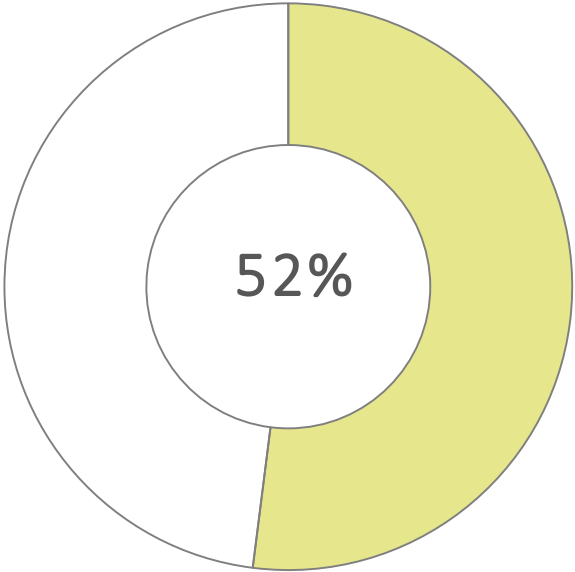
Overall participation

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

Palmerston North



New Zealand



A total of 51% of residents in Palmerston North have participated in at least one art form in the last 12 months. This is consistent with the average for all New Zealanders (52%).

There are no sub-group differences of any note.

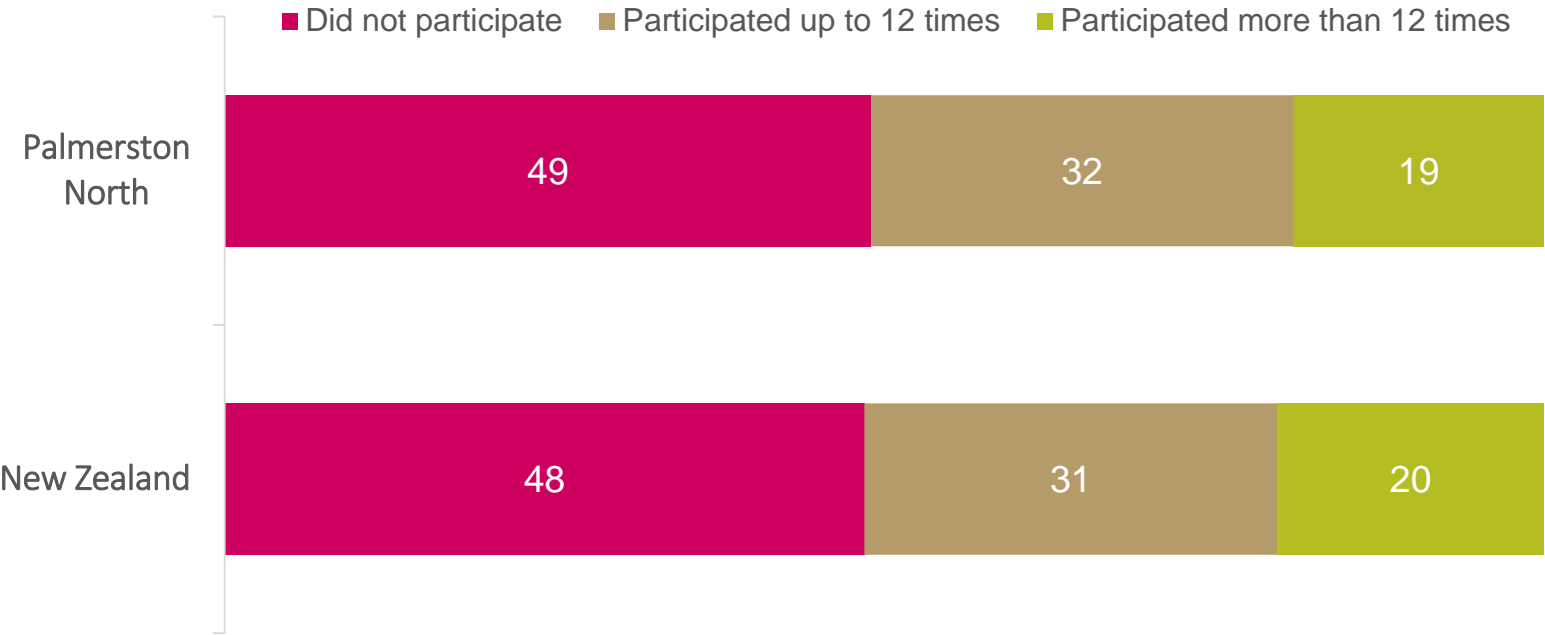
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); 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 Palmerston North (19%) participate on a regular basis (more than 12 times a year). This is in line with all New Zealanders (20%).

Sub-group differences in Palmerston North:
 Women are more likely than average to participate in the arts on a regular basis (more than twelve times a year) (29% vs. 19%). Conversely, men are less likely than average to participate on a regular basis (8% vs. 19%).

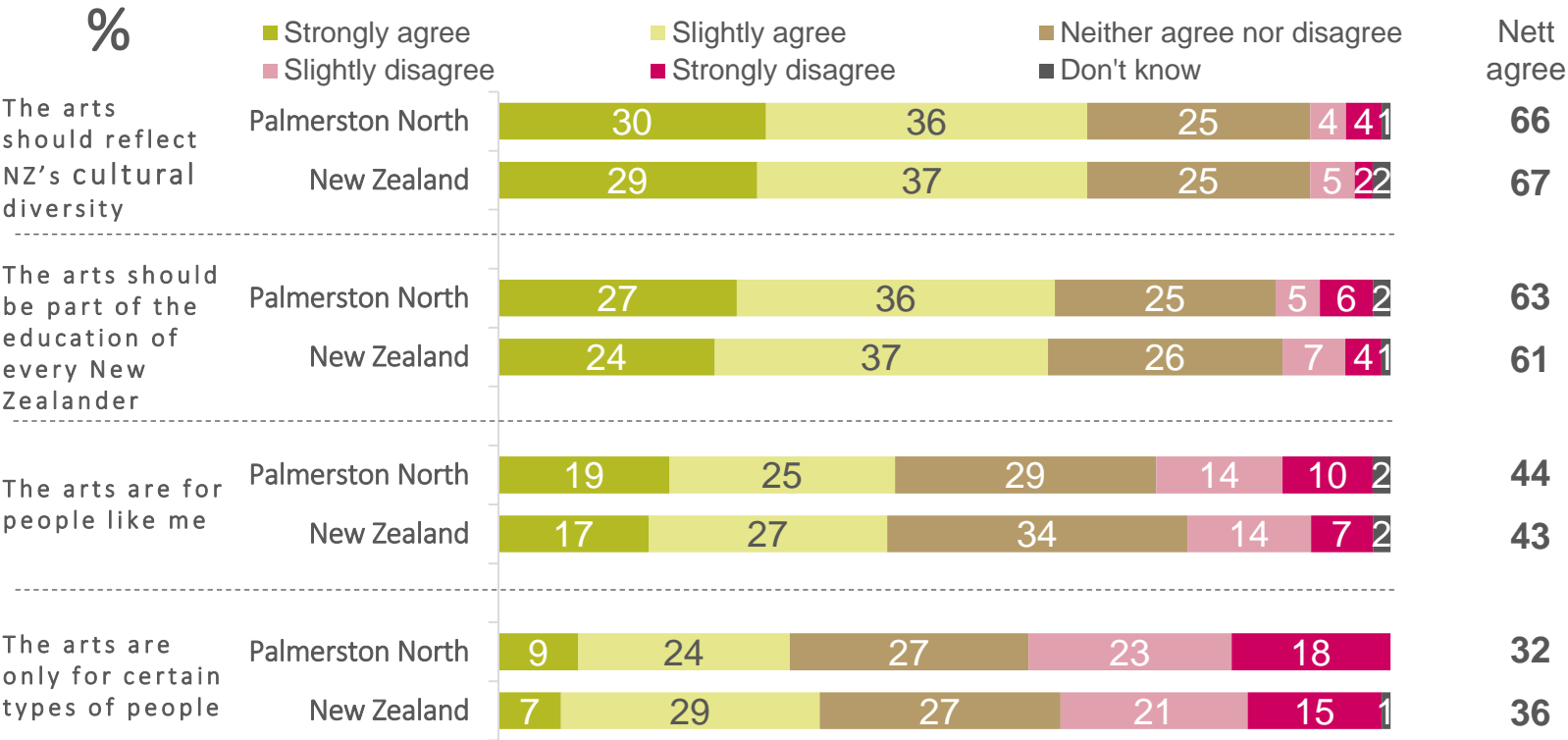
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); New Zealand (6,101)



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Palmerston North residents for the arts to reflect New Zealand's cultural diversity (66%) and to be part of the education of every New Zealander (63%).

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

There is a feeling the arts could be more inclusive. Close to one in four (24%) disagree that the 'arts are for people like me', while at the same time 32% agree 'the arts are only for certain types of people'.

The views expressed by residents in Palmerston North are in line with all New Zealanders.

Sub-group differences in Palmerston North:

One or two person households are more likely than average to agree that the arts should be part of the education of every New Zealander (68% vs. 63%).

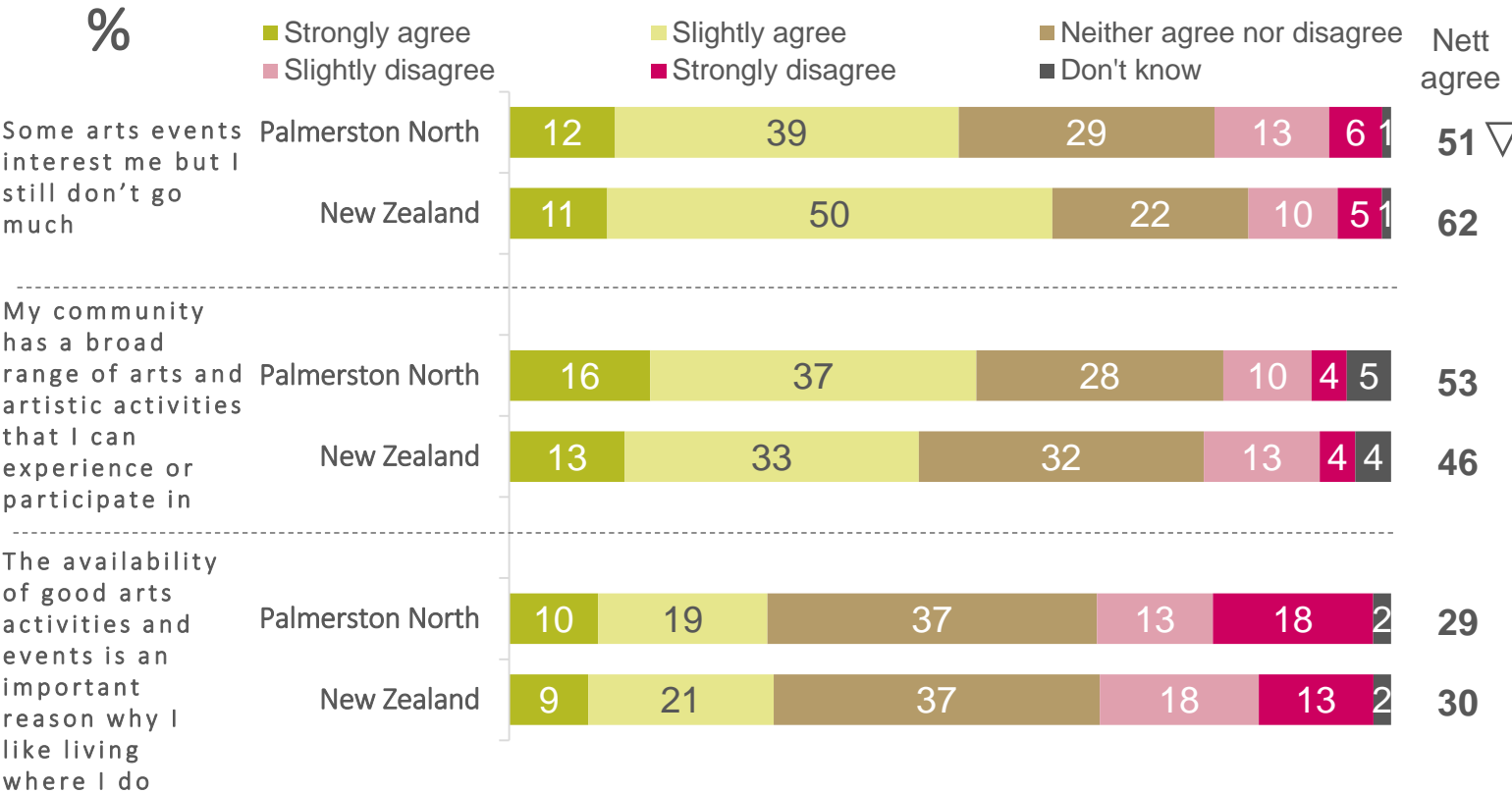
Asian New Zealanders are more likely than average to agree that the arts are only for certain types of people (54% vs. 32%). In contrast, women are less likely to agree that they arts are only for certain types of people (25% vs. 32%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



Just over half (51%) of Palmerston North residents agree some arts events interest them but they still don't go much. This is lower than the national average (62%). However, there is still scope to improve attendance at arts events.

The majority of Palmerston North residents agree they have access to a range of arts and artistic activities (53%). Only 14% disagree with this statement, while over one in four (28%) remain on the fence; potentially indicating a lack of knowledge of what is available.

Twenty-nine percent of residents feel the arts and arts activities is an important reason in why they like living in Palmerston North. This is in line with the average for all New Zealanders.

Sub-group differences in Palmerston North:

The following groups are more likely than average (53%) to agree that their community has a broad range of arts that they can participate in:

- Older people, aged 60+ (72%)
- One or two person households (60%)

In contrast, the following groups are less likely than average (53%) to agree that their community has a broad range of arts that they can participate in:

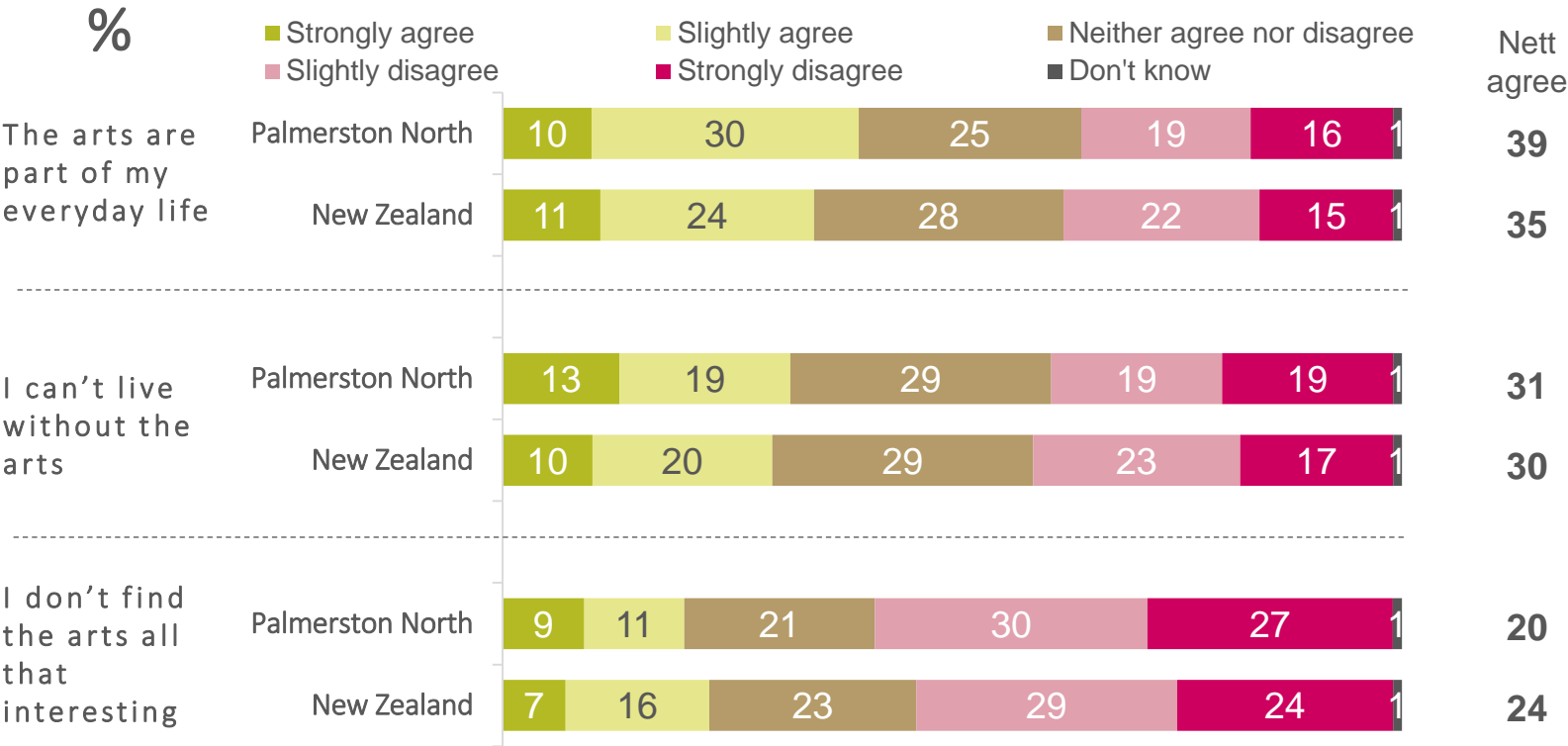
- Younger people, aged 15-39 (44%)
- Three or four person households (32%)

Older people, aged 60+, are more likely than average to agree that the availability of arts is an important reason why they like living in Palmerston North (43% vs. 29%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); 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 Palmerston North. Thirty-nine percent agree the arts are part of their everyday life while 31% agree they can't live without the arts.

More residents are interested in the arts than not. While, 20% of residents in Palmerston North agree they don't find the arts all that interesting, 57% disagree.

The difference in attitudes for these statements between residents in Palmerston North and all New Zealanders are not statistically significant.

Sub-group differences in Palmerston North:

The following groups are more likely than average (57%) to disagree that they don't find the arts all that interesting:

- Older people, aged 60+ (72%)
- Women (67%).

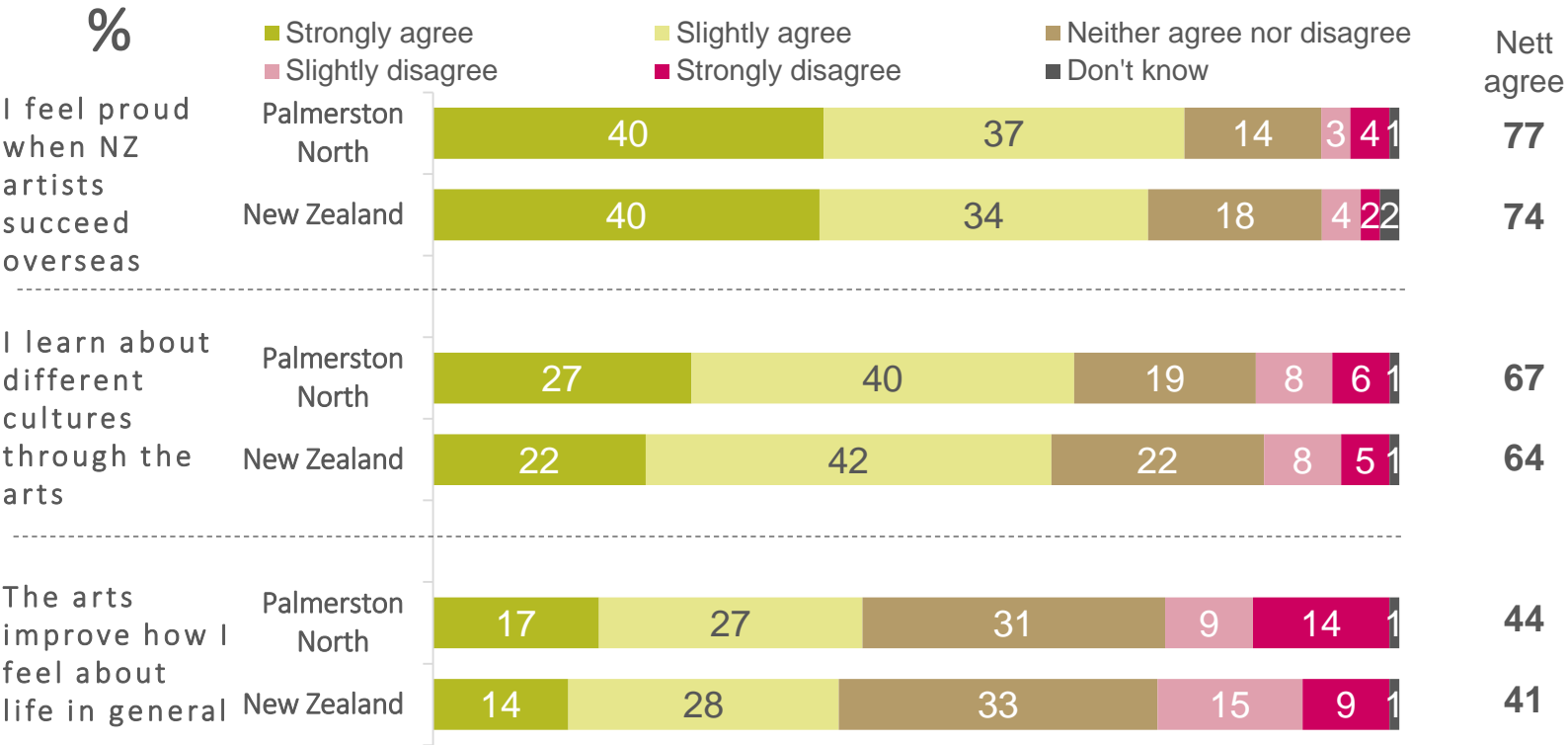
There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The arts provide personal benefits to most residents in Palmerston North. More than three in four (77%) agree they feel proud when New Zealand artists succeed overseas.

Two thirds of Palmerston North residents (67%) feel they learn about different cultures through the arts.

In addition, 44% of residents agree the arts improve how they feel about life in general, compared to 23% who disagree.

The views expressed by residents in Palmerston North are broadly in line with the average for all New Zealanders.

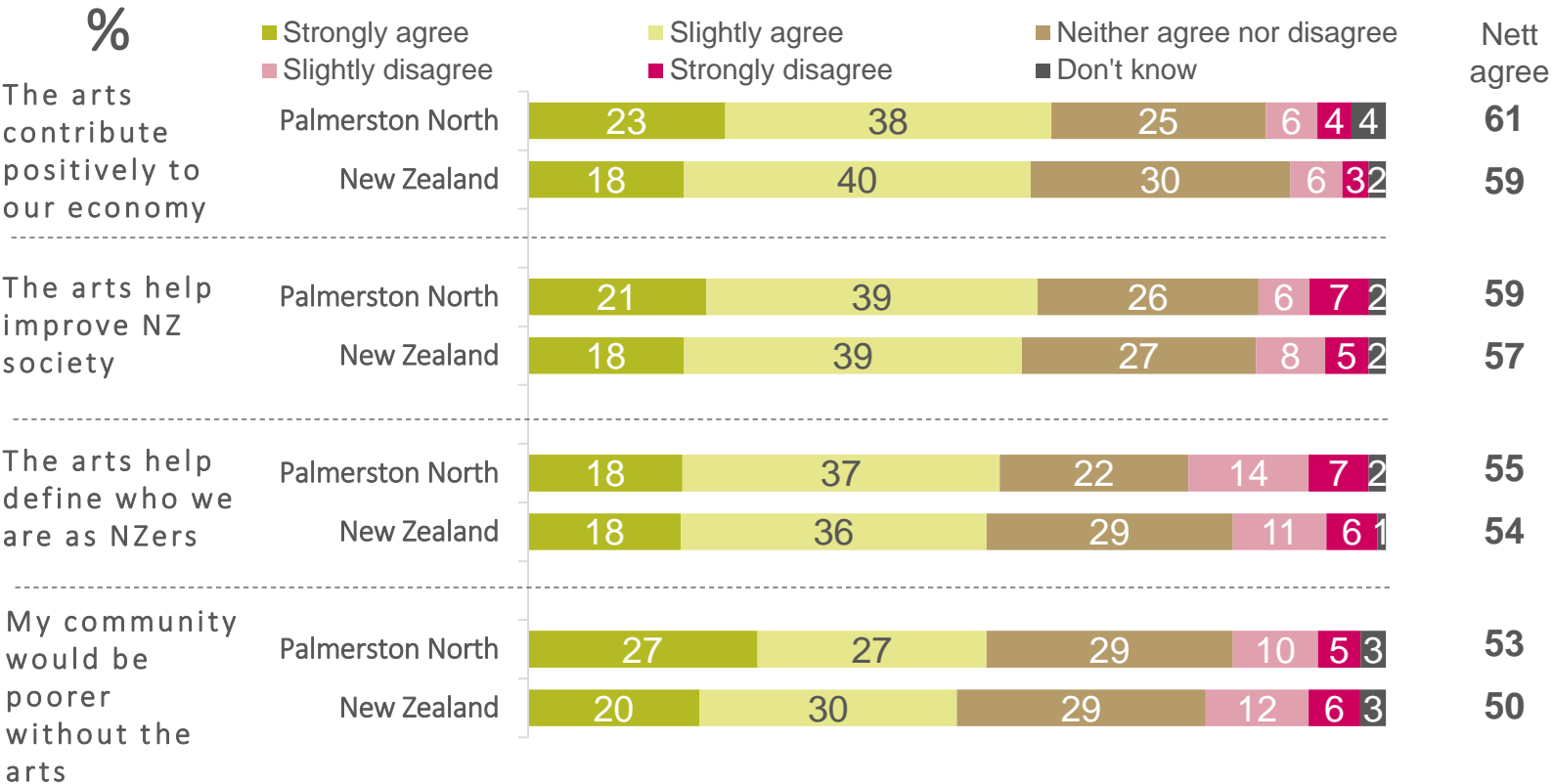
There are no sub-group differences of any note for these statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); 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 Palmerston North recognise different ways in which the arts benefit New Zealand.

Around three in five agree they contribute positively to the economy (61%), improve New Zealand society (59%) and help define who we are as New Zealanders (55%). These views are in line with the average for all New Zealanders.

In addition, over half (53%) agree their community would be poorer without the arts. This is also consistent with all New Zealanders.

Sub-group differences in Palmerston North:

Three or four person households are *less* likely than average to agree that the arts contribute positively to our economy (44% vs. 61%).

The following groups are more likely than average (53%) to agree that their community would be poorer without the arts:

- Older people, aged 60+ (72%).
- Younger people, aged 15-39 (42%)
- Three or four person households (31%)

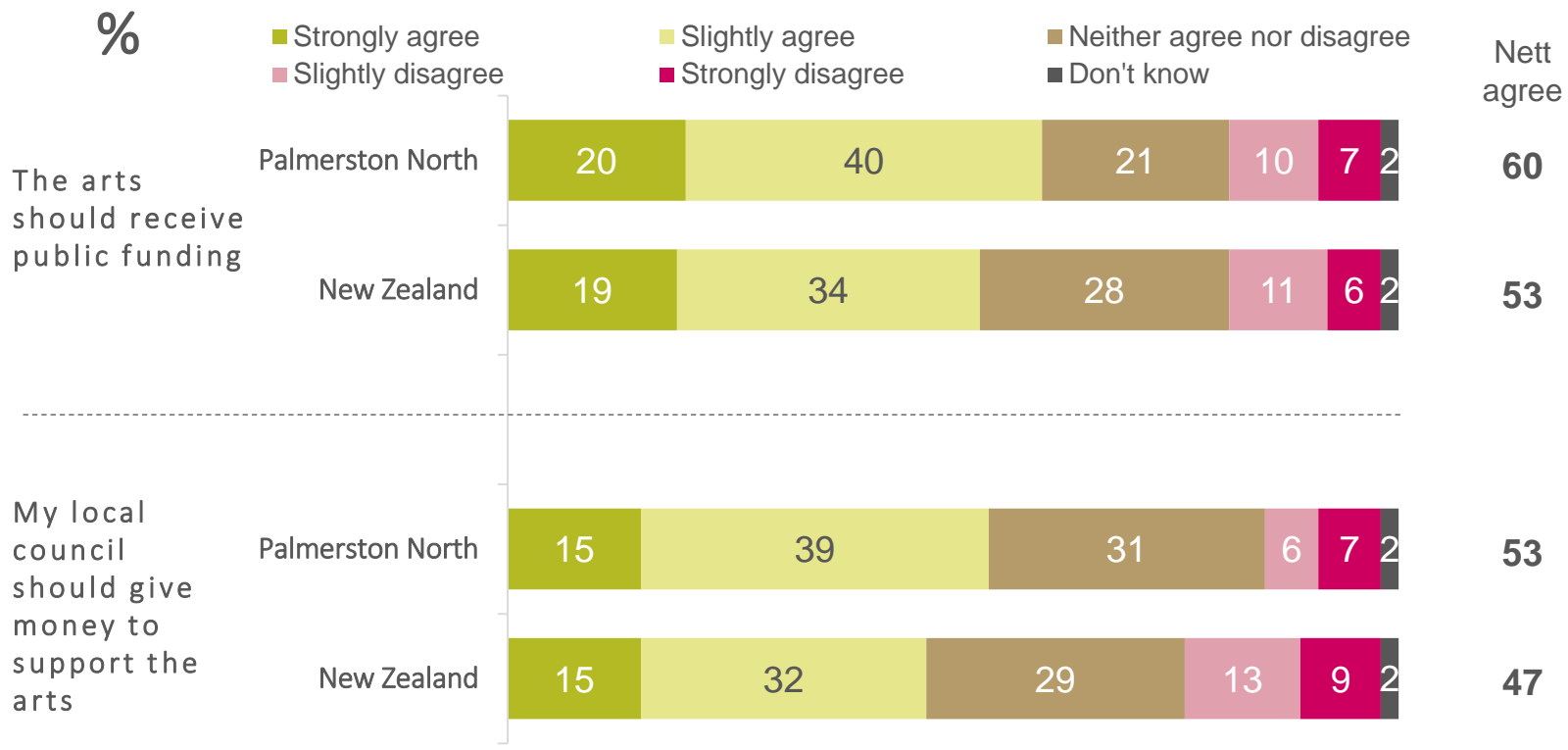
There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



There is strong support for public funding of the arts. Three in five Palmerston North residents (60%) agree the arts should receive public funding. In contrast, 17% disagree, while the remainder are on the fence or do not express an opinion.

More than half of all residents (53%) in Palmerston North feel the local council should give money to support the arts. This compares to 13% who disagree.

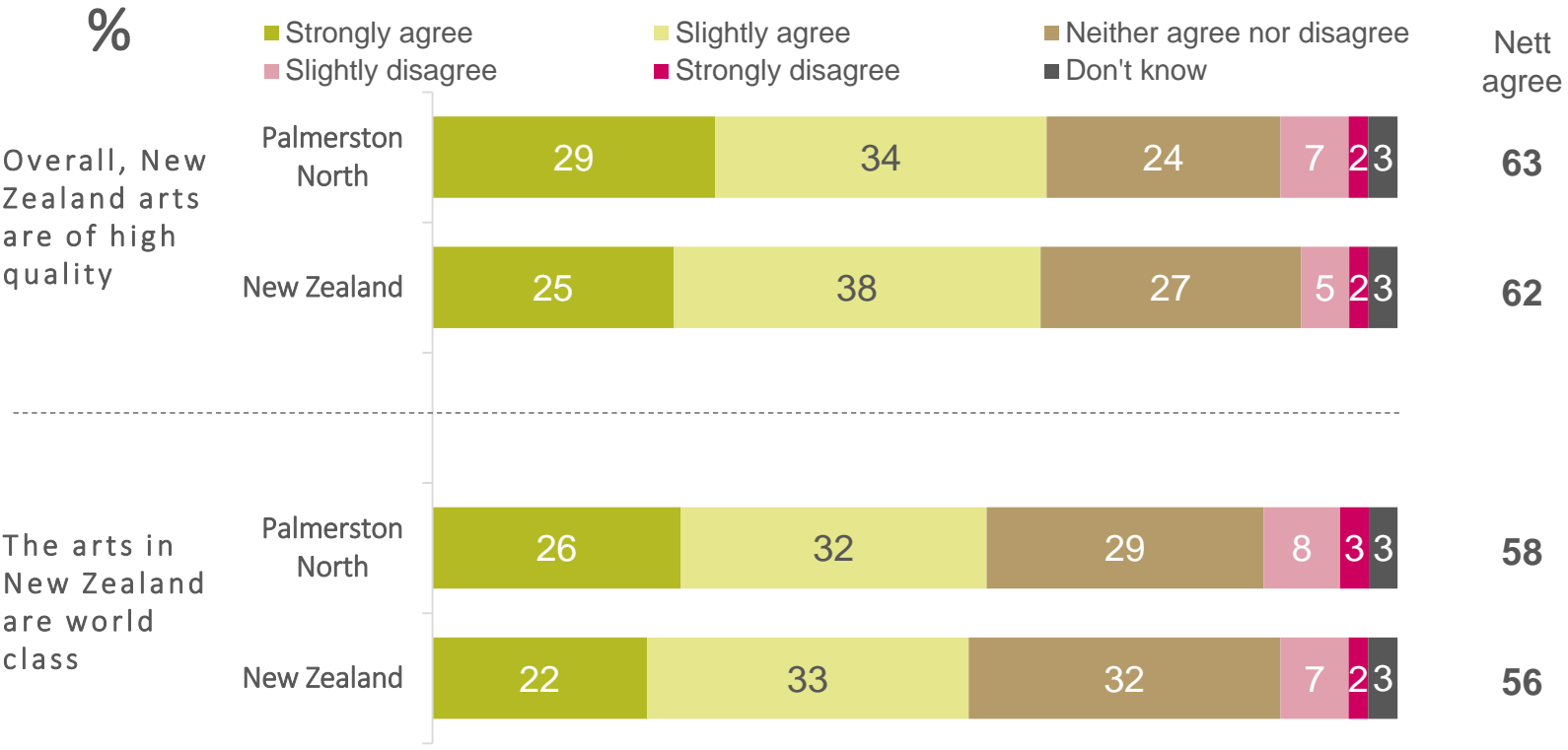
The difference in views expressed by Palmerston North residents and the average for all New Zealanders are not statistically significant.

There are no sub-group differences of any note for these statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); 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 Palmerston North are positive about the quality of New Zealand arts. Over three in five agree the New Zealand arts of high quality (63%) while fifty-eight percent feel New Zealand art is world class

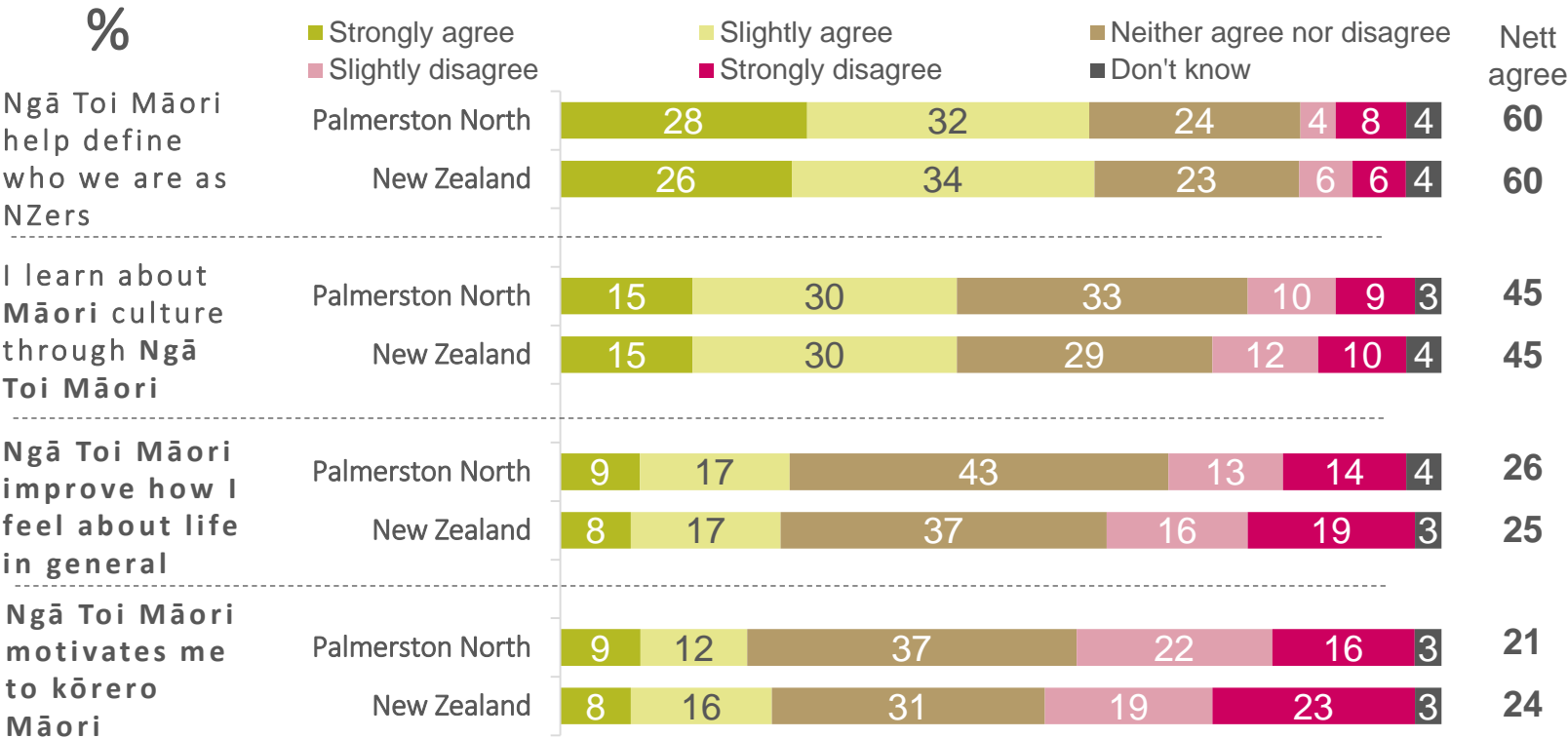
These views are in line with those expressed by all New Zealanders.

There are no sub-group differences of note.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



Palmerston North residents benefit from Ngā Toi Māori in a number of ways. Sixty percent agree they help define who we are as New Zealanders, whereas 45% 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 (26%) and that Ngā Toi Māori motivates them to speak Māori (21%).

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

Sub-group differences in Palmerston North:

- Middle aged people, aged 40-59, are more likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (77% vs. 60%).
- Households with income between \$51k - \$80k, are less likely than average to agree that they learn about Māori culture through Ngā Toi Māori (24% vs. 45%).
- Women are more likely than average to agree that Ngā Toi Māori improves how they feel about life in general (34% vs. 26%). In contrast, men are less likely than average to agree that Ngā Toi Māori improves how they feel about life in general (18% vs. 26%).
- Households with income between \$81k - \$120k, are more likely than average to agree that Ngā Toi Māori motivates them to speak Māori (37% vs. 21%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); New Zealand (6,101)

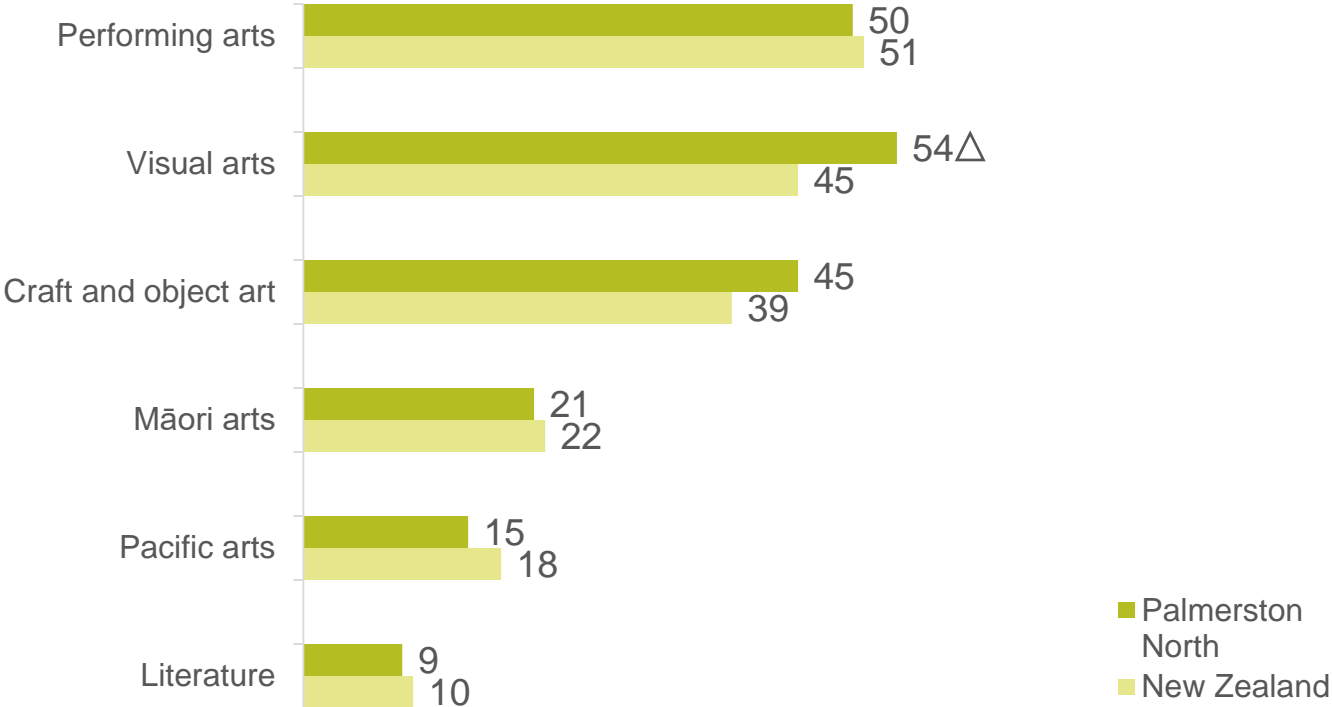


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

In contrast to the national picture, the most popular art form in Palmerston North is visual arts. Fifty-four percent of all Palmerston North residents have attended a visual arts event in the last 12 months. This is higher than the national average. It is the only art form where there is a significant difference in attendance.

This is followed by performing arts (50%), and craft and object art (45%).

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

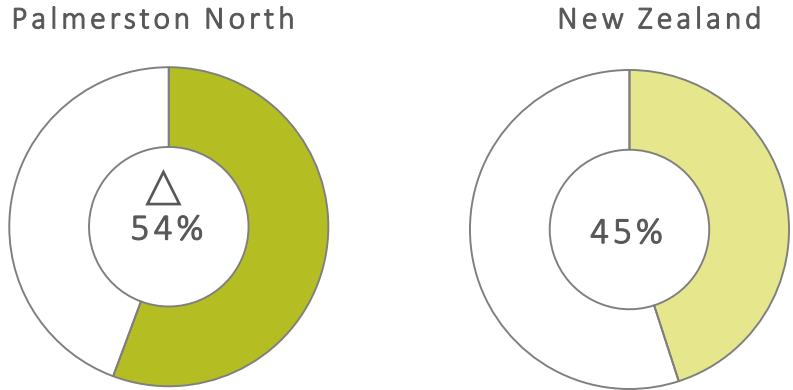
Further analysis of each art form (including sub-group differences) is presented in the following slides.

Δ ∇ = significantly higher / lower than New Zealand

Base: All respondents: Palmerston North (197); 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?



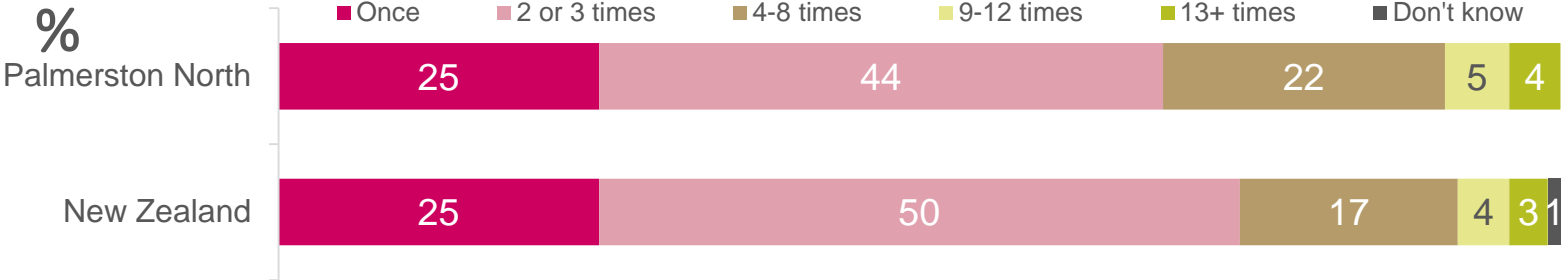
Base: All respondents: Palmerston North (197); New Zealand (6,101)

Fifty-four percent of Palmerston North residents have attended a visual arts event in the last 12 months. This is higher than average for all New Zealanders (45%).

The majority (69%) of those who have attended have done so between one and three times. This is largely in line with average for all New Zealanders.

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

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



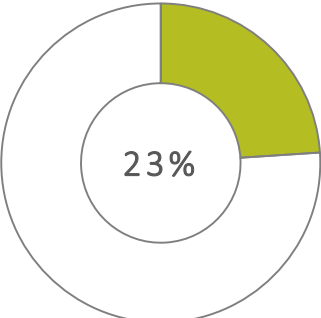
Base: All who have attended the visual arts - Palmerston North (108); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

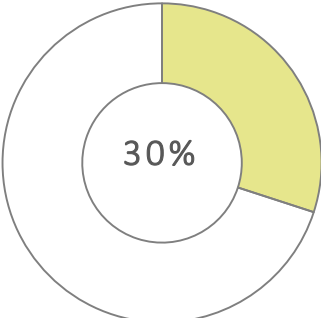
Visual arts attendance: impact of film festivals

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

Palmerston North



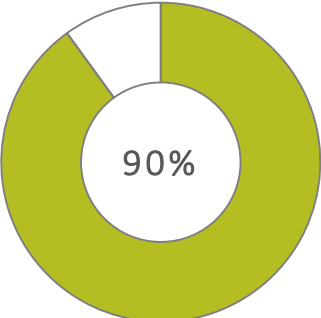
New Zealand



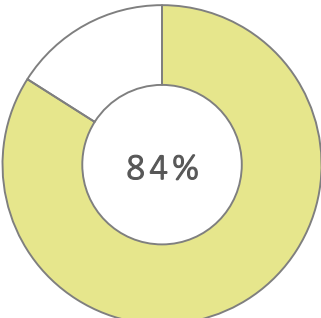
Base: All who have attended the visual arts - Palmerston North (108); New Zealand (2,786)

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

Palmerston North



New Zealand



Base : All who have attended film festivals - Palmerston North (27); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

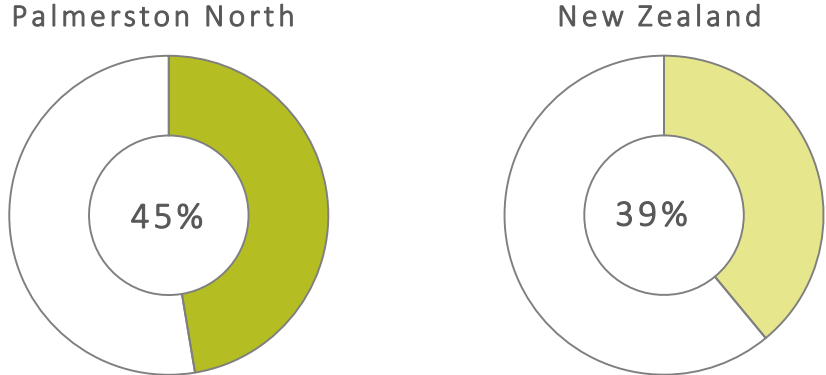
Of those who have attended the visual arts, 23% have attended film festivals in the last 12 months. The difference in attendance between Palmerston North residents and the national average is not statistically significant.

The majority (90%) 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 caution due to the low base size (27 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.

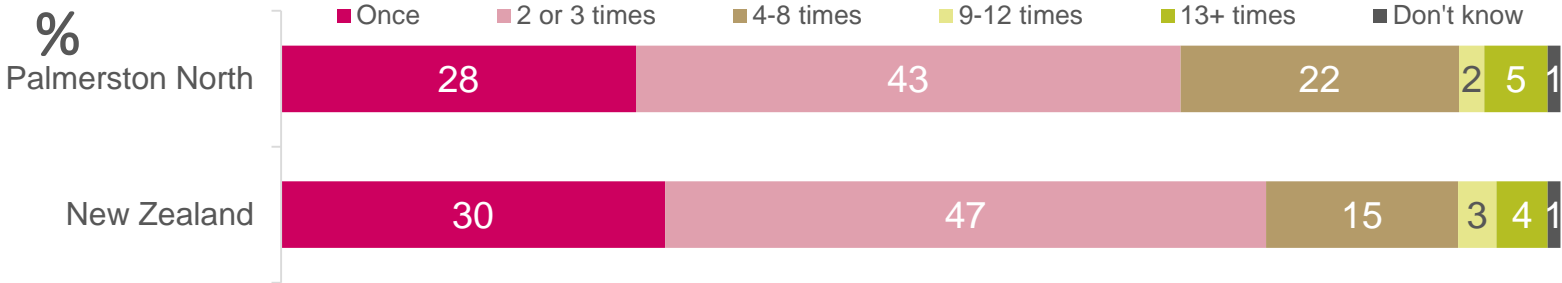
Craft and object art attendance

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: Palmerston North (197); 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 - Palmerston North (92); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty-five percent of Palmerston North residents have attended a craft and object art event in the last 12 months.

The majority (61%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

The difference in both overall attendance, and frequency of attendance between Palmerston North residents and the national average is not statistically significant.

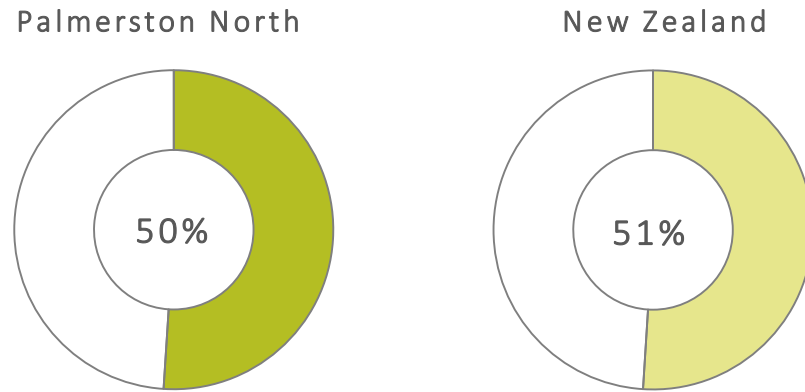
Sub-group differences in Palmerston North:

Women are more likely than average to have attended a craft or object event in the last 12 months (54% vs. 45%). In contrast, men are less likely than average to have attended a craft or object event (36% vs. 45%).

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

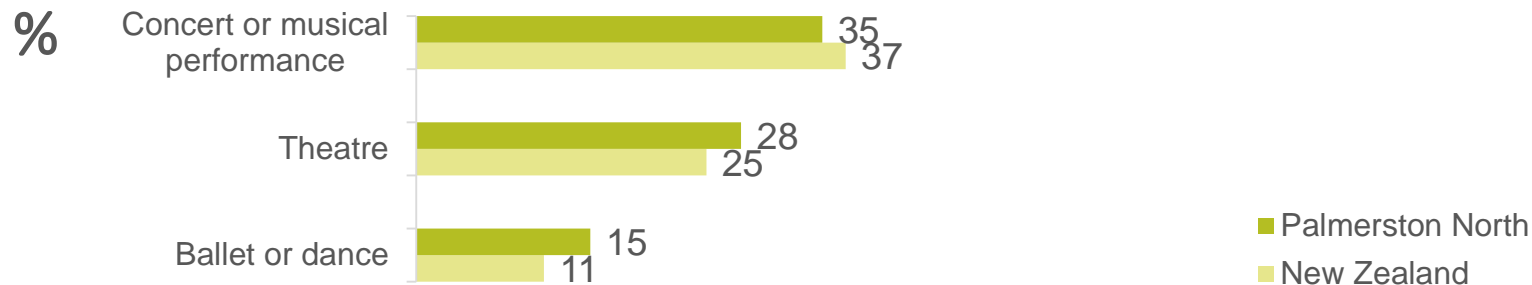
Performance arts attendance

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: Palmerston North (197); New Zealand (6,101)

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



Base: All respondents: Palmerston North (197); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Fifty percent of Palmerston North residents have attended a performing arts event in the last 12 months. This is in line with the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 35% of Palmerston North residents have attended a concert or musical performance, while 28% have attended the theatre and 15% ballet or some other form of dance.

Attendance of the different types of performing arts events is in line with the national average.

Sub-group differences in Palmerston North:

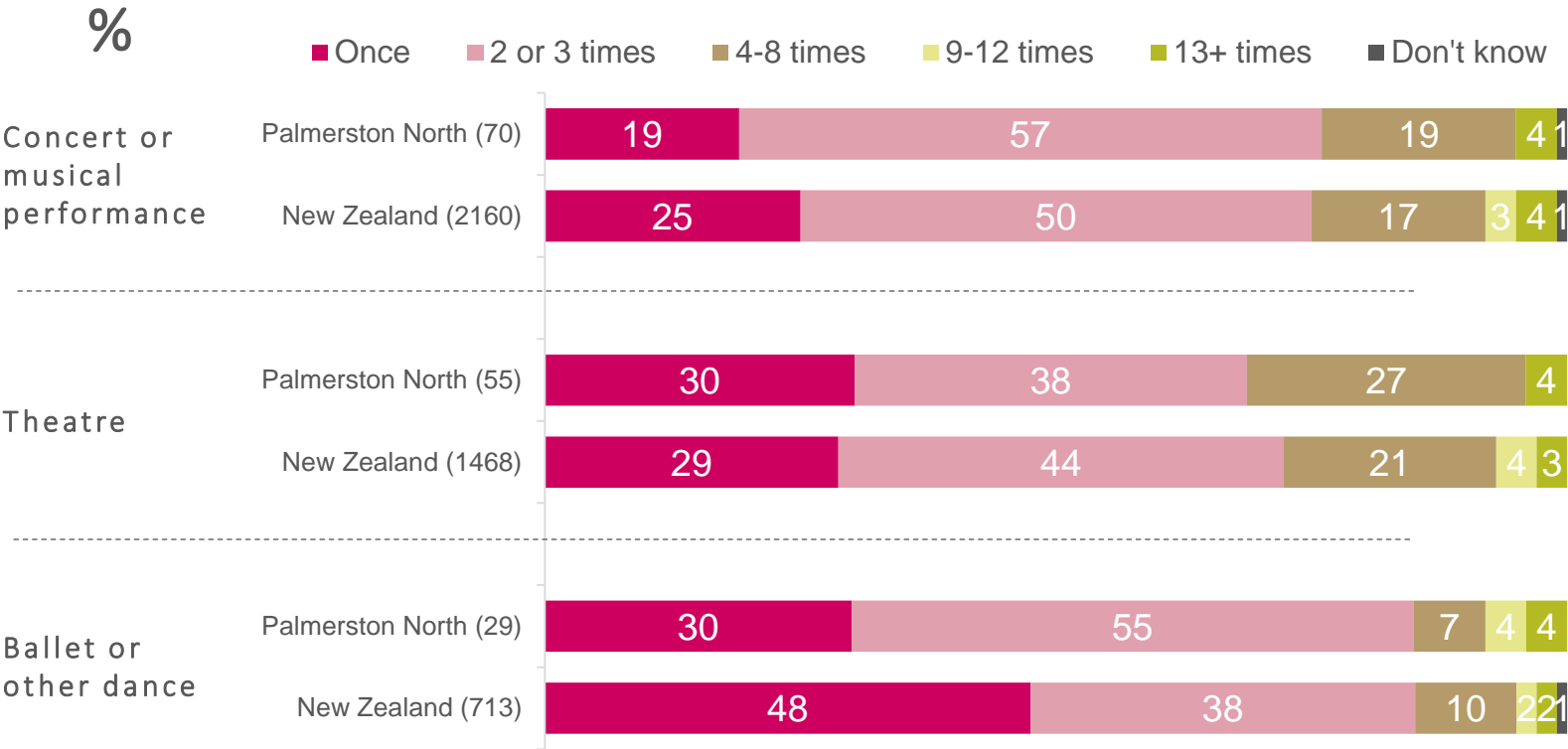
Women are more likely than average to have attended a performing arts event in the last 12 months (61% vs. 50%). Conversely, men are less likely than average to have attended a performing arts event (38% vs. 50%).

Women are more likely than average to have attended a concert or musical performance (49% vs. 35%), or the ballet or other dance form (22% vs. 15%).

In contrast, men are less likely than average to have attended a concert or musical performance (21% vs. 35%), or the ballet or other dance form (7% vs. 15%).

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 in line with all New Zealanders (75%).

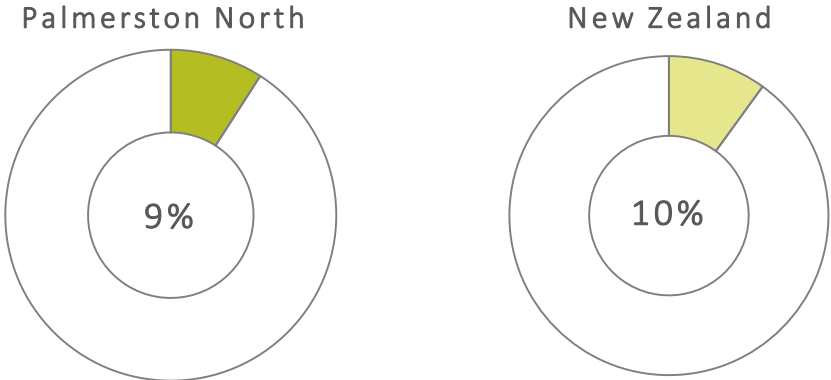
Similarly, the majority (68%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Palmerston North who have attended ballet or other dance performances have also done so between one and three times (85%). Again, this is in line with all New Zealanders (86%). This finding should also be treated with caution due to the low base size (29 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?



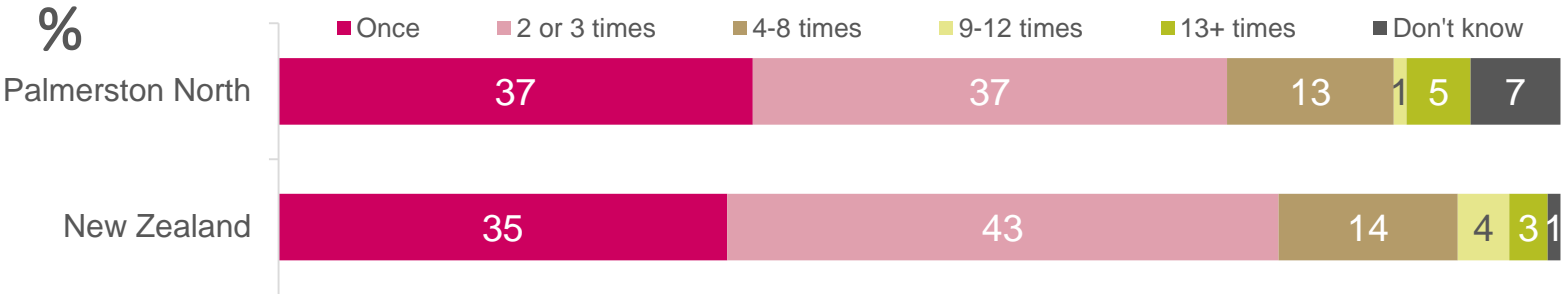
Base: All respondents: Palmerston North (197); New Zealand (6,101)

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

Seventy-four percent of residents in Palmerston North who have attended a literary arts event have also done so between one and three times. Again, this is consistent with all New Zealanders (78%). This finding should also be treated with caution due to the low base size (19 respondents).

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?

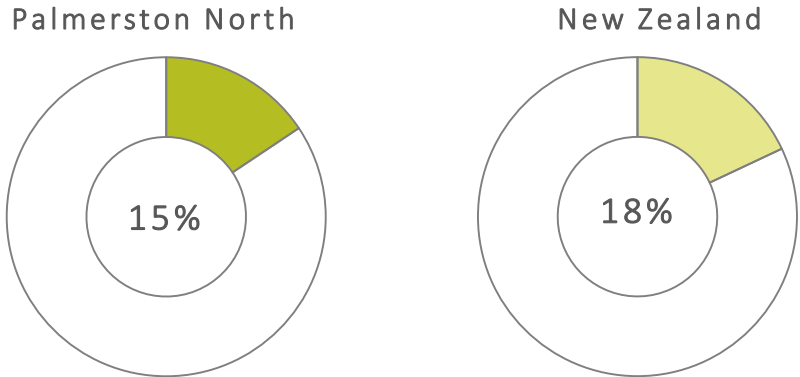


Base: All who have attended the literary arts - Palmerston North (19); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

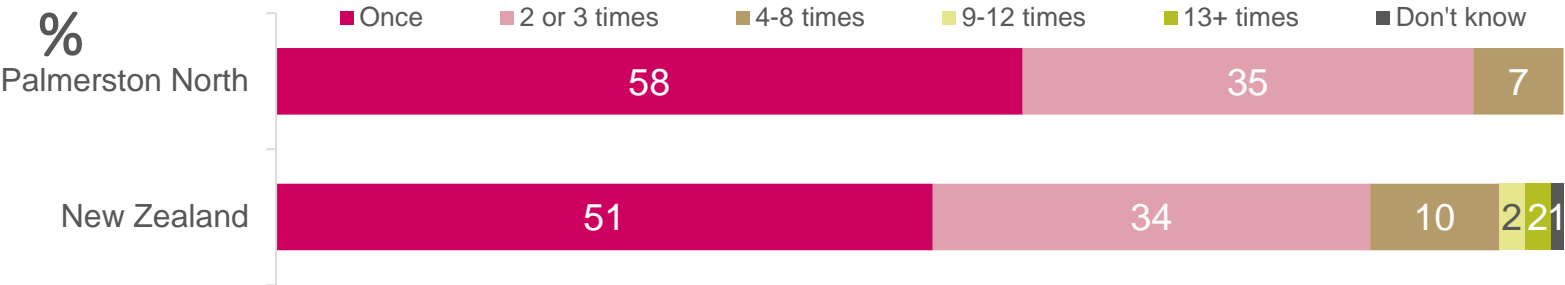
Pacific arts attendance

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: Palmerston North (197); 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 - Palmerston North (32); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

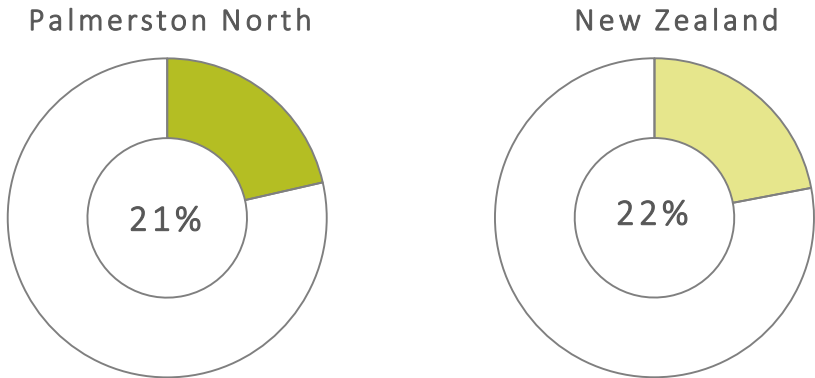
Fifteen percent of Palmerston North residents have attended a Pacific arts event in the last 12 months. This is consistent with the national level of attendance (18%).

The majority (93%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%). The difference in attendance between Palmerston North residents and the average for all New Zealanders is not statistically significant.

Sub-group differences in Palmerston North:
Men are less likely than average to have attended a Pacific arts event in the last 12 months (9% vs. 15%).
Please note there are too few Pacific respondents in the survey in Palmerston North 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: Palmerston North (197); New Zealand (6,101)

One in five Palmerston North residents (21%) have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

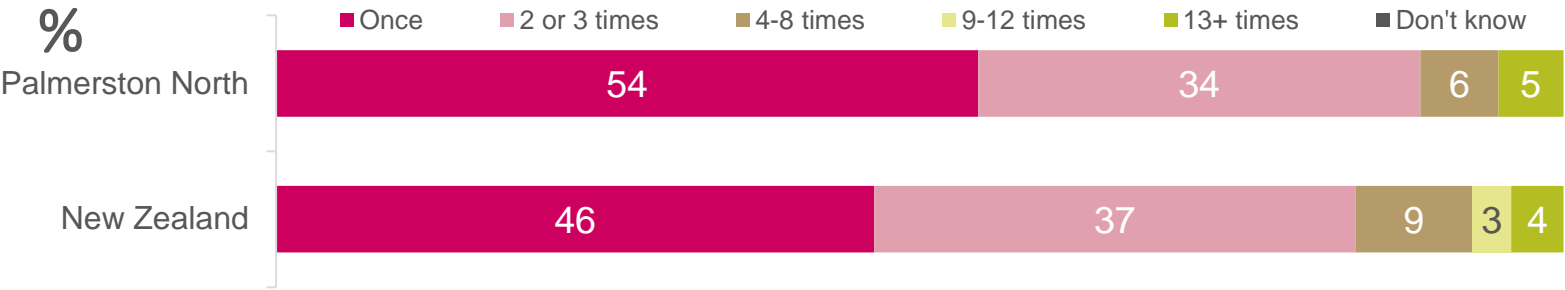
Eighty-eight percent of those who have attended have done so between one and three times. This is largely in line with the average for all New Zealanders (83%).

Sub-group differences in Palmerston North:

Women are more likely than average to have attended a Māori arts event in the last 12 months (30% vs. 21%).

In contrast, men are less likely than average to have attended a Māori arts event in the last 12 months (11% vs. 21%).

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



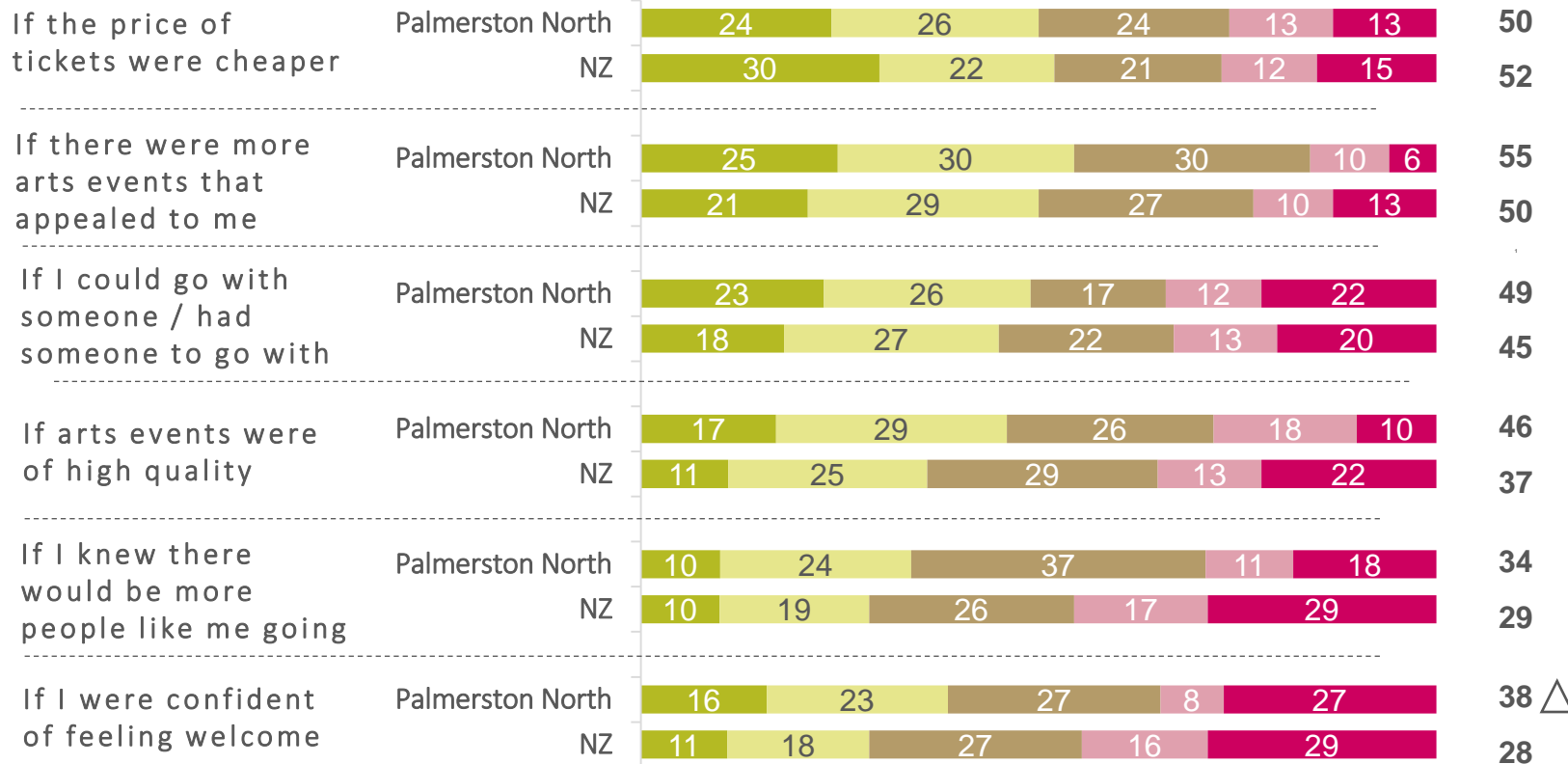
Base: All who have attended Maori arts - Palmerston North (44); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Encouraging greater attendance in the arts

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

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



Half of residents (51%) 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. 55% of the respondents indicated a greater range of events that appealed to them would make a big difference. In addition, half of residents indicated that reducing the price of tickets would make a big difference to their likelihood to attending.

Social isolation can also prove a barrier; 49% indicated having someone to go with would make a big difference.

Quality is a concern for 45% of residents; who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. One third (34%) indicate that knowing there were more people like them going would make a big difference, while 38% point to being made to feeling welcome, this is higher than the national average.

Sub-group differences in Palmerston North:

- Younger people are more likely than average to indicate that the following would make a big difference to their attendance of the arts:
 - Go with someone/had someone to go with (69% vs. 49%)
 - Were confident of feeling welcome (56% vs. 38%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Palmerston North (100); New Zealand (3,822)

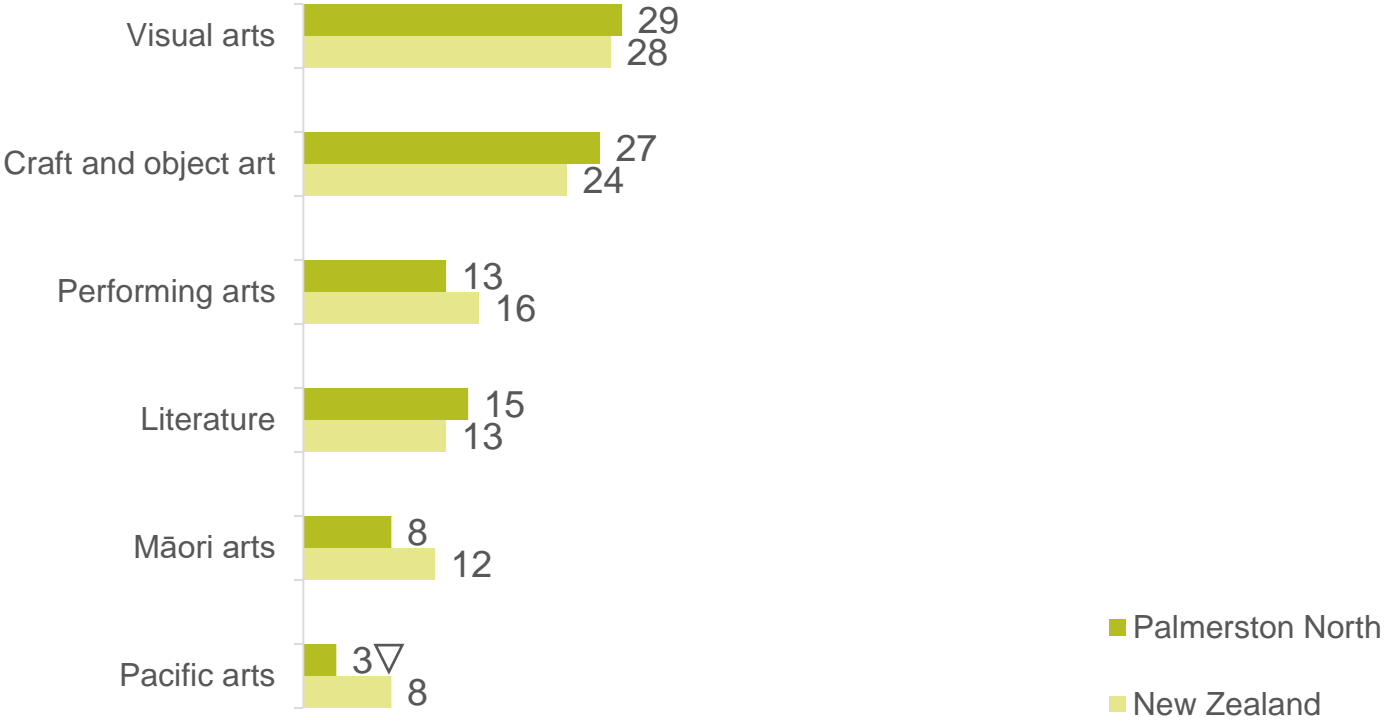


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

The most popular art forms for participation are the visual arts and craft and object art. Three in ten Palmerston North residents (29%) have participated in the visual arts and a similar proportion (27%) have participated in craft and object art in the last 12 months.

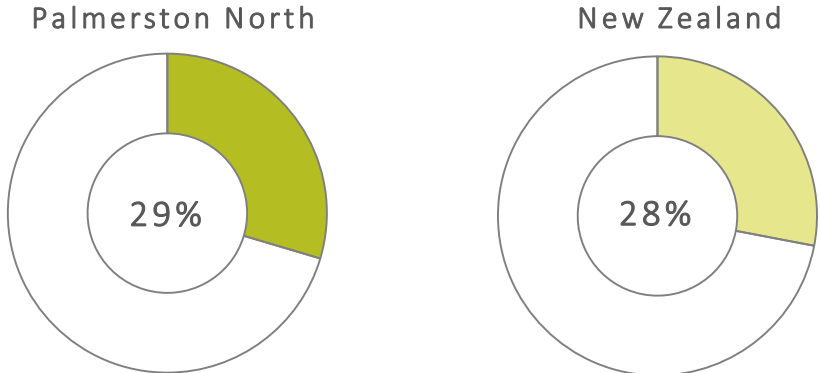
The least popular art form is Pacific arts. Only 3% have participated in Pacific arts in the last 12 months. This is lower than national levels of participation (8%).

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: Palmerston North (197); 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?



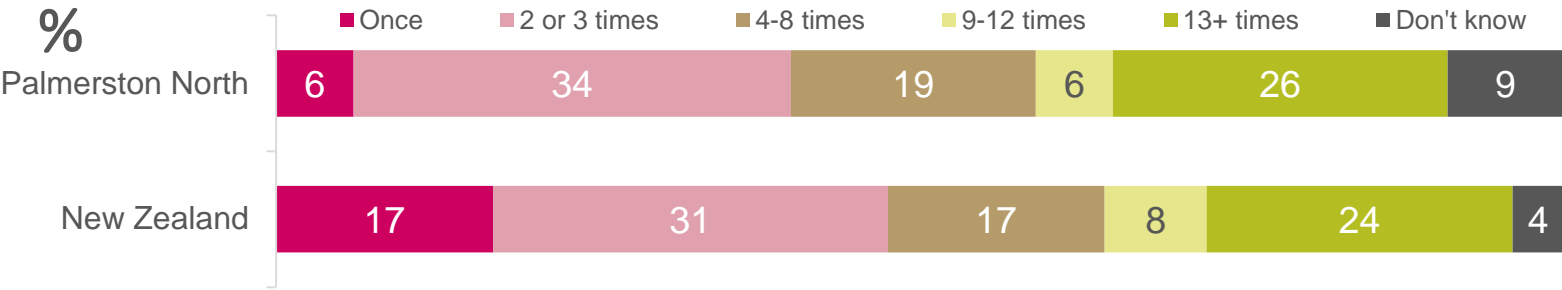
Base: All respondents: Palmerston North (197); New Zealand (6,101)

Twenty-nine percent of Palmerston North 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, 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?

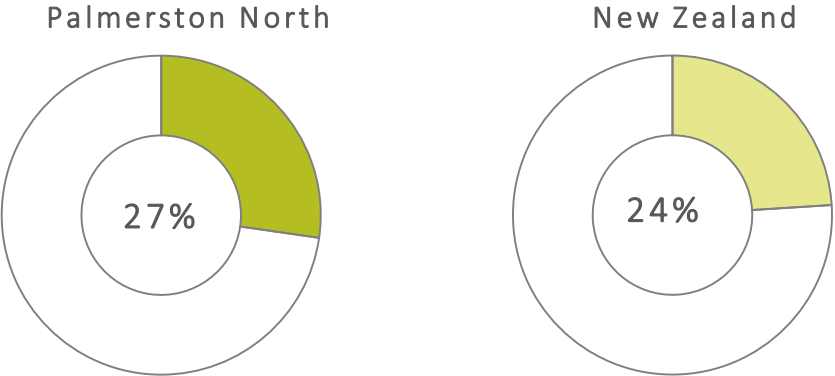


Base: All those who have participated in the visual arts - Palmerston North (57); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

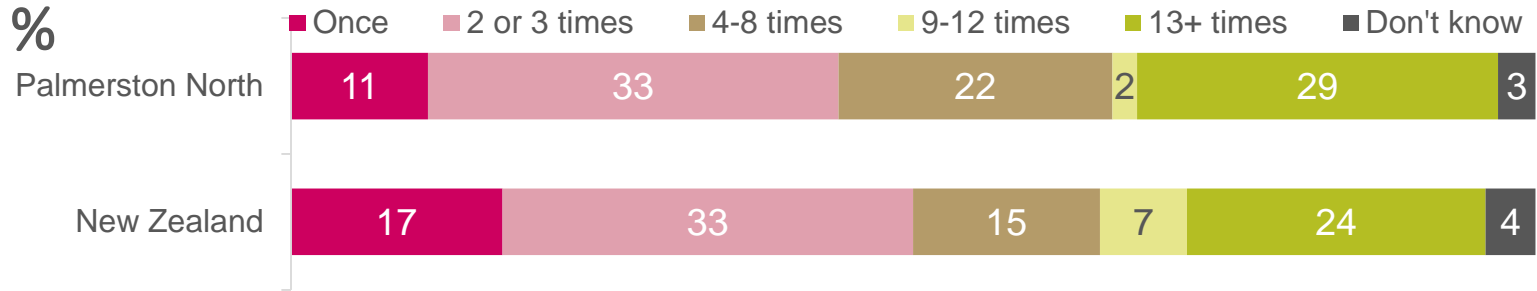
Craft and object art participation

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: Palmerston North (197); 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 - Palmerston North (54); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty-seven percent of Palmerston North residents have participated in craft and object art in the last 12 months. This is largely in line with the New Zealand average (24%).

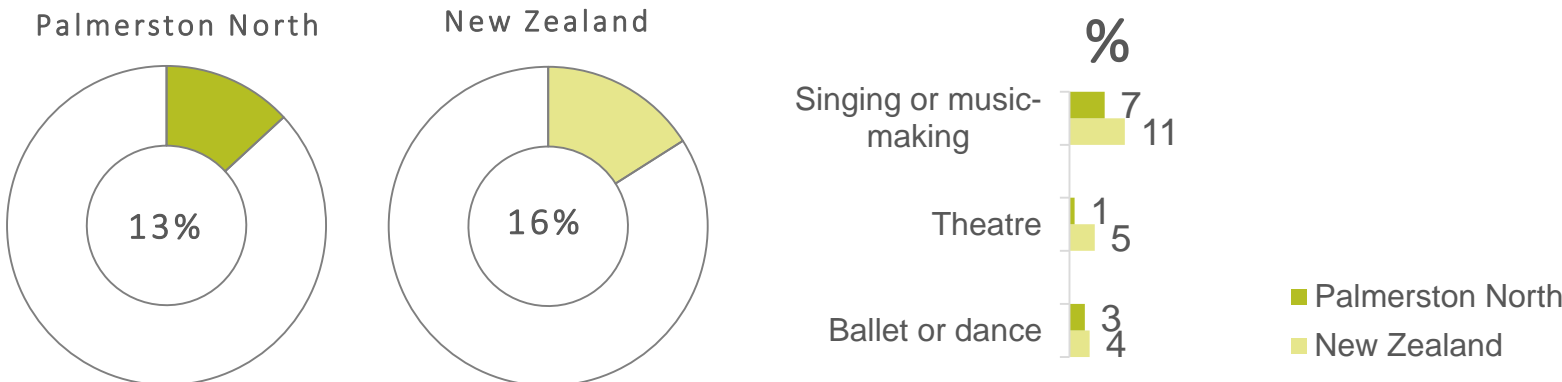
Of those who participate, 31% do so on a regular basis (at least nine times in the last 12 months). This is in line with all New Zealanders (31%).

Sub-group differences in Palmerston North:

Women are more likely than average to have participated in craft and object art in the last 12 months (39% vs. 27%). In contrast, men are less likely than average to have participated in craft and object art (14% vs. 27%).

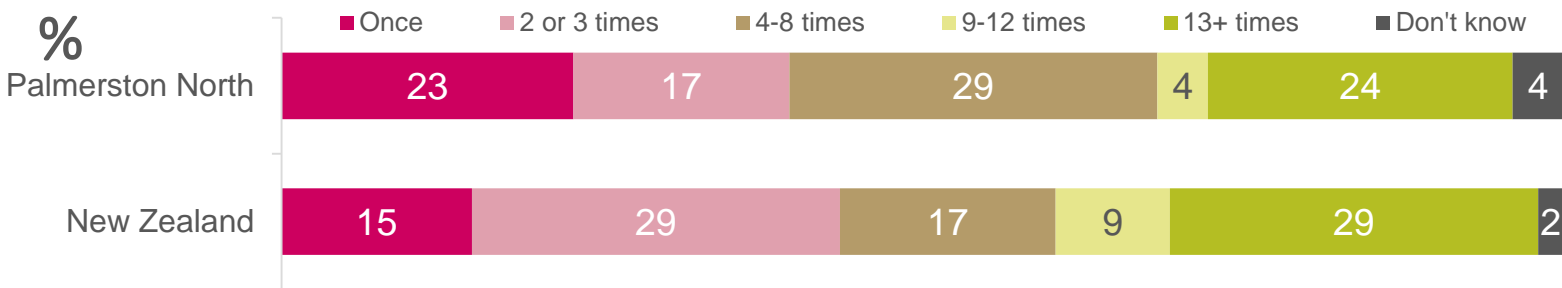
Performance arts participation

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: Palmerston North (197); New Zealand (6,101)

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



Base: All those who have participated in the performance arts - Palmerston North (27); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Thirteen percent of Palmerston North residents have participated in the performing arts in the last 12 months. This is broadly in line with all New Zealanders (16%).

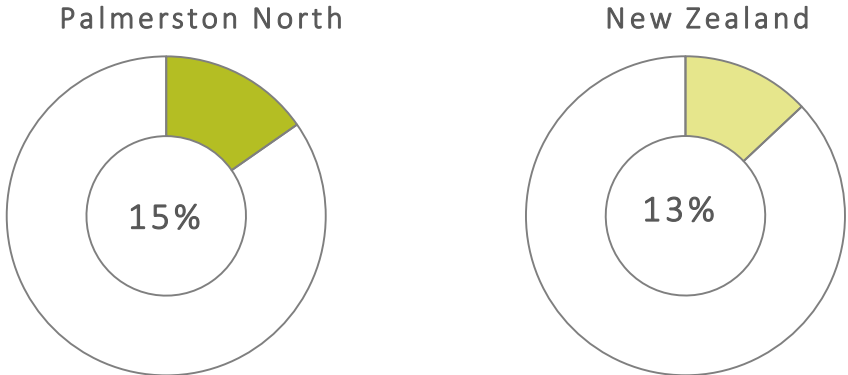
Looking more specifically at the type of performing arts, the survey shows that 7% of Palmerston North residents have participated in singing or music making, while 3% have participated in ballet or some other form of dance and 1% in the theatre.

Of those who participate in the performing arts, 28% 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 (27 respondents). The difference between frequency of attendance of Palmerston North residents and the national average is not statistically significant.

Sub-group differences in Palmerston North:
Three or four person households are more likely than average to have participated in the performing arts in the last 12 months (26% vs. 13%). In contrast, one or two person households are less likely than average to have participated in performing arts (9% vs. 13%).

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?



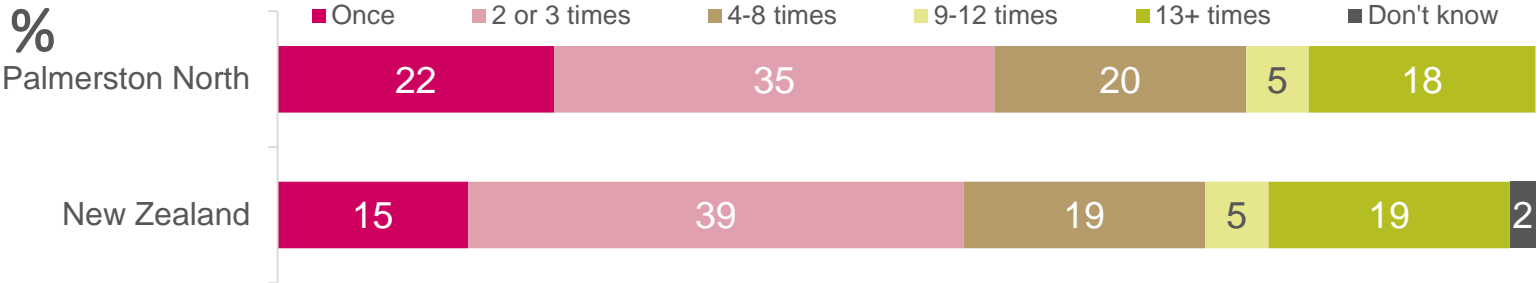
Base: All respondents: Palmerston North (197); New Zealand (6,101)

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

Of those who participate in the literary arts, 23% do so on a regular basis (at least nine times in the last 12 months), in line with the national average. These results should be treated with caution due to the low base size (27 respondents). This result is consistent with the national average (24%).

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

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



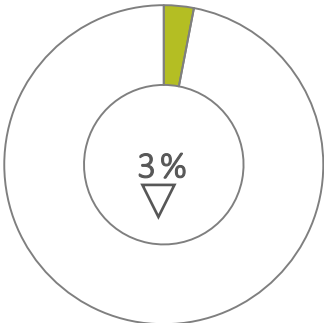
Base: All those who have participated in the literary arts - Palmerston North (27); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

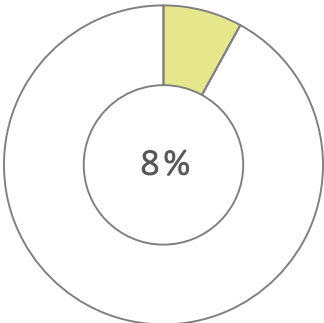
Pacific arts participation

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?

Palmerston North



New Zealand



Base: All respondents: Palmerston North (197); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

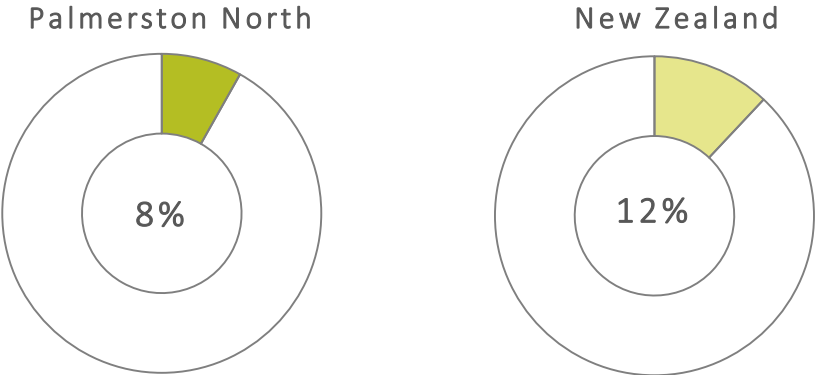
Three percent of Palmerston North residents have participated in the Pacific arts in the last 12 months. This is lower than average for all New Zealanders (8%).

Only seven respondents in Palmerston North reported having participated in the Pacific arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution.

Due to the small number of respondents participating in Pacific arts (seven respondents) it is not possible to show percentages for frequency of participation.

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?**



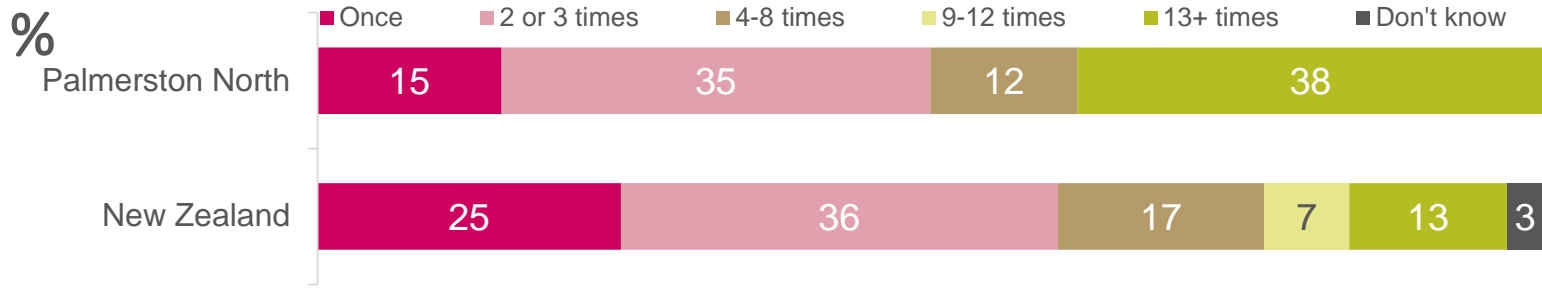
Base: All respondents: Palmerston North (197); New Zealand (6,101)

Eight percent of Palmerston North residents have participated in Māori arts in the last 12 months. This compares to 12% for all New Zealanders.

Of those who participate in the Māori arts, 38% 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 (17 respondents).

Sub-group differences in Palmerston North:
Older people, aged 60+, are more likely than average to have never participated in a Māori arts event in the last 12 months (100% vs. 90%).

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

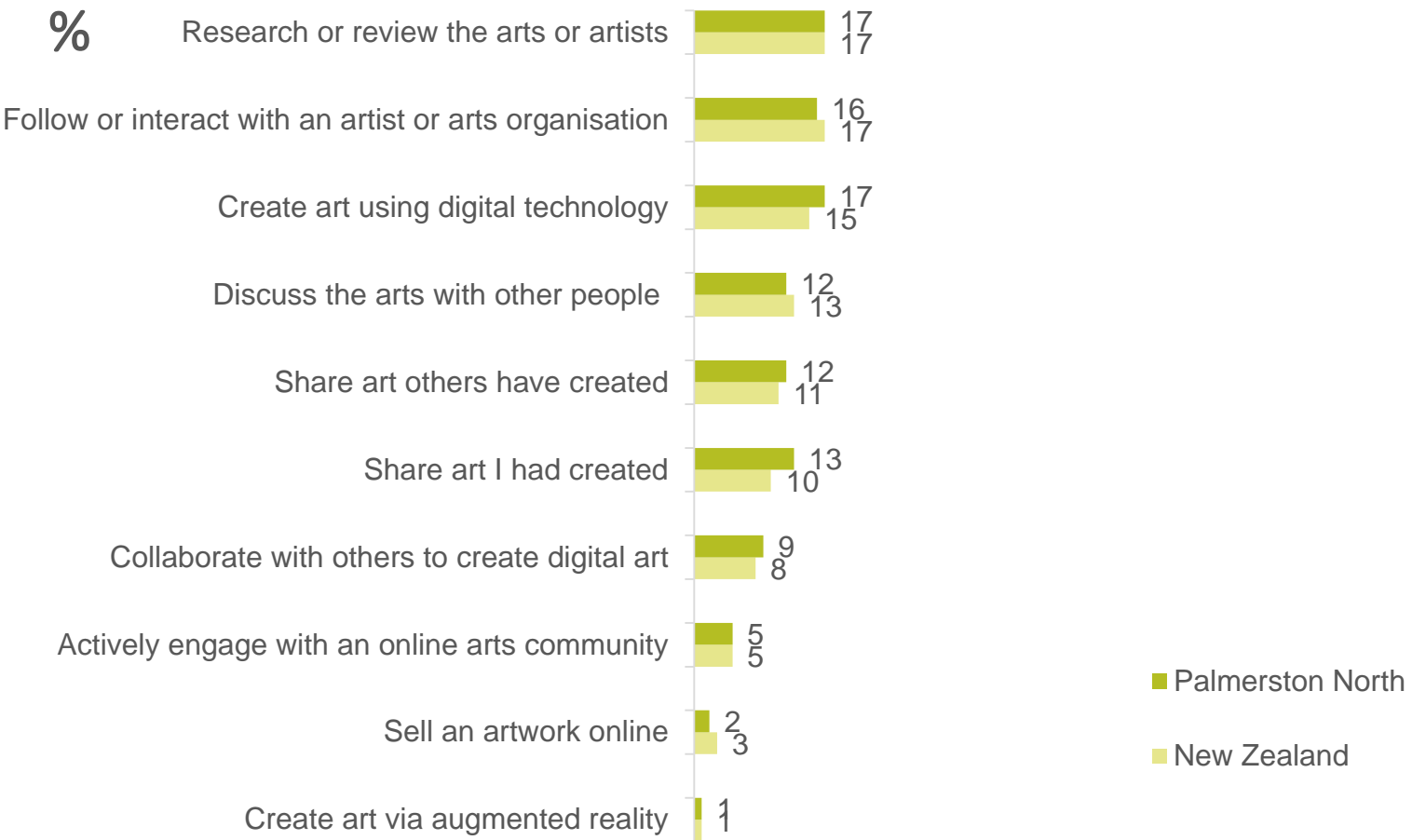


Base: All those who have participated in the visual arts - Palmerston North (17); New Zealand (655)

△▽ = 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 Palmerston North. Forty-five percent of Palmerston North residents have used digital technology for arts activities. This is consistent with all New Zealanders (43%).

The most popular activities are researching or reviewing the arts or artists (17%), followed by creating art using digital technology (17%) and following or interacting with artists or organisations (16%).

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

Sub-group differences in Palmerston North:

Households with income between \$80,001 and \$120,000 are more likely than average to have used digital technology for any arts activities (65% vs. 43%).

The following groups are more likely than average (16%) to follow or interact with an artist or arts organisation:

- Household income between \$80,001 and \$120,000 (31%)
- Younger people, aged 15-39 (24%)
- Women (22%).

Men are less likely than average to use digital technology to follow or interact with artists (9% vs. 16%).

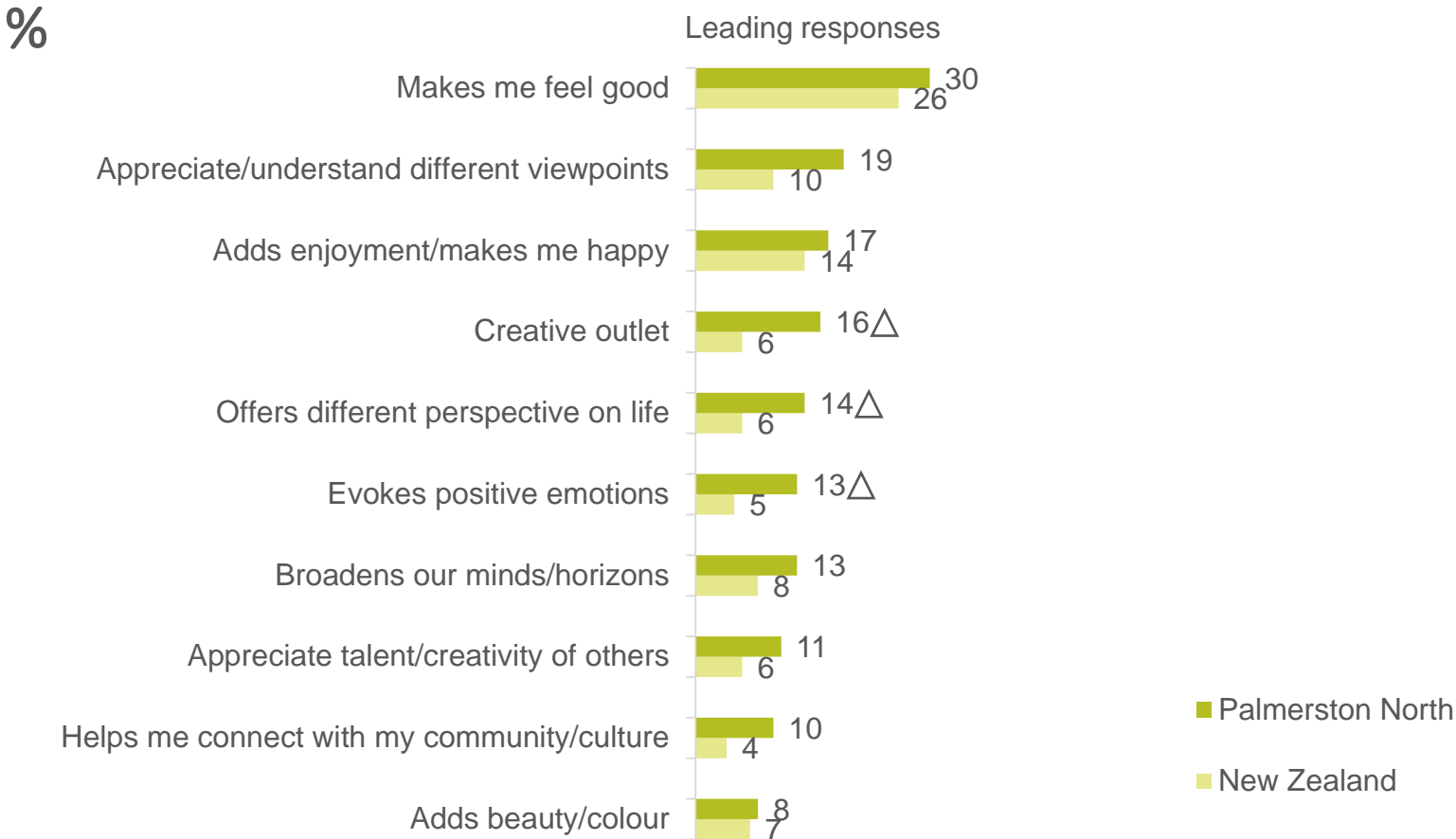
△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Palmerston North (197); New Zealand (6,101)



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 - Palmerston North (43); 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 of the follow-up questions.

The chart opposite shows the leading responses. The key reasons why residents in Palmerston North feel the arts improve how they feel about life in general is simply that it makes them feel good (30%) and it helps in appreciating/understanding different viewpoints (19%).

Palmerston North residents are more likely than average to feel the arts improves life because it is a creative outlet (16% vs. 6%), offers different perspective on life (14% vs. 6%), and evokes positive emotions (13% vs. 5%).

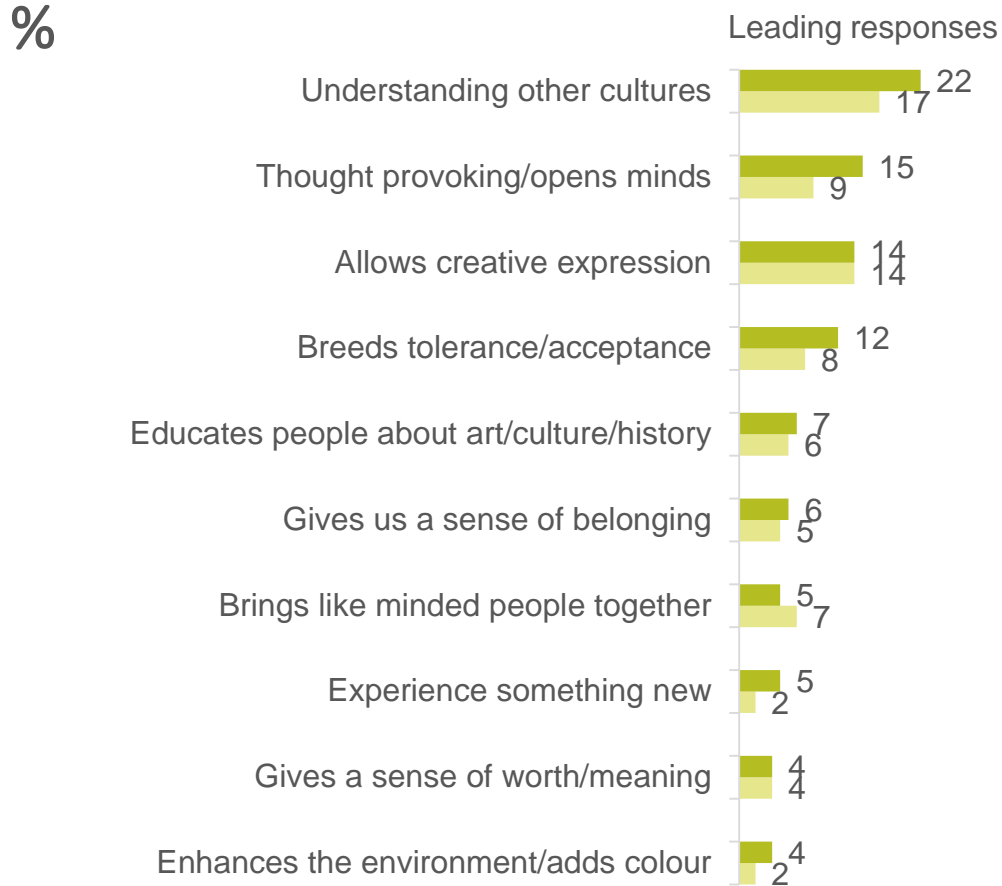
It helps to encourage people to remember their culture and values.

Broadens my mind and allows me to think freely, and can then apply that to other situations.

I see the beauty in all that is around me and believe my life is better when I can create and appreciate other's creations.

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 Palmerston North feel the arts help improve society.

The key reasons is that they allow the understanding of others cultures (22%), they are thought provoking (15%) and allow creative expression (14%).

Views expressed by Palmerston North residents are consistent with the average for all of New Zealand.

“
Allows members of the community to express themselves, can be a big part of improving self worth.
Brings a sense of pride for our fellow Kiwis when they succeed.
The painting that happens around the city on toilets etc that liven up the areas.
The various art works round the city make the place look "lived in" and "cared for".
Art is a form of communication. We can understand people better and it foster diversity.
We live in a diverse society and therefore we should be open to many others cultural elements.
”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Palmerston North (80); New Zealand (2,323)



FOR FURTHER
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