

# NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN THE  
GREATER WELLINGTON REGION

# 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 Greater Wellington region. 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



619

## ONLINE INTERVIEWS

With adults aged 15+ living in the Greater Wellington region



## 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 purchase additional sample.

### SAMPLING

In order to achieve a representative sample of residents in the Greater Wellington region, quotas (or interviewing targets) were set by age within gender. Across the region there was a target of 150 interviews, but this was exceeded as Wellington City Council boosted the number of interviews in the city to 500 interviews.

Weighting was also applied to ensure the final sample profile was representative of the population at both the regional and national level.

### 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 619 respondents the margin of error is up to +/- 3.9 percentage points.

We have used statistical tests to determine whether the survey findings between Greater Wellington region 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 the Greater Wellington region are engaged with the arts. They have above-average levels of participation and often hold more positive attitudes about the arts than average.

## ENGAGEMENT IN THE ARTS

Eighty-six percent of Greater Wellington region residents have engaged with the arts in the last 12 months. This is consistent with the national average (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (77%) or have **participated** in the arts in the last 12 months (63%).

Attendance is highest for the performing arts (56%), followed by the visual arts (50%) and craft and object art (41%). Attendance is lowest for literary arts (12%).

Overall participation is higher for those living in the Greater Wellington region (63%) than for all New Zealanders (52%). This appears to be driven by relatively strong levels of participation in the performing arts and Māori arts.

Visual arts (30%) and craft and object art (27%) are the most popular art forms for residents to participate in, while Pacific arts is the least popular (9%).

## ADVOCACY OF THE ARTS

Greater Wellington residents hold broadly positive attitudes about the arts, and are generally more positive about the arts than all New Zealanders.

They feel the arts benefit the individual in various ways. They are a source of national pride (77%), a chance to learn about different cultures (68%) and a life-enhancing experience (53%).

Residents also believe the arts benefit the nation. They contribute positively to the economy (70%), improve New Zealand society (68%), help define who we are as New Zealanders (60%), and enrich the community (59%).

Recognition of these benefits helps to explain why six in ten (61%) residents feel the arts should receive public funding (compared to 53% on average).

## POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Two thirds (61%) of residents agree some arts events interest them but they still don't go much.

Price and choice are the top two barriers to Greater Wellington residents who are interested in the arts but don't go that often. Fifty-six percent indicate that reducing ticket prices would increase their likelihood of attending, and 52% indicate that a broader range of arts events would make a big difference to their attendance.

## KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women express greater engagement with the arts than average in the Greater Wellington region, and hold more positive attitudes about the arts.

Asian New Zealanders on the other hand, are less engaged with the arts than average in the Wellington region, and are overall less favourable. One possible interpretation of this finding is that the current arts scene in the Wellington region is not doing as well to appeal to the cultural tastes of Asian New Zealanders.

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Creative flow is necessary for well-being. Expression and consumption of arts encourage creativity and allow us to perceive the world in alternative ways. Sometimes this can challenge us and sometimes give us pure enjoyment.

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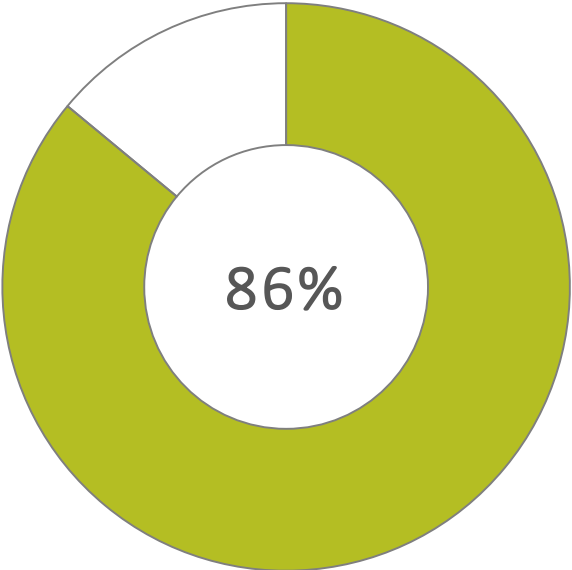
# OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION

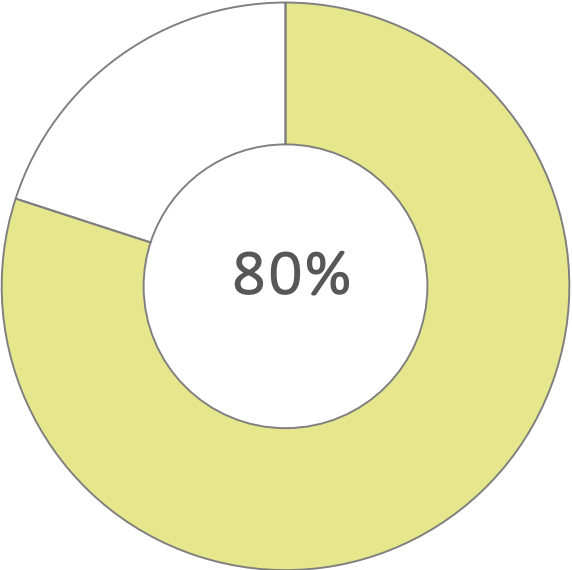
# Overall engagement

**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**

Wellington region



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 nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Eighty-six percent of those living in the Greater Wellington region have engaged with the arts in the last 12 months. This is in line with the national average (80%).

**Sub-group differences in the Greater Wellington region:**

Women (91%) are more likely than average (86%) to have engaged in the arts in the last 12 months. Conversely, men (78%) and Asian New Zealanders (71%) are less likely to have engaged with the arts.

△▽ = significantly higher / lower than New Zealand

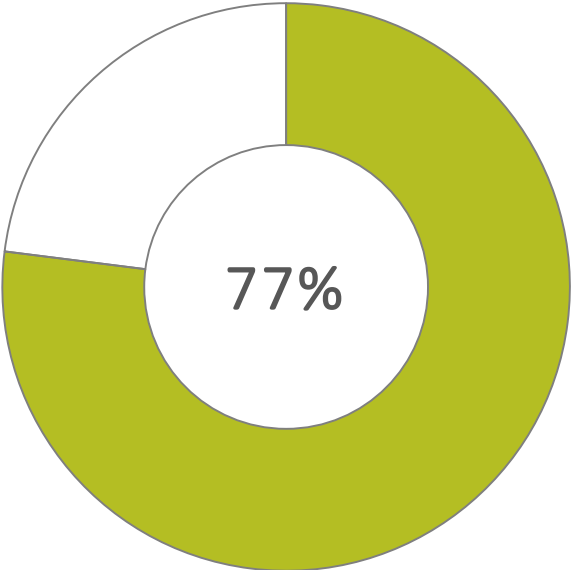
Base: All respondents: Wellington region (619); New Zealand (6,101)



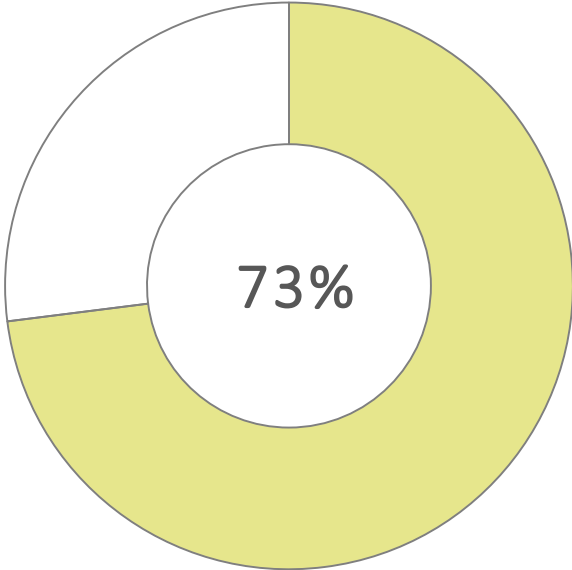
# Overall attendance

**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**

Wellington region



New Zealand



A total of 77% of residents in the Greater Wellington region have attended at least one arts event or location in the last 12 months. This is consistent with all New Zealanders (73%).

**Sub-group differences in the Greater Wellington region:**

Women (83%) are more likely than average (77%) to have attended the arts in the last 12 months. Conversely, men (68%) and Asian New Zealanders (65%) are less likely to have attended the arts.

△▽ = significantly higher / lower than New Zealand

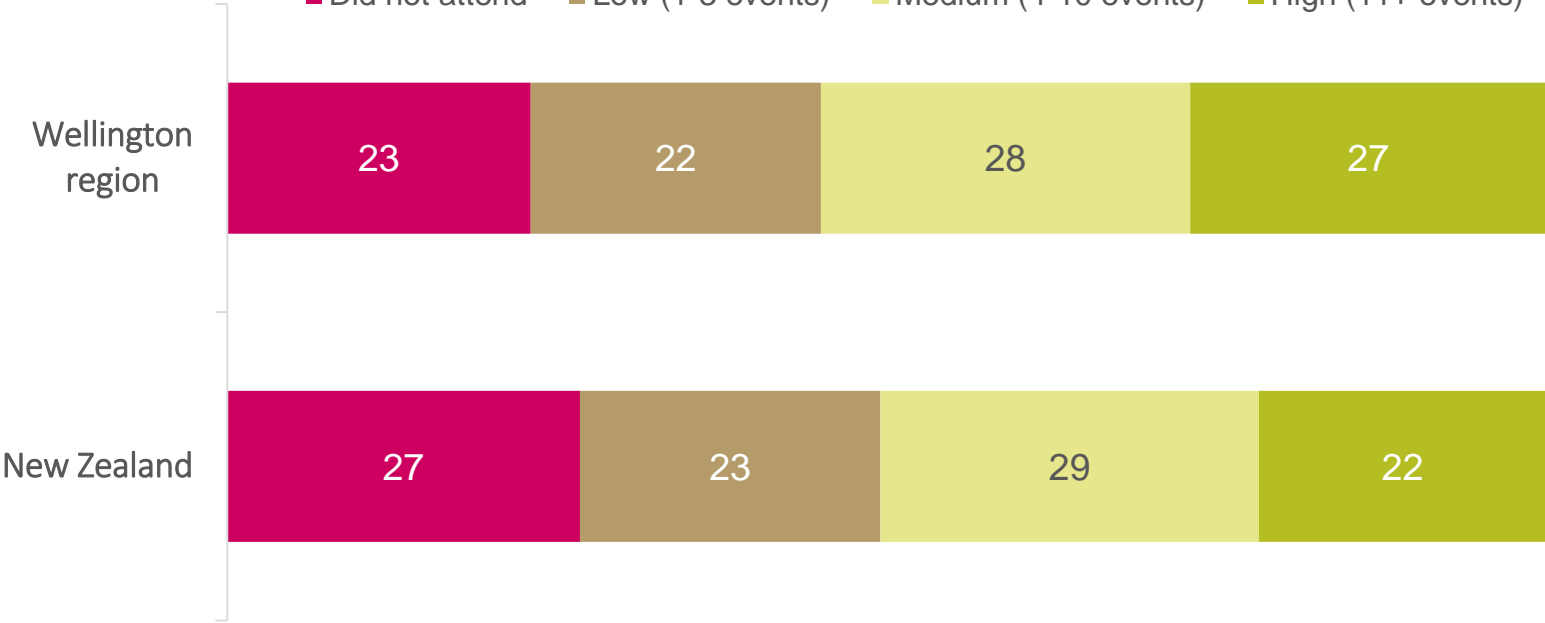
Base: All respondents: Wellington region (619); New Zealand (6,101)

# 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.

The majority of Greater Wellington region residents attend arts events or locations reasonably frequently. Over half (55%) attend more than three times a year, and three in ten (27%) attend more than ten times a year. This is in line with the national average.

**Sub-group differences in the Greater Wellington region:**

Women (36%) are more likely than average (27%) to be represented in the 'high' group for frequency of attendance.

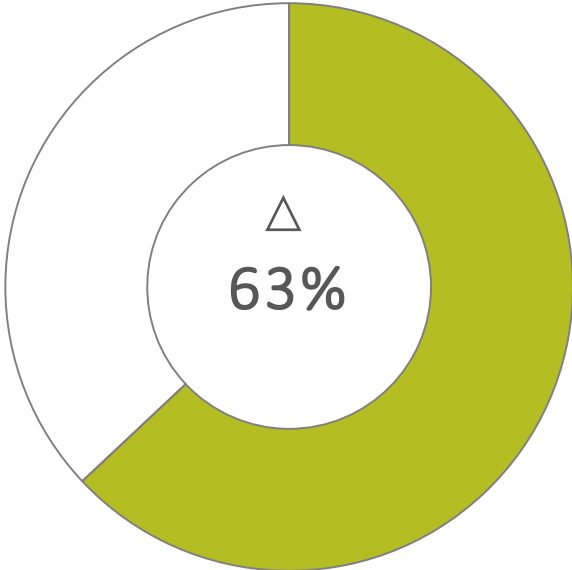
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

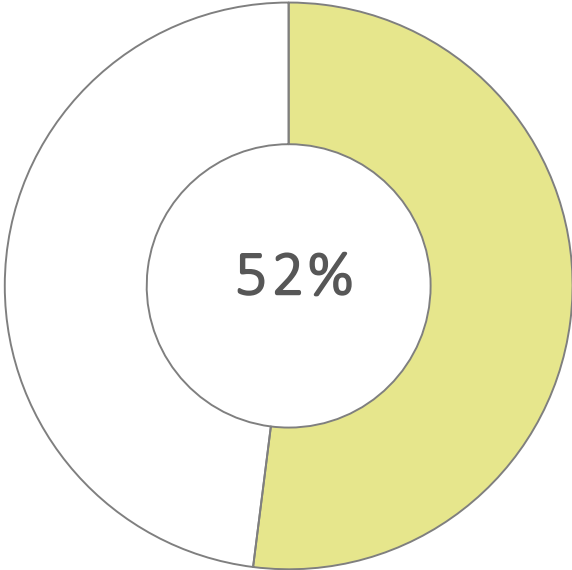
# Overall participation

**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

Wellington region



New Zealand



Over six in ten (63%) Greater Wellington region residents have participated in at least one arts based activity in the last 12 months. This is higher than for all New Zealanders (52%).

**Sub-group differences in the Greater Wellington region:**

Women (73%) are more likely than average (63%) to have participated in the arts in the last 12 months. Conversely, men are less likely (49%) to have participated.

△▽ = significantly higher / lower than New Zealand

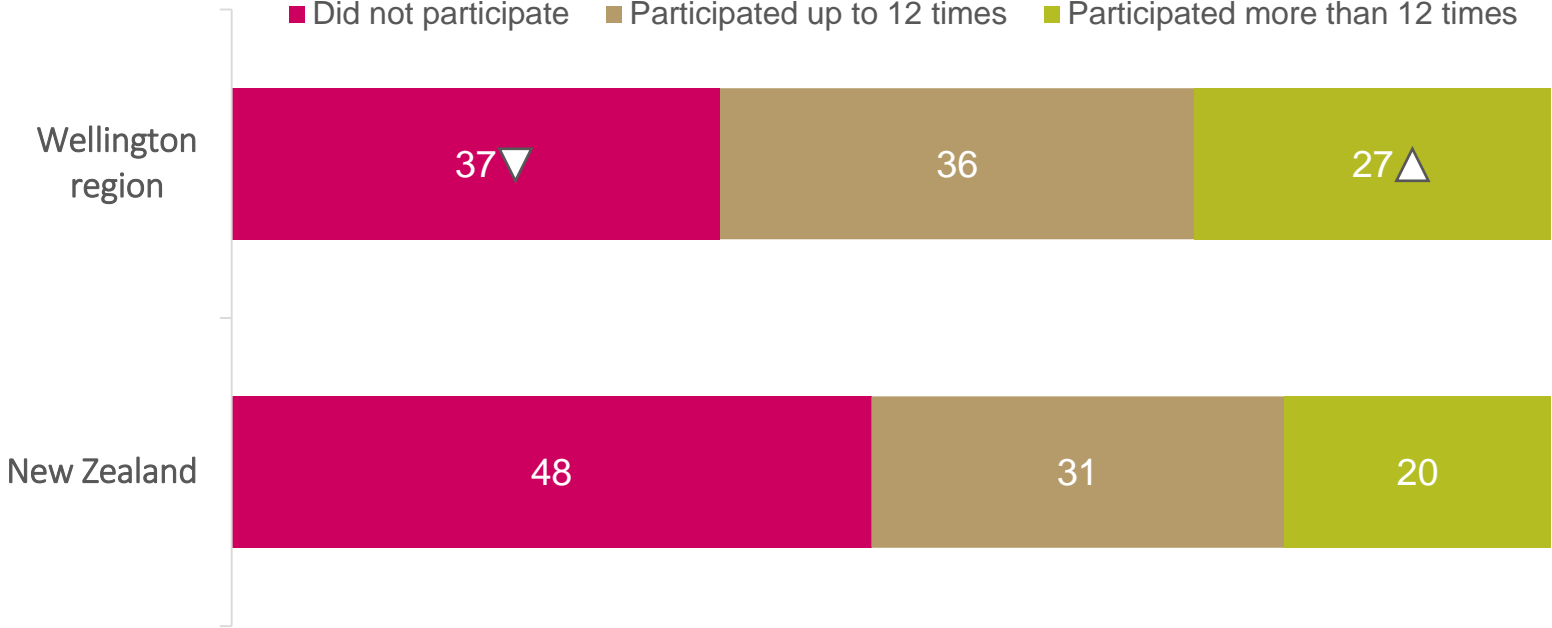
Base: All respondents: Wellington region (619); New Zealand (6,101)

# Frequency of participation

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

%

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



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

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

Nearly three in ten (27%) Greater Wellington region residents participate in the arts on a regular basis (more than 12 times a year). This is higher than the national average (20%).

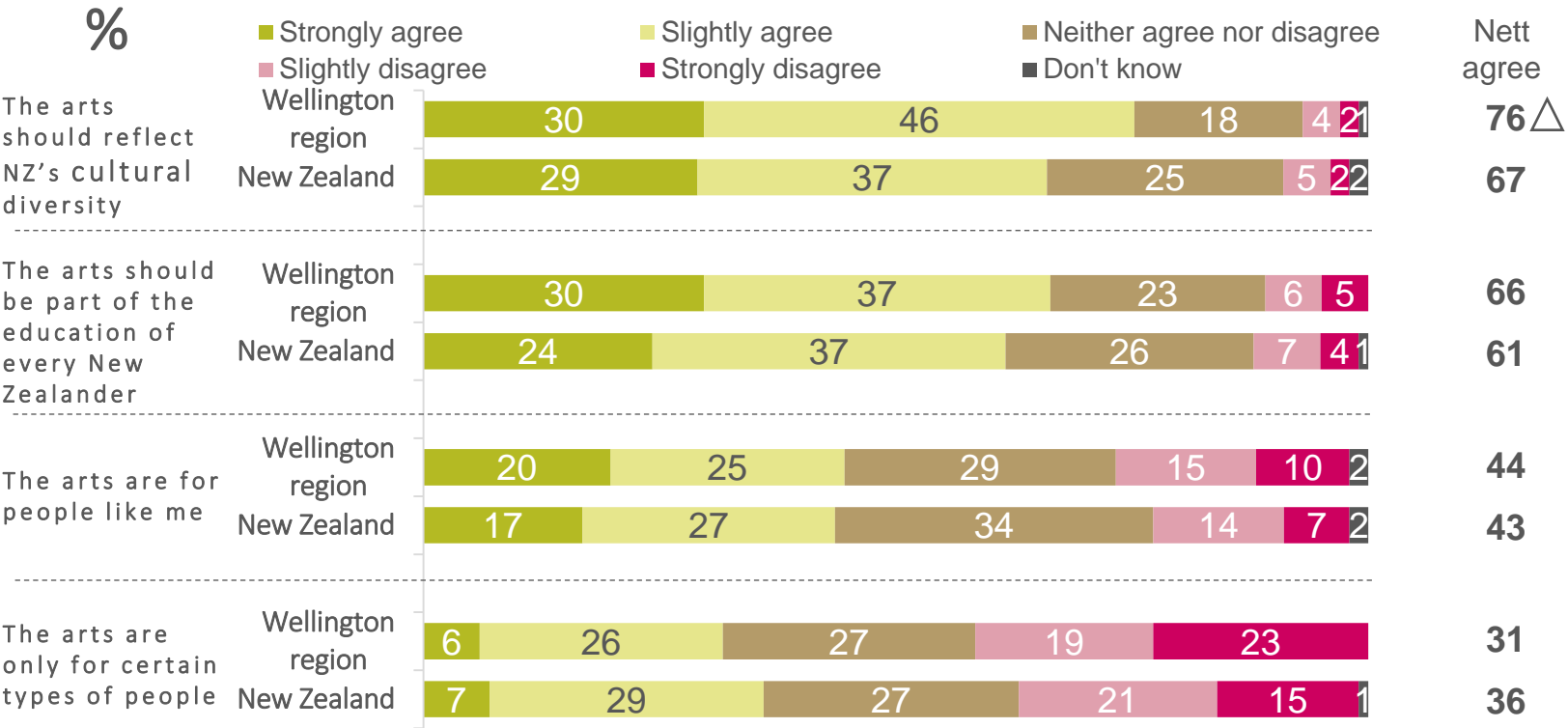
**Sub-group differences in the Greater Wellington region:**  
Young people, aged 15-29, (45%) are more likely than average (27%) to participate regularly (more than 12 times a year).



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

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



There is particularly strong support amongst Greater Wellington region residents for the arts to reflect New Zealand's cultural diversity (76%) and to be part of the education of every New Zealander (66%). Agreement with the former is higher than the national average (67%).

There is a feeling the arts could be more inclusive. Forty-four percent agree the 'arts are for people like me', while 31% agree the arts are only for certain types of people. These views are in line with the views of all New Zealanders.

**Sub-group differences in the Greater Wellington region**

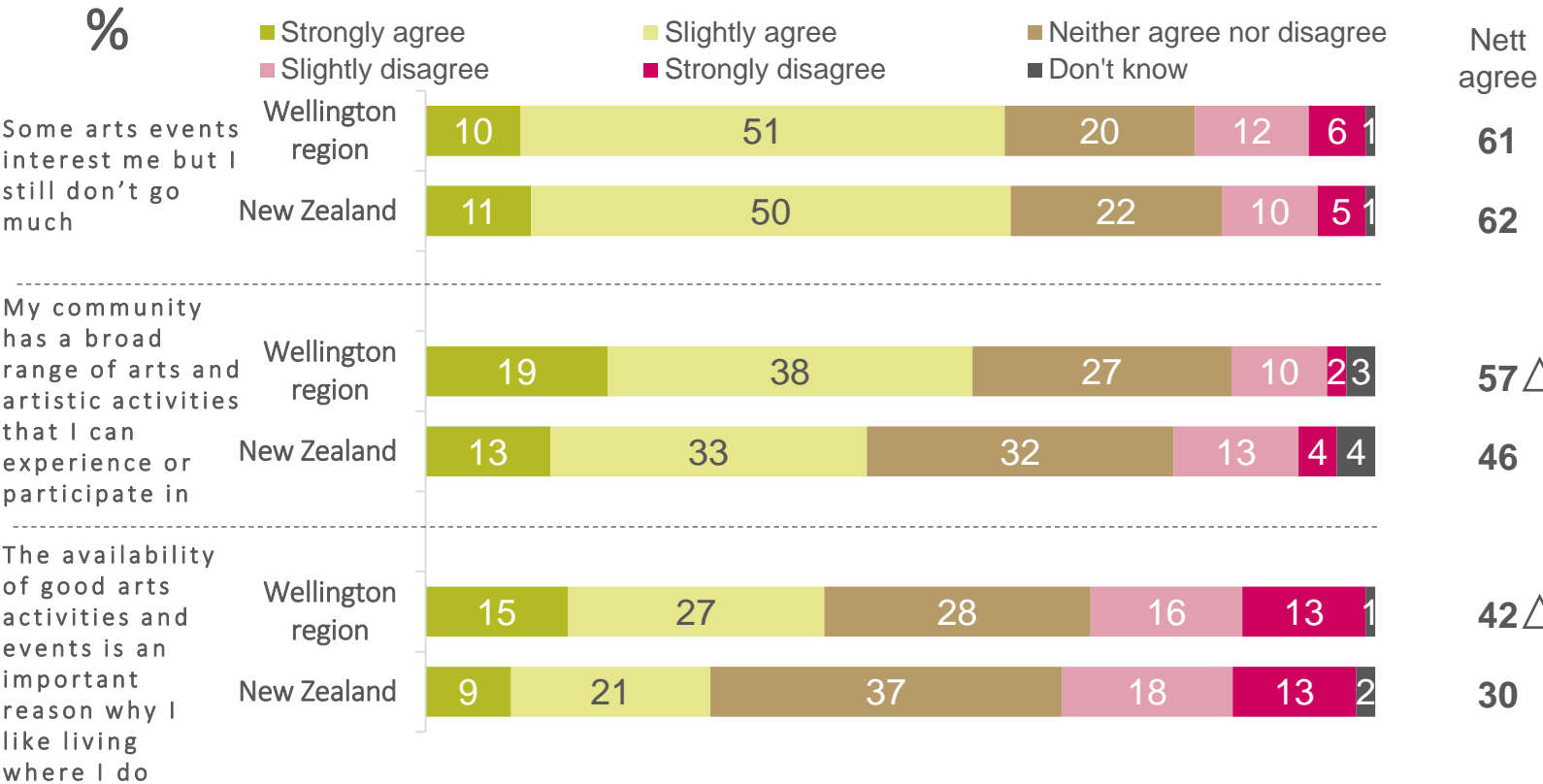
Women are more likely than average to agree that the arts should be part of the education of every New Zealander (74% vs. 66%).

Men (43%) are more likely than average (31%) to agree that the arts are only for certain types of people.

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); New Zealand (6,101)

# Attitudes towards the arts: Access to the arts

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



There is potential to significantly improve attendance at arts events. Three in five (61%) Greater Wellington region residents agree some arts events interest them but they still don't go much. This is in line with the national average (62%).

Nearly six in ten (57%) residents agree they have access to a range of arts and artistic activities that they can experience or participate in. This is higher than the national average (46%).

Four in ten (42%) residents agree that the availability of good arts activities and events is an important reason why they like living in the Greater Wellington region. This is higher than the national average (30%).

**Sub-group differences in the Greater Wellington region**

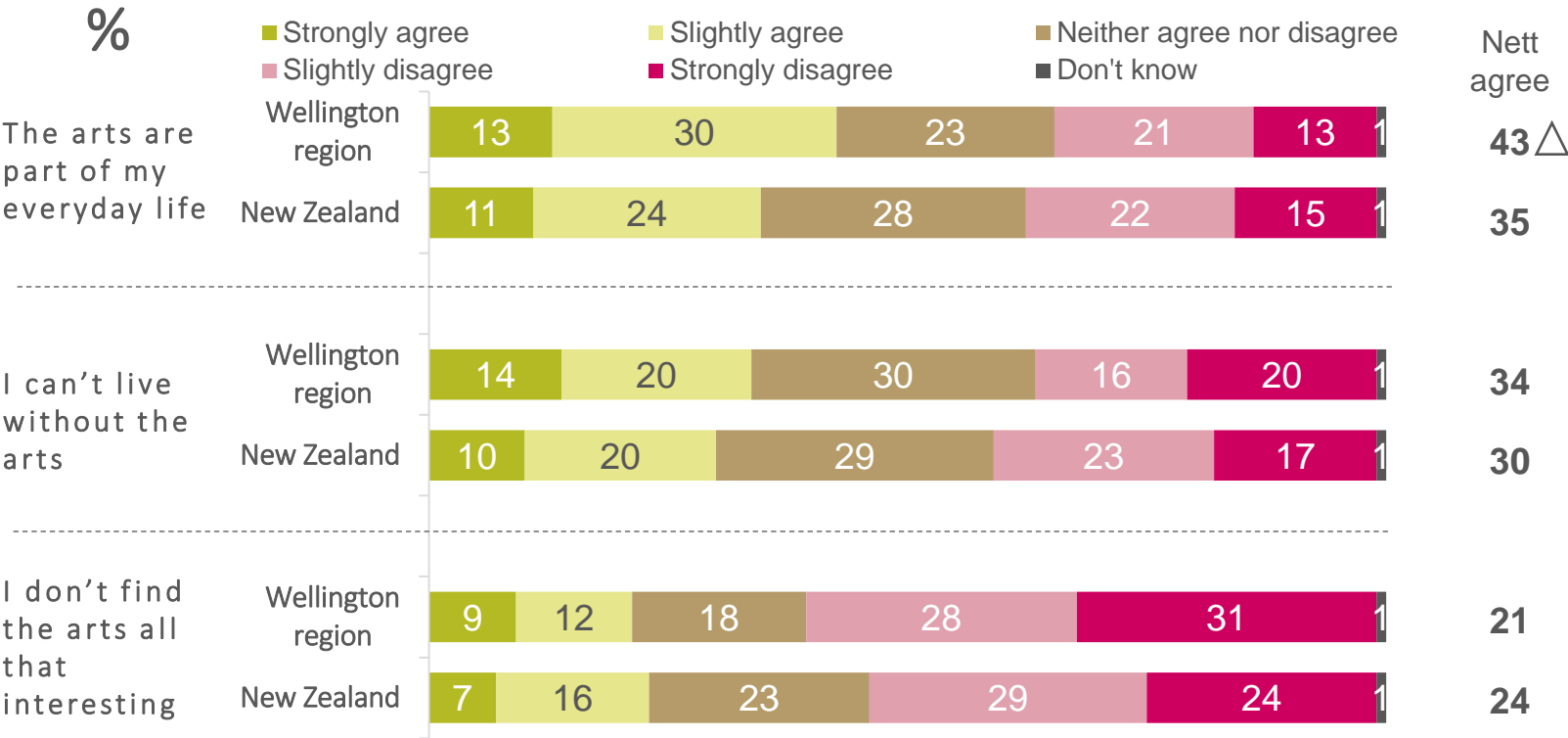
Men and Asian New Zealanders are less likely than average to agree that:

- their community has a broad range of artistic activities to participate in (48% and 34% respectively)
- the availability of good arts events and activities is an important reason why they like living in the Greater Wellington region (32% and 27% respectively).

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); 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 Greater Wellington region residents. Forty three percent agree the arts are part of their everyday life while a third (34%) agree they can't live without the arts. Agreement with the former is higher than the national average (35%).

More residents are interested in the arts than not. While 21% of residents in Greater Wellington agree they don't find the arts all that interesting, 60% disagree. This is consistent with all New Zealanders.

**Sub-group differences in the Greater Wellington region**

There are several gender differences in agreement with the statements. Men are less likely than average to agree that:

- The arts are part of their everyday life (32% vs. 43%)
- They can't live without the arts (25% vs. 34%).

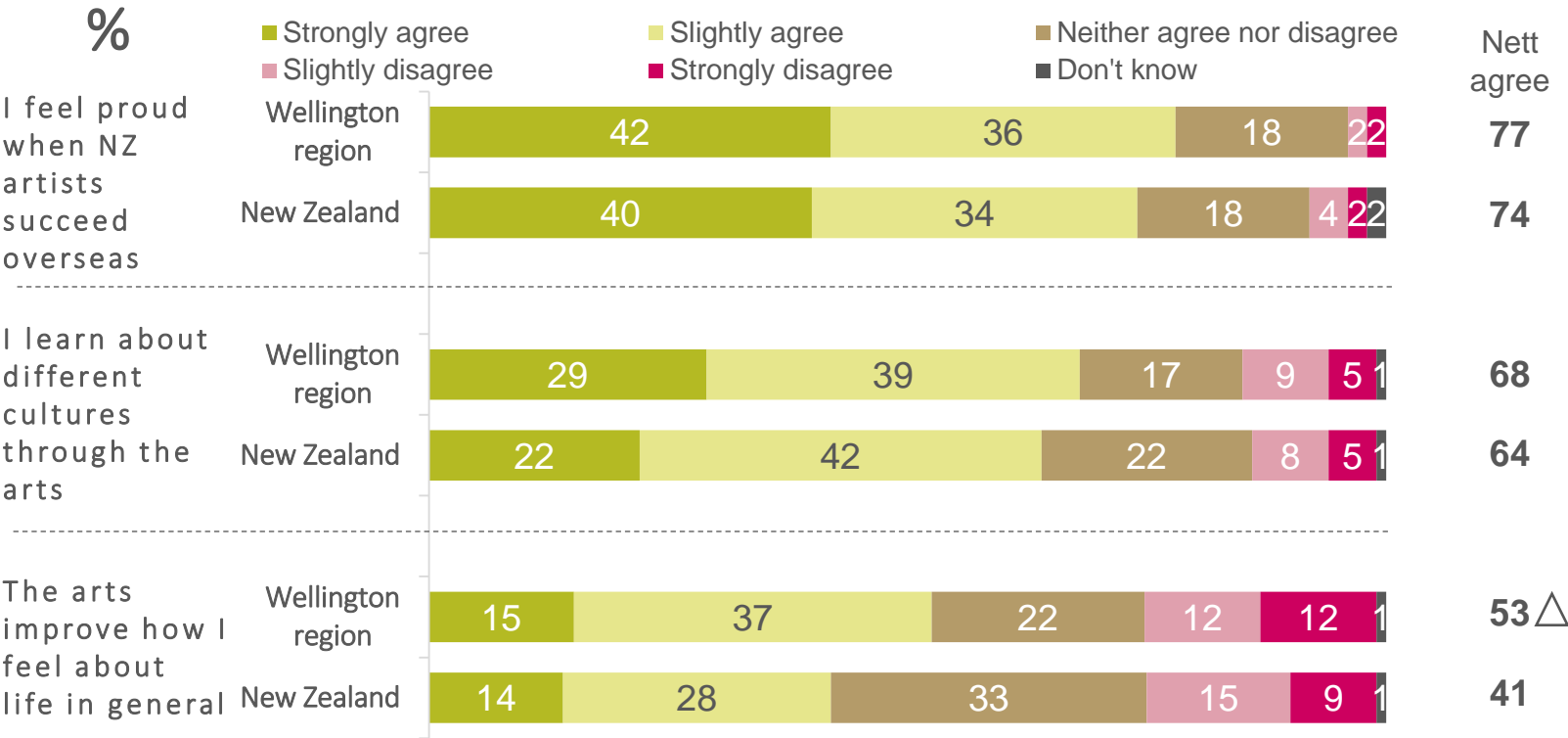
Men are also more likely to agree that they don't find the arts all that interesting (34% vs. 21%). Conversely, women are less likely to agree with this (11%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); 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 the majority of residents in the Greater Wellington region. Nearly eight in ten (77%) feel proud when New Zealand artists succeed overseas, seven in ten (68%) learn about different cultures through the arts, and half (53%) agree that the arts improve their outlook on life. Agreement with the last statement is higher than the national average (41%).

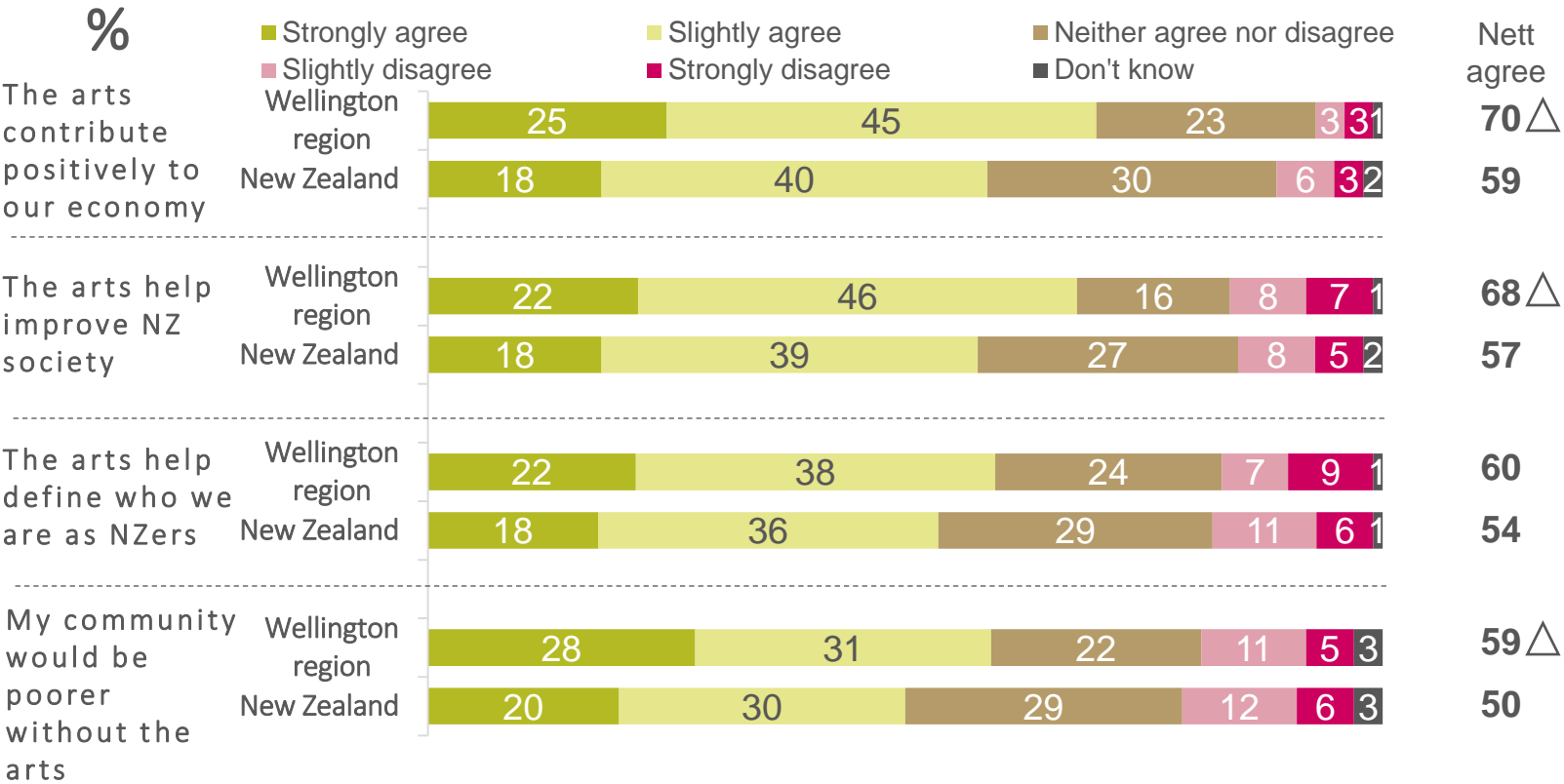
**Sub-group differences in the Greater Wellington region**  
 Women (79%) are more likely than average (68%) to agree that they learn about different cultures through the arts.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); 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 Greater Wellington region residents recognise the different ways in which the arts benefit New Zealand. Seven in ten (70%) agree the arts contribute positively to the economy, 68% agree they improve New Zealand society, and 60% agree they help define who we are as New Zealanders.

In addition, 59% of residents agree that their community would be poorer without the arts.

Agreement with all statements is higher than the national average, with the exception of 'the arts help define who we are as New Zealanders'.

**Sub-group differences in the Greater Wellington region**

Households with an annual income between \$80-\$120k (84%) and women (77%) are more likely than average (70%) to agree the arts contribute positively to the New Zealand economy. Conversely, men (60%) and Asian New Zealanders (57%) are less likely than average to agree with this statement.

Men (59%) are less likely than average (68%) to agree the arts help to improve New Zealand society.

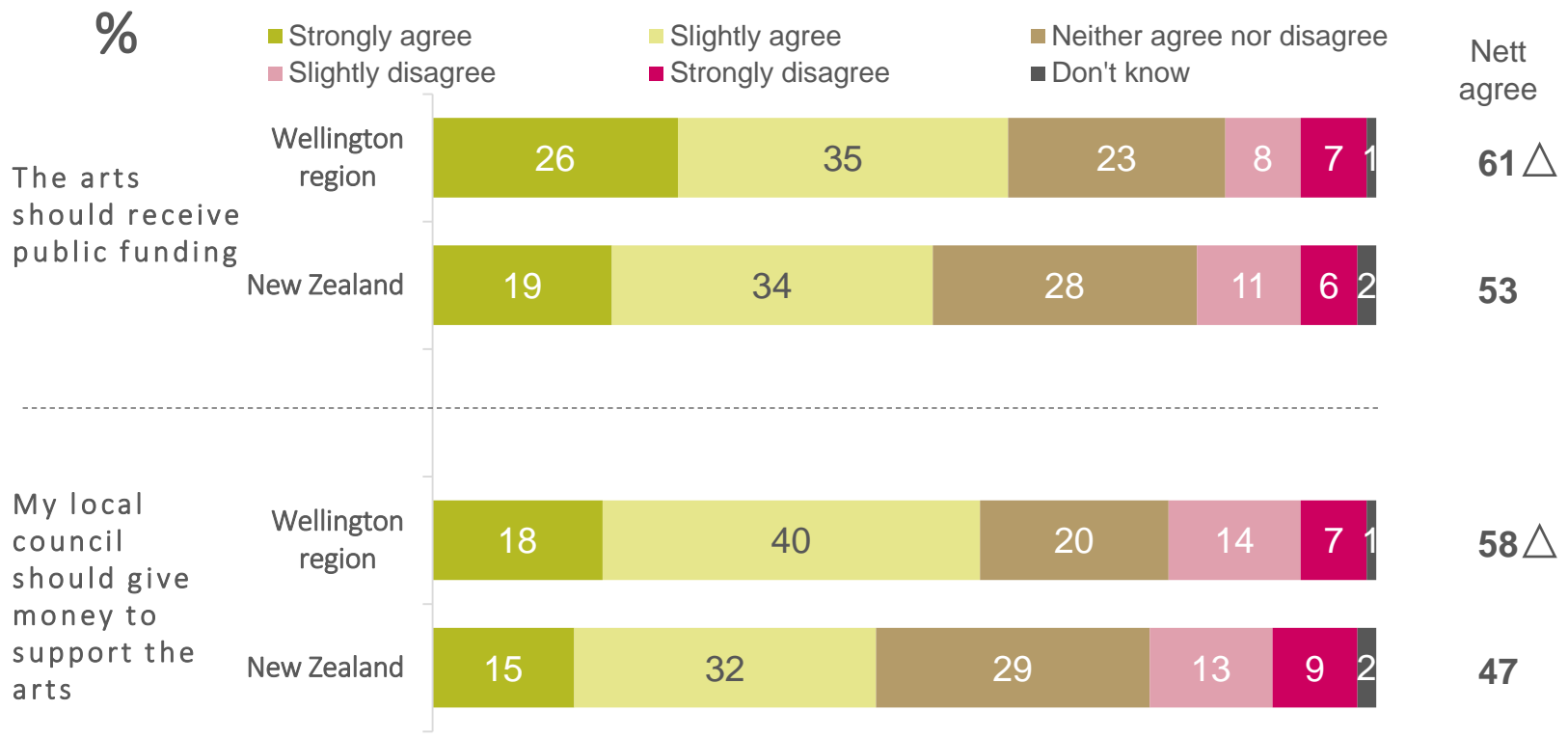
Men (50%), young people, aged 15-29 (43%) and Asian New Zealanders (42%) are less likely than average (59%) to feel that their community would be poorer without the arts.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

# Attitudes towards the arts: Funding support for the arts

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



There is support for public funding of the arts. Six in ten (61%) Greater Wellington region residents agree the arts should receive public funding. In contrast, just 15% disagree, while the remainder are on the fence or do not express an opinion.

In addition, six in ten (58%) residents feel the local council should give money to support the arts.

Agreement with both statements is higher than the national average.

**Sub-group differences in the Greater Wellington region**

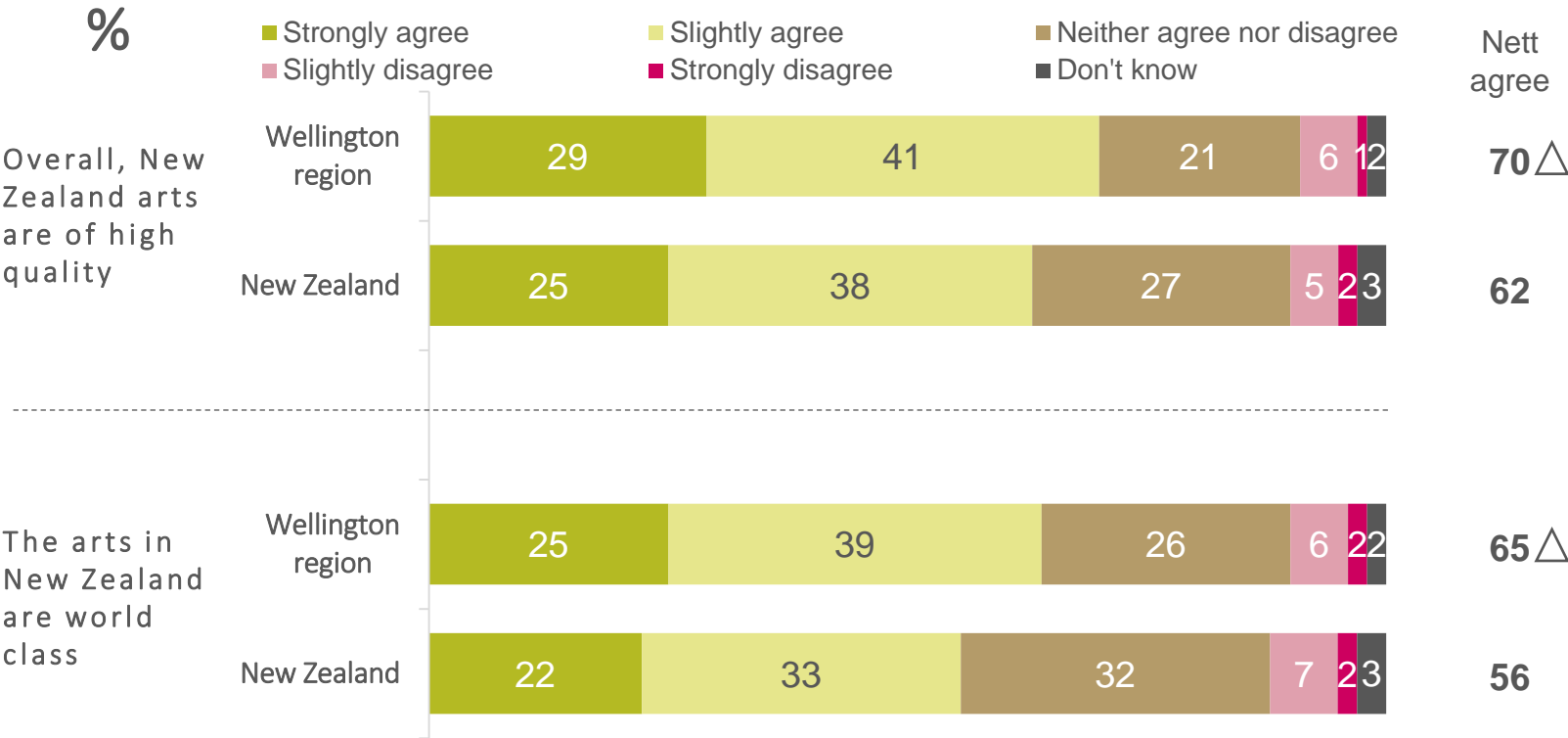
Households with an annual income between \$80-\$120k (77%) are more likely than average (61%) to agree the arts should receive public funding.

Women (66%) are more likely than average (58%) to agree the local council should give money to support the arts. Conversely, men (48%) and Asian New Zealanders (44%) are less likely than average to agree with this.

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); New Zealand (6,101)

# Attitudes towards the arts: Quality of the arts

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



The majority of Greater Wellington residents are positive about the quality of New Zealand arts. Seven in ten (70%) agree that New Zealand arts are of high quality while more than six in ten (65%) feel they are world class.

Agreement with both statements is higher than the national average.

**Sub-group differences in the Greater Wellington region:**

Asian New Zealanders (56%) are less likely than average (70%) to agree that New Zealand arts are of high quality.

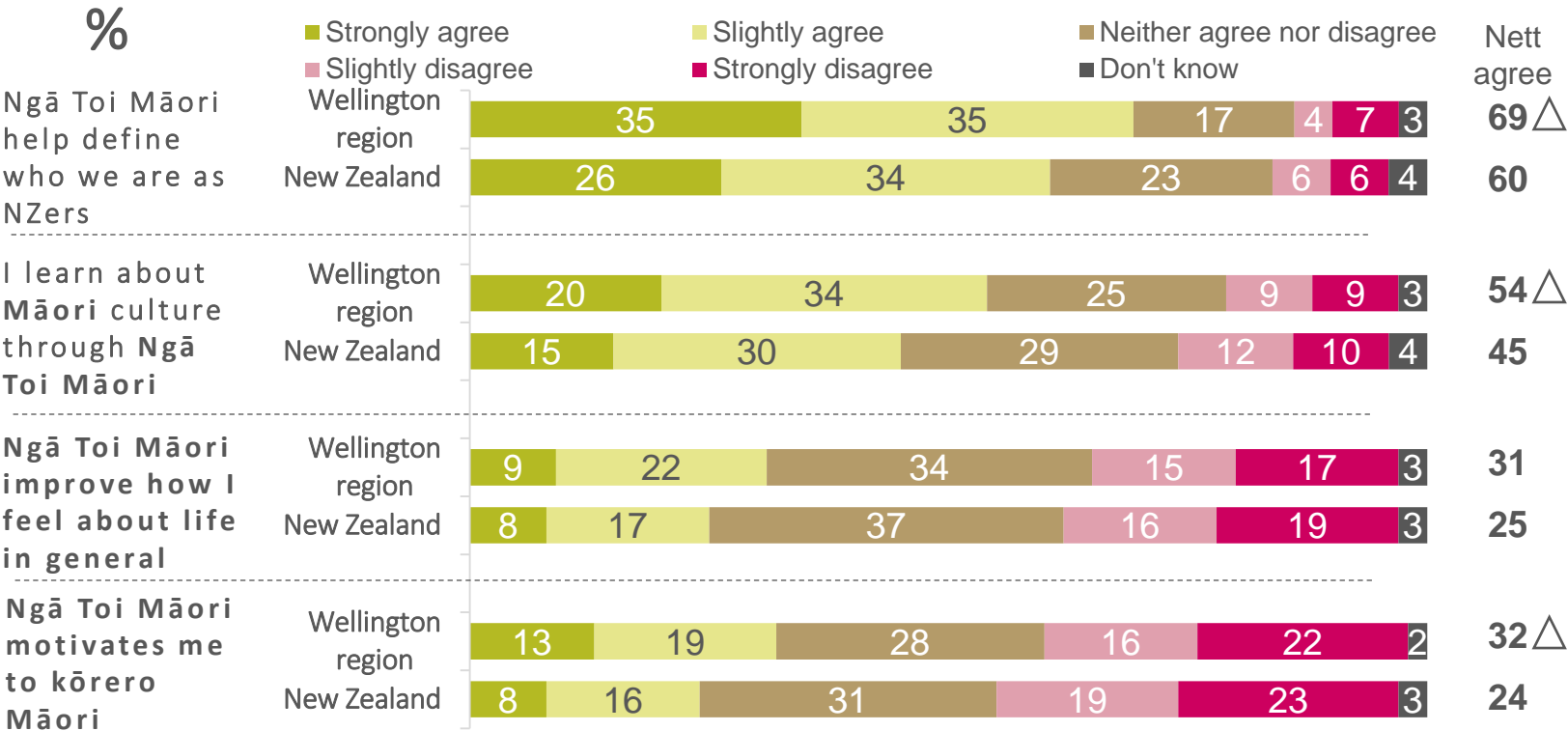
Middle-aged people, aged 40-49 (81%) are more likely than average (65%) to agree that the arts in New Zealand are world class, whereas men (56%), people aged 30-39 years (48%) and Asian New Zealanders (44%) are less likely to agree with this.

<sup>△</sup><sub>▽</sub> = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

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

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



Greater Wellington residents benefit from Ngā Toi Māori in a number of ways.

Sixty-nine percent agree Ngā Toi Māori helps define who we are as New Zealanders, and 54% agree they learn about Māori culture through Ngā Toi Māori. Agreement with both statements is higher than the national average.

Three in ten residents also agree Ngā Toi Māori motivates them to speak Māori (32%) and improves how they feel about life in general (31%). Agreement with the former statement is higher than for all New Zealanders (24%).

**Sub-group differences in the Greater Wellington region:**

Women are more likely than average to agree with each of the statements, while men are less likely to agree.

Pākehā are less likely than average to agree that:

- Ngā Toi Māori motivates them to speak in Māori (27% vs. 32%)
- Ngā Toi Māori improves how they feel about life (25% vs. 31%).

Asian New Zealanders are less likely than average to agree that:

- They learn about Māori culture through Ngā Toi Māori (39% vs. 54%)
- Ngā Toi Māori motivates them to speak in Māori (15% vs. 32%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); New Zealand (6,101)

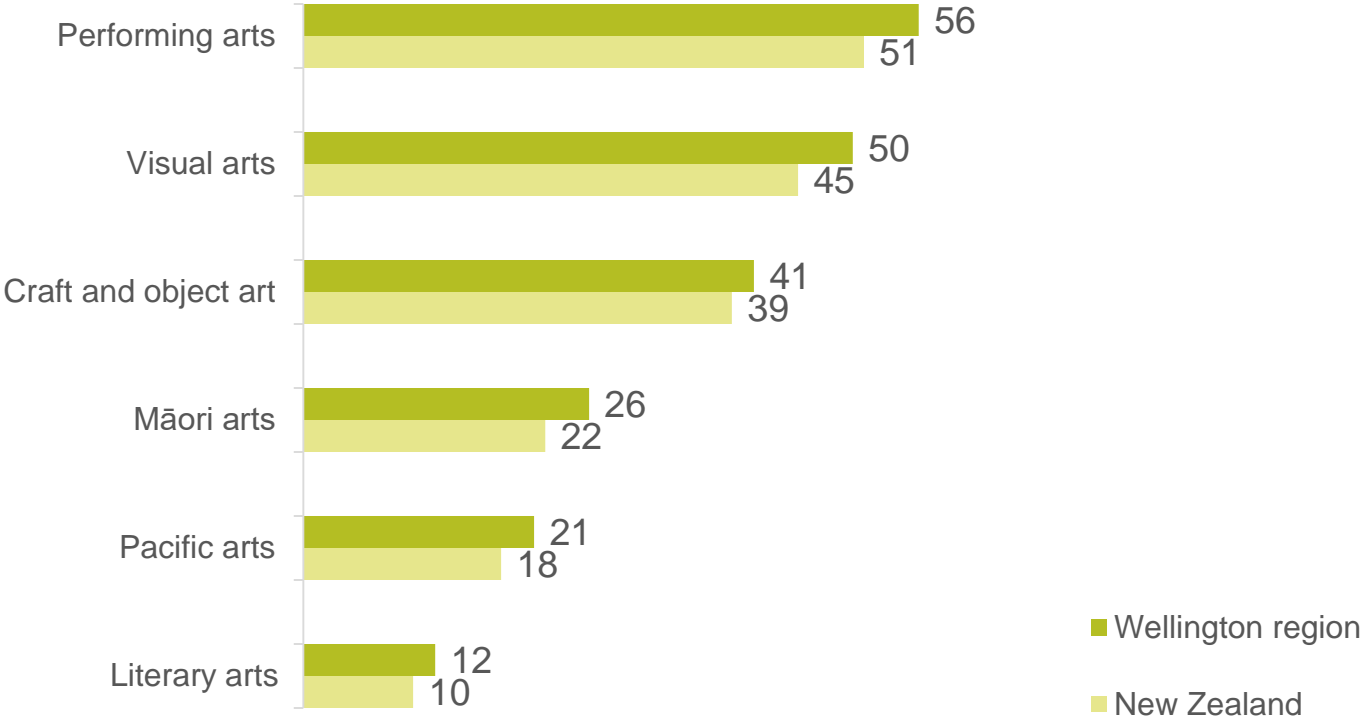


# ATTENDANCE BY ARTFORM

# Attendance by art form

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

%



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

The most popular art forms for participation are the performing (56%) and visual arts (50%). The least popular art form is the literary arts (12%).

Levels of attendance for each art form is consistent with the national average.

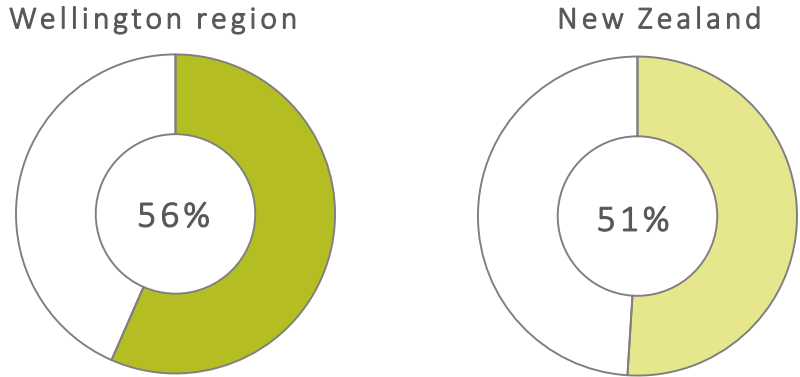
Further analysis of each art form (including sub-group differences) is presented in the following slides.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

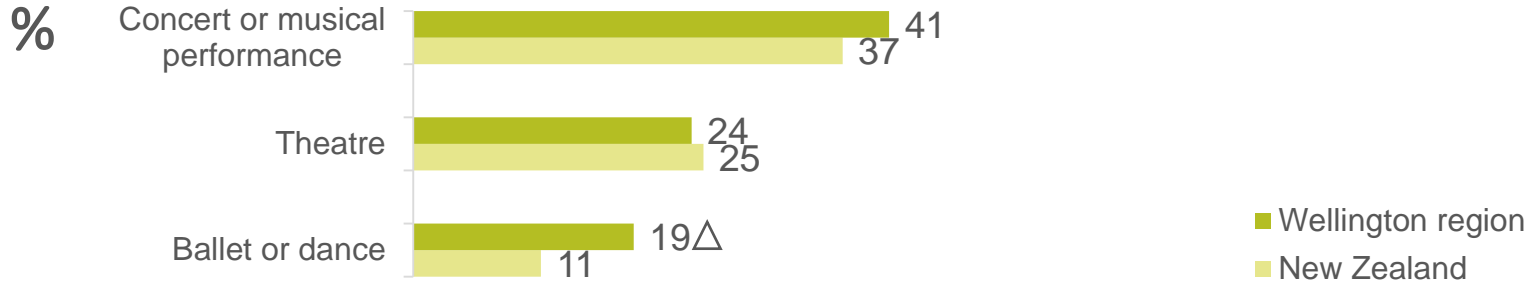
# Performance arts attendance

**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: Wellington region (619); New Zealand (6,101)

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



Base: All respondents: Wellington region (619); New Zealand (6,101)

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand

Over half (56%) of Greater Wellington region residents have attended at least one performing arts event in the last 12 months. This is in line with all New Zealanders (51%).

Forty-one percent of residents have attended a concert or musical performance, 24% have attended the theatre, and 19% have attended a ballet or dance performance. Levels of attendance for ballet or dance is much higher than the national average (11%).

**Sub-group differences in the Greater Wellington region:**

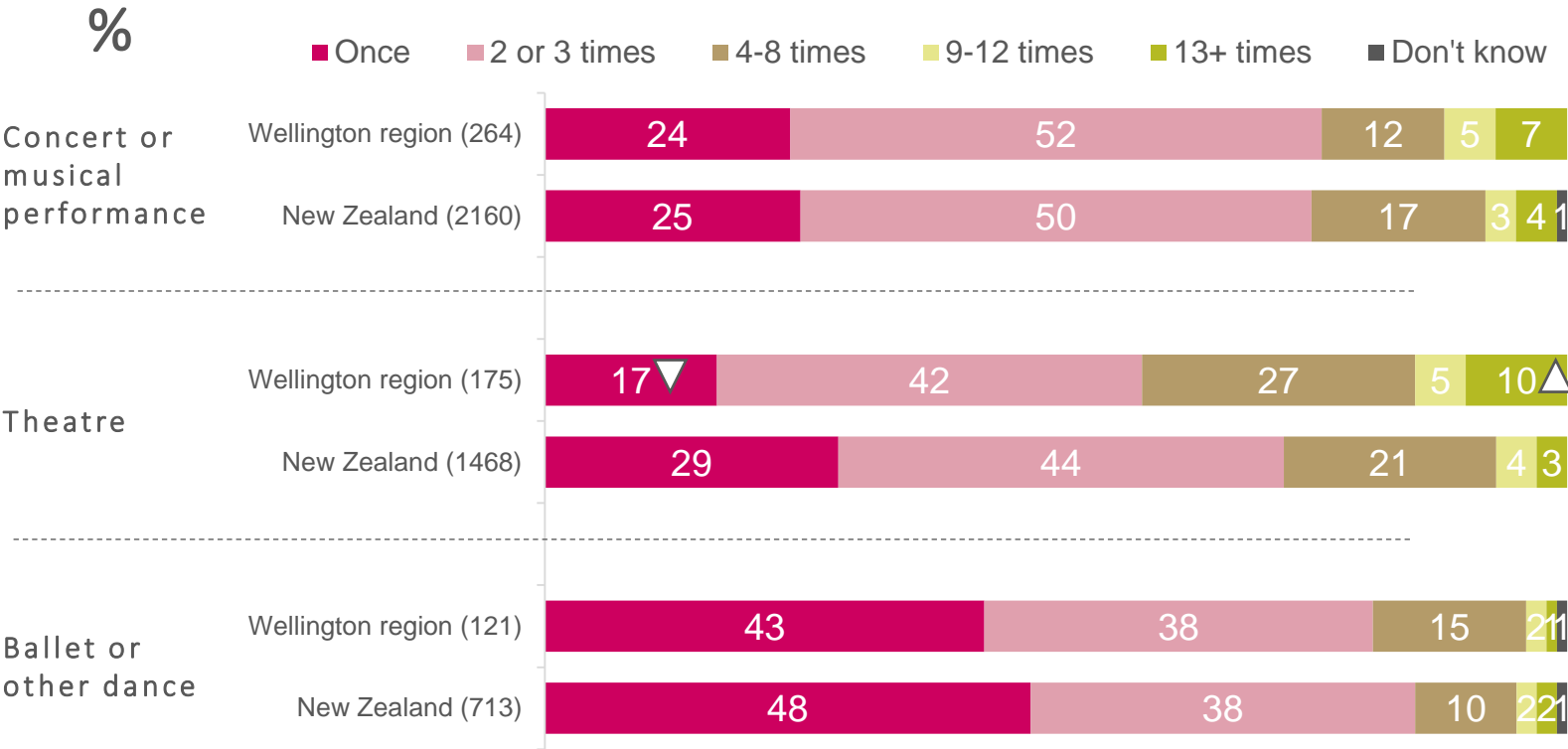
Women (64%) are more likely than average (56%) to have attended the performing arts in the last 12 months.

There are no sub-group differences of note for type of performing arts attended.



# 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

Greater Wellington region residents that attend the theatre do so particularly frequently. Four in ten (42%) have attended four or more times in the last 12 months. This compares to 27% nationally.

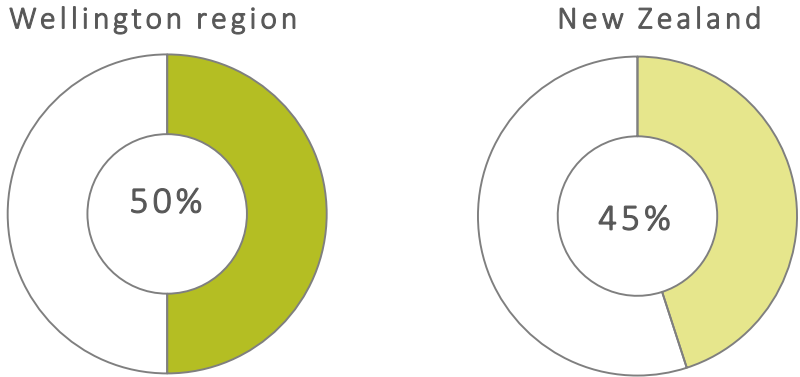
The majority (76%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (69%).

Similarly, the vast majority (81%) of those who have attended dance performances have done so between one and three times. Again, this is consistent with all New Zealanders (86%).

There are no differences by sub-group for frequency of attendance by type of performing art.

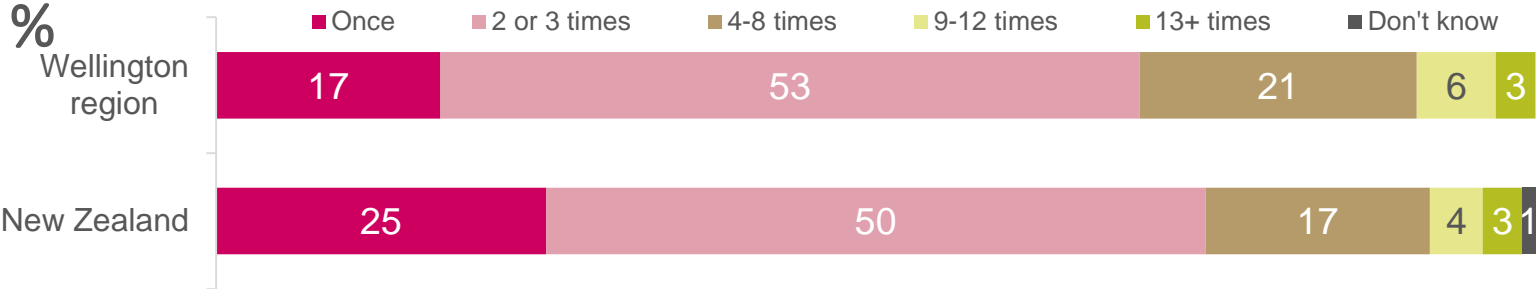
# Visual arts attendance

**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: Wellington region (619); 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 - Wellington region (366); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Half (50%) of Greater Wellington region residents have attended a visual arts event in the last 12 months. This in line with all New Zealanders (45%).

The majority (70%) of those who have attended have done so between one and three times.

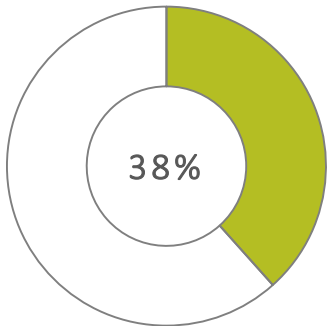
**Sub-group differences in the Greater Wellington region:**

Households with an annual income between \$50-\$80k (69%) are more likely than average (50%) to have attended a visual arts venue or event in the last 12 months.

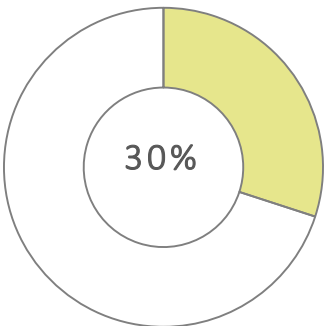
# Visual arts attendance: impact of film festivals

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

Wellington region



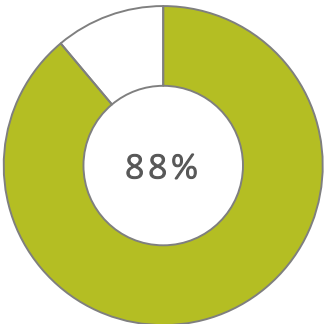
New Zealand



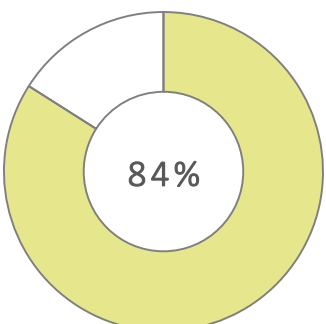
Base: All who have attended the visual arts - Wellington region (366); New Zealand (2,786)

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

Wellington region



New Zealand



Base : All who have attended film festivals - Wellington region (160); New Zealand (84) = significantly higher / lower than New Zealand

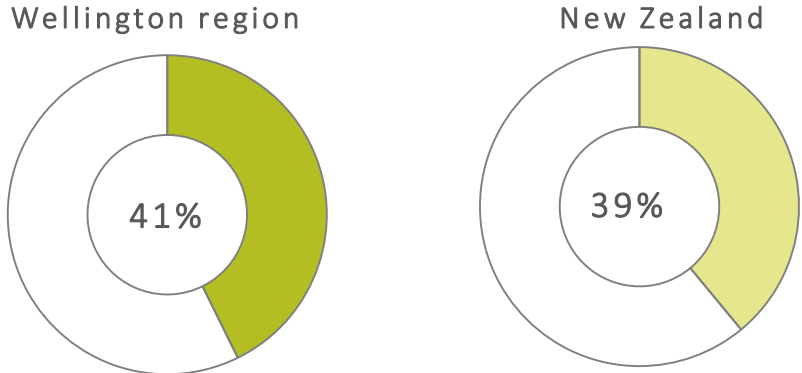
Of those who have attended the visual arts, 38% have attended at least one film festival in the last 12 months. This is in line with all New Zealanders (30%).

Eighty-eight percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is consistent with all New Zealanders (84%).

There are no sub-group differences of note in terms of film festival attendance or other visual arts attendance.

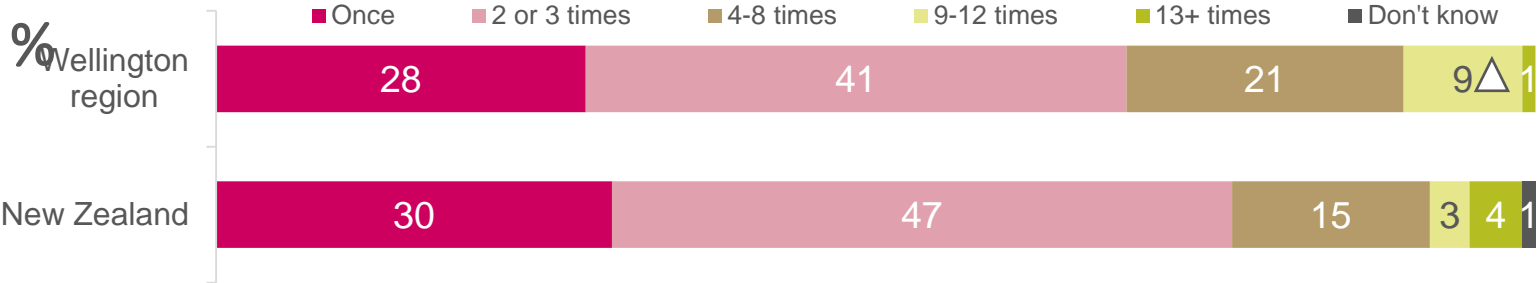
# Craft and object art attendance

**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: Wellington region (619); 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 - Wellington region (265); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Four in ten (41%) Greater Wellington region residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

Residents attend craft and object art events more frequently than all New Zealanders. Thirty-one percent have attended four or more times in the last 12 months, this compares to 22% of all New Zealanders.

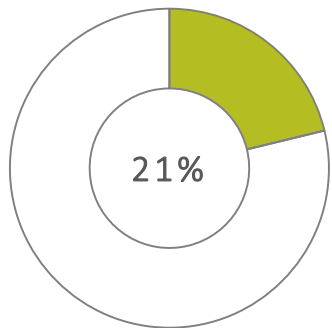
**Sub-group differences in the Greater Wellington region:**

Women (51%) are more likely than average (41%) to have attended at least one craft and object art event in the last 12 months. Men (24%) are less likely to have attended.

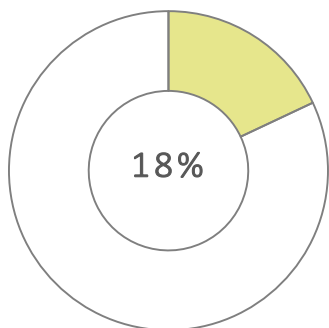
# Pacific arts attendance

**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?

Wellington region

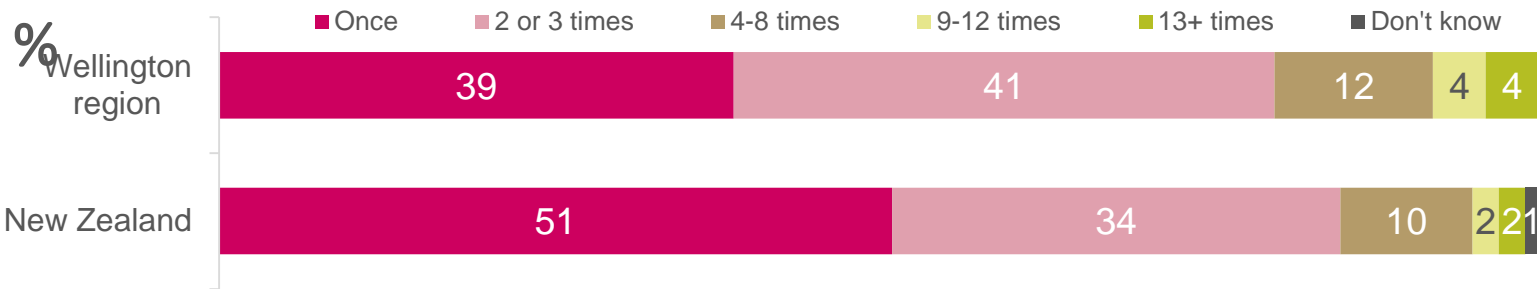


New Zealand



Base: All respondents: Wellington region (619); 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 - Wellington region (112); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

One fifth (21%) of Greater Wellington region residents have attended a Pacific arts event in the last 12 months. This is in line with the national level of attendance (18%).

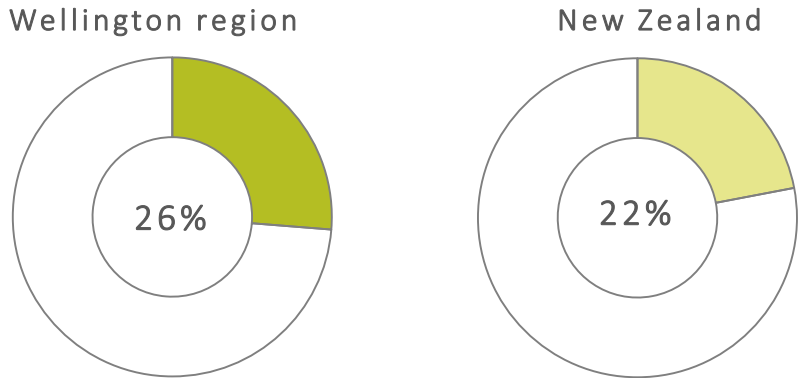
The majority (80%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

Please note there are too few Pacific respondents in the survey from the Greater Wellington region to report their results separately and test for statistical significance against the average.

**Sub-group differences in the Greater Wellington region:**  
 Women (30%) are more likely than average (21%) to have attended at least one Pacific arts event in the last 12 months. Pākehā (16%) and men (8%) are less likely to have attended.

# 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: Wellington region (619); New Zealand (6,101)

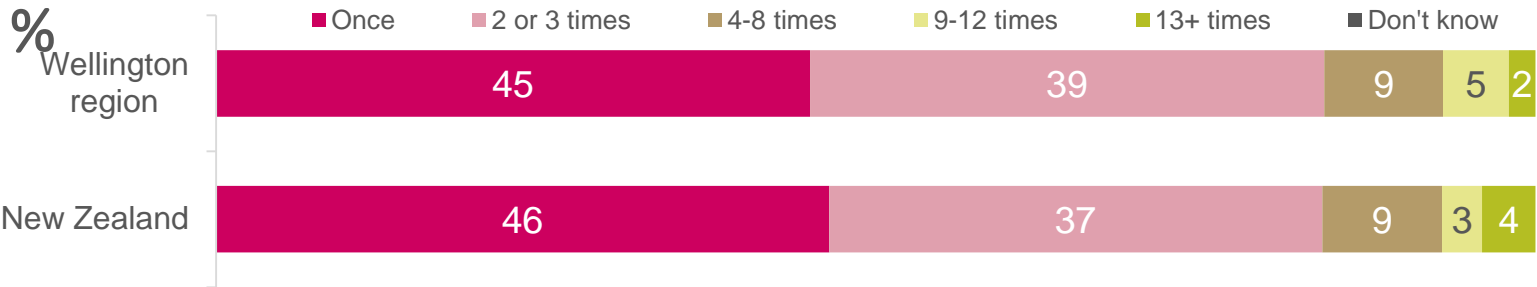
A quarter (26%) of Greater Wellington region residents have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

The majority (84%) of those who have attended have done so between one and three times. This is consistent with the proportion of all New Zealanders (84%).

**Sub-group differences in the Greater Wellington region:**

Women (36%) are more likely than average (26%) to have attended at least one Māori arts event in the last 12 months. Conversely, men (11%) are less likely to have attended.

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

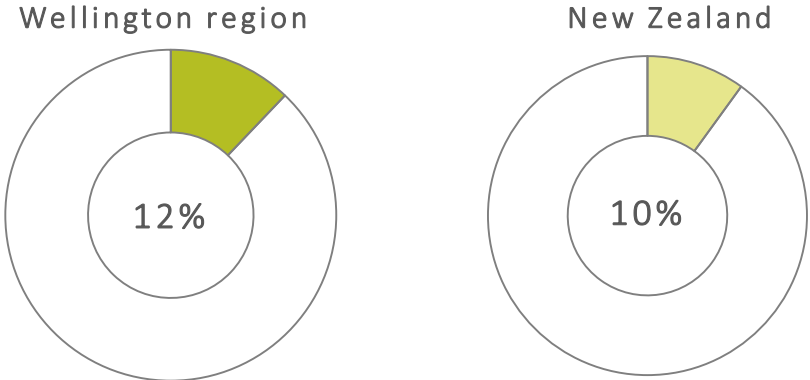


Base: All who have attended Māori arts - Wellington region (140); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

# 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?



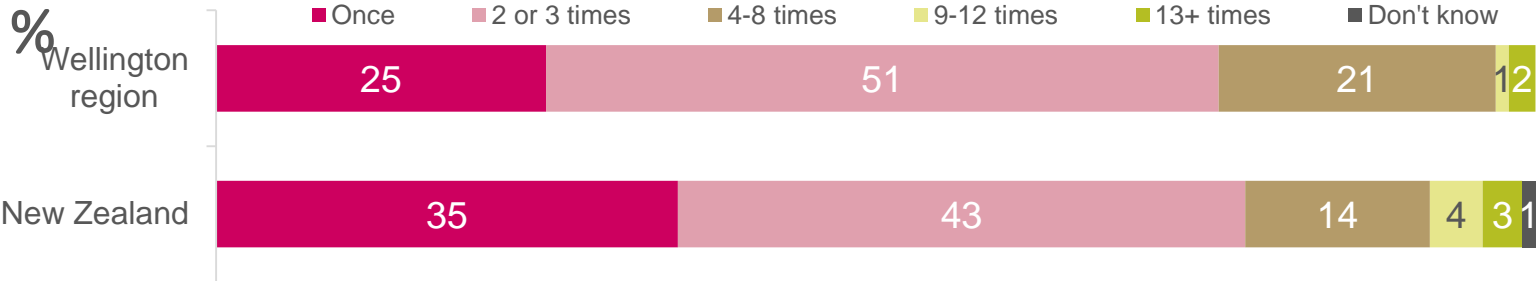
Base: All respondents: Wellington region (619); New Zealand (6,101)

Twelve percent of Greater Wellington region residents have attended a literary arts festival or event in the last 12 months. This is in line with the national level of attendance (10%).

Three quarters (76%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (78%).

**Sub-group differences in the Greater Wellington region:**  
Men (6%) are less likely than average (12%) to have attended a literary arts event in the last 12 months.

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



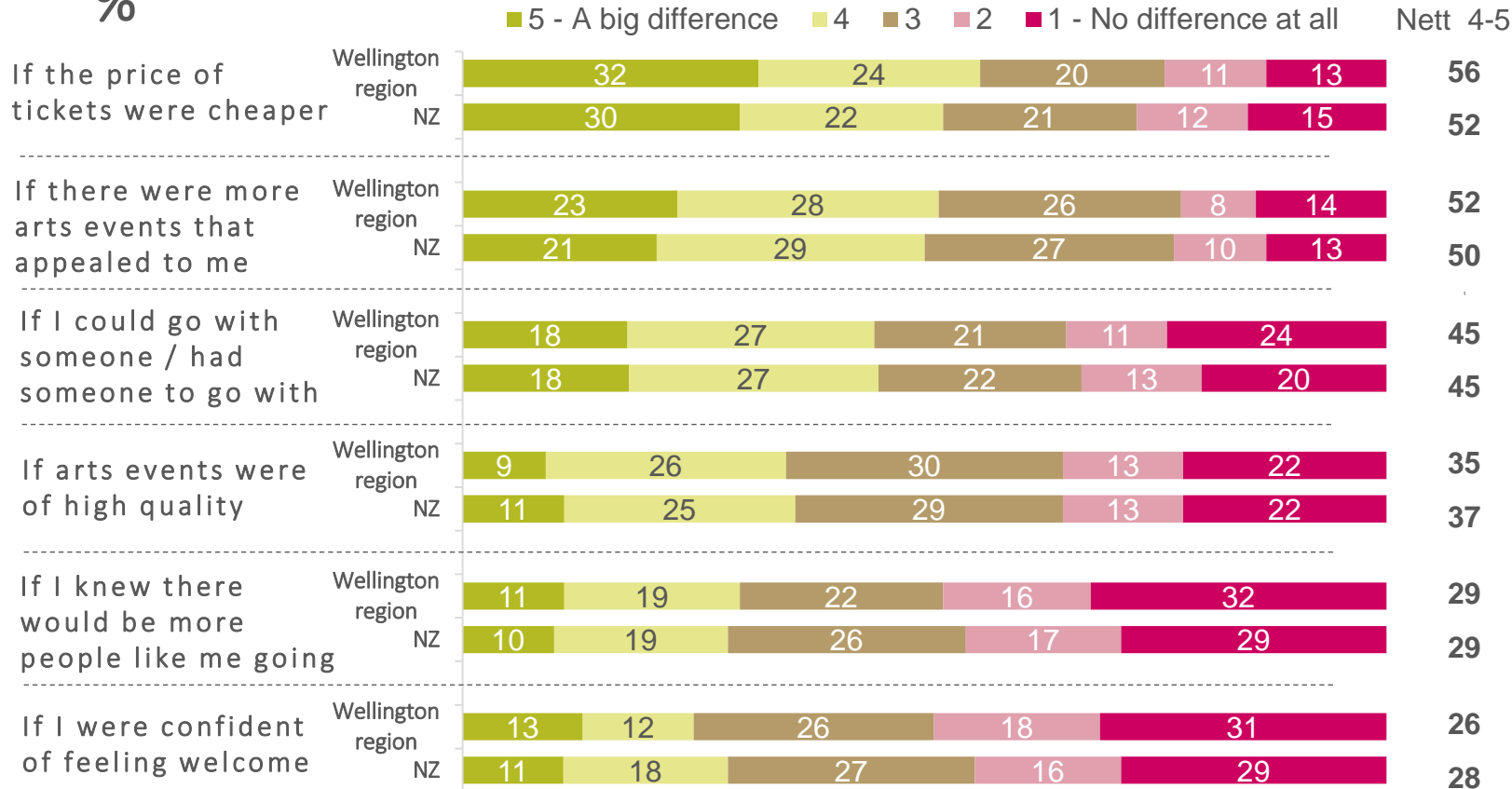
Base: All who have attended the literary arts - Wellington region (79); New Zealand (580)

△▽ = 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?

%



Two thirds of Greater Wellington region residents (61%) agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price, choice, and social isolation are the top three barriers to residents who are interested in the arts but don't go that often. Fifty-six percent indicate that reducing ticket prices would increase their likelihood of attending, 52% indicate that a broader range of arts events would make a big difference to their attendance, and 45% indicate that having someone to go with would increase their likelihood of attending.

Quality is a lesser concern; 35% indicated that higher quality arts events would make a big difference.

Finally, there is evidence that a minority feel the arts is exclusive. Three in ten (29%) indicate that knowing more people like them were going would make a big difference, and a quarter (26%) would like to feel more assured of being welcome at arts events.

All of these findings are in line with the national picture.

**Sub-group differences in the Greater Wellington region:**

Women (66%) are more likely than average (56%) to indicate cheaper ticket prices would make a big difference to their attendance.

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Wellington region (389); New Zealand (3,822)



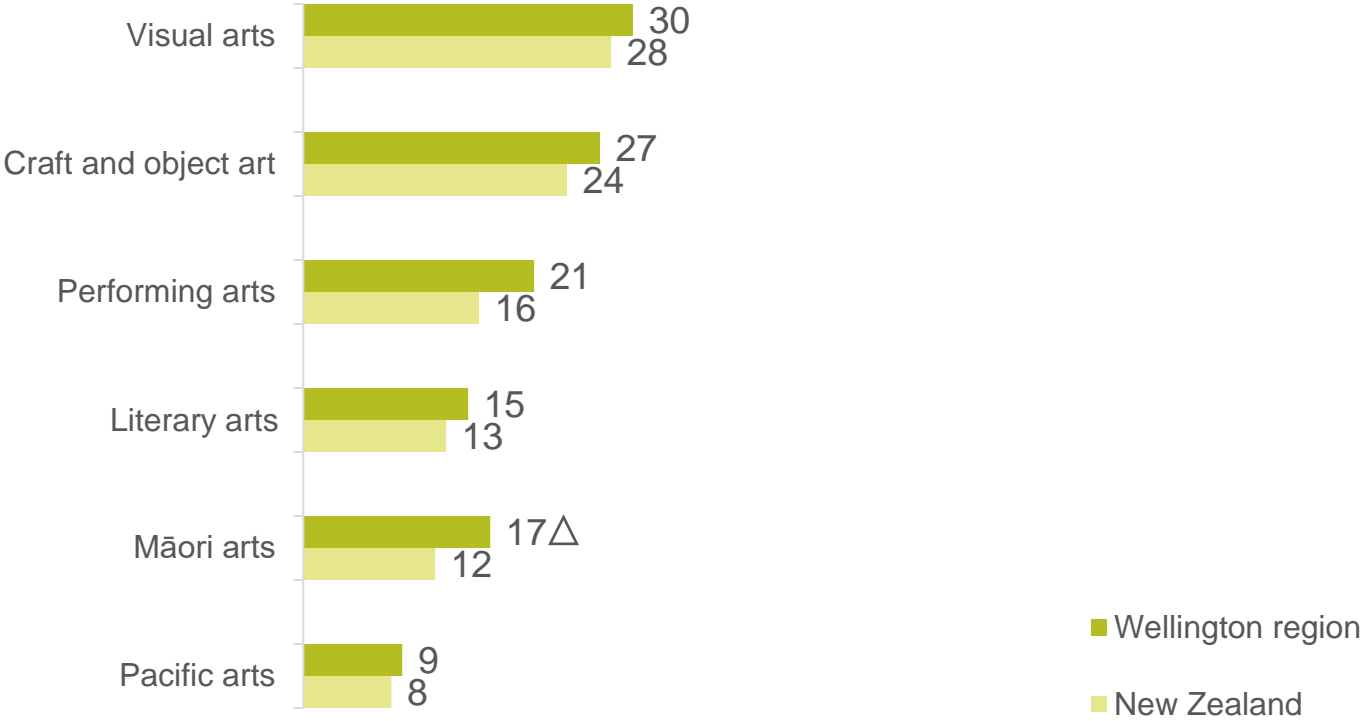


# PARTICIPATION BY ARTFORM

# Participation by art form

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

%



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

The most popular art form to participate in is the visual arts. Three in ten (30%) Greater Wellington region residents have participated in the visual arts in the last 12 months. This is closely followed by craft and object art (27%).

Participation in Māori arts is higher in the Wellington Region than it is nationally. Seventeen percent of residents have participated in Māori arts at least once in the last 12 months, this compares to 12% of all New Zealanders.

The least popular art form to participate in is Pacific arts. Only 9% of residents have participated in Pacific arts in the last 12 months. This is consistent with the national average (8%).

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

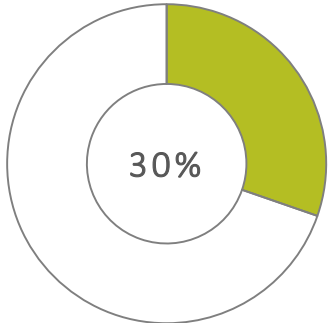
△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington region (619); New Zealand (6,101)

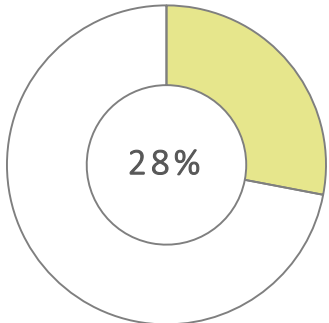
# Visual arts participation

**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?

Wellington region



New Zealand



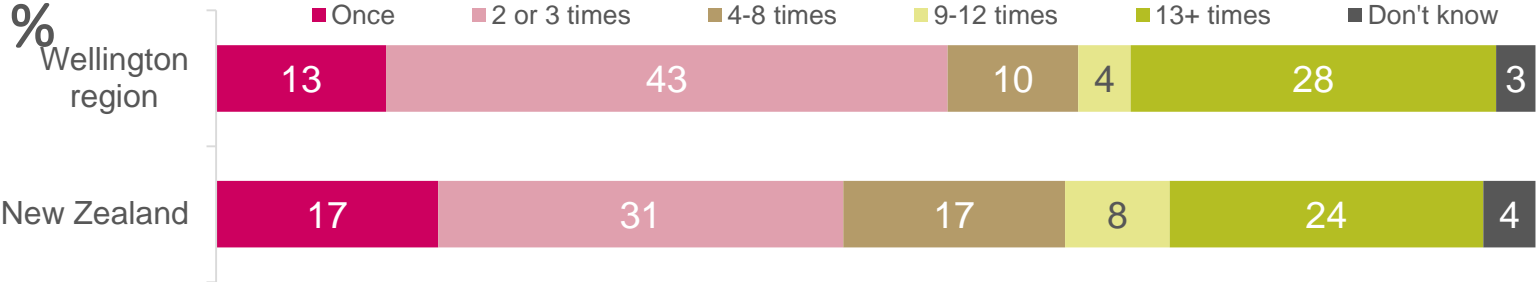
Base: All respondents: Wellington region (619); New Zealand (6,101)

Three in ten (30%) Greater Wellington region 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 the same as all New Zealanders (32%).

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

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

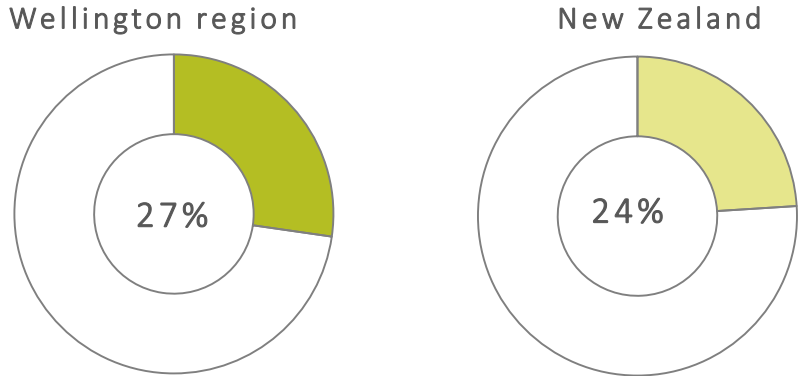


Base: All those who have participated in the visual arts - Wellington region (183); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

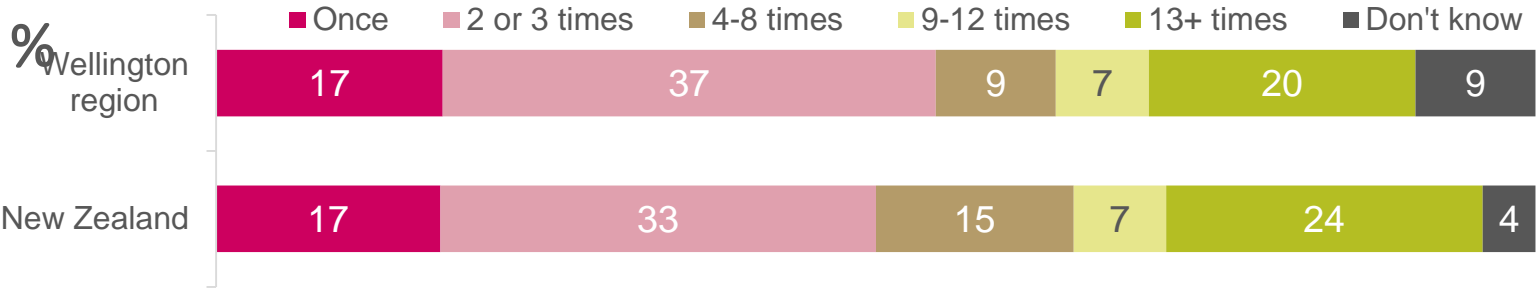
# Craft and object art participation

**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: Wellington region (619); 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 - Wellington region (153); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Nearly three in ten (27%) Greater Wellington residents have participated in craft and object art in the last 12 months. This is consistent with all New Zealanders (24%).

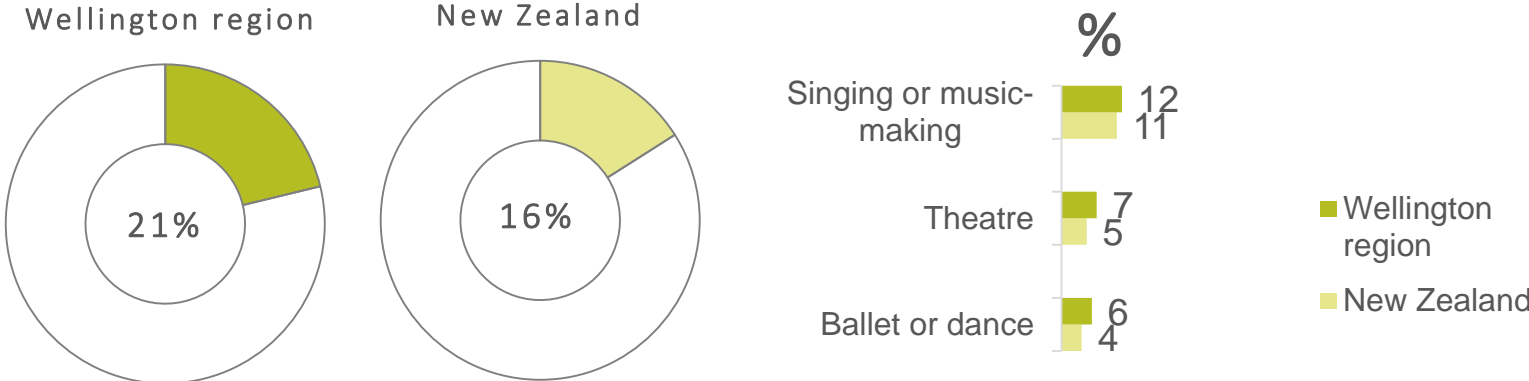
Of those who participate, 27% do so on a regular basis (at least nine times in the last 12 months). This is similar to all New Zealanders (31%).

**Sub-group differences in the Greater Wellington region:**

Women (36%) are more likely than average (27%) to have participated in craft and object art in the last 12 months. Conversely, men (18%) and people aged 40-49 (10%) are less likely to have participated.

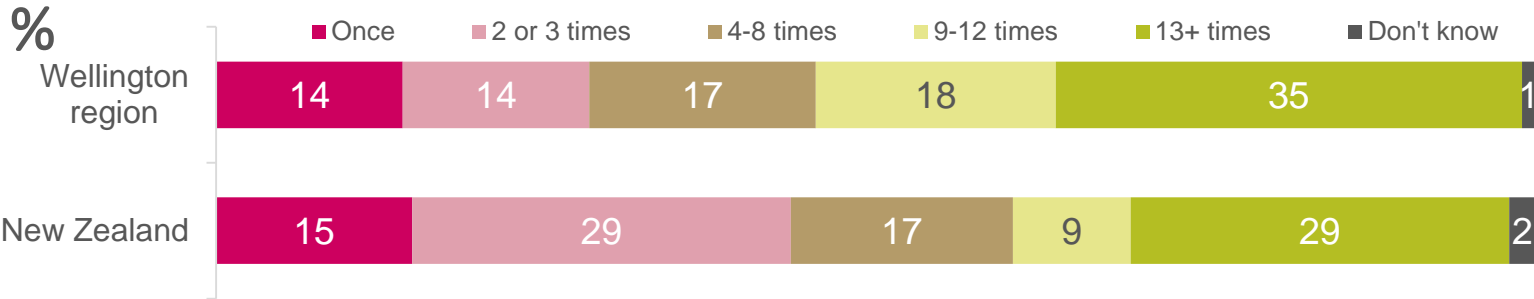
# Performance arts participation

**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: Wellington region (619); 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 - Wellington region (111); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

One in five (21%) Greater Wellington region residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 12% of residents have been involved in singing or making music, while 7% have participated in the theatre and 6% have done some form of dance.

Of those who participate in the performing arts, over half (53%) do so on a regular basis (at least nine times in the last 12 months).

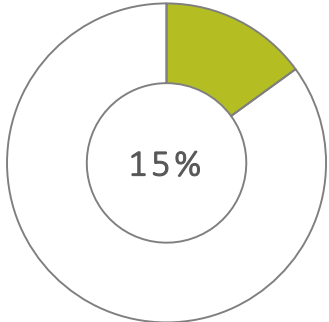
**Sub-group differences in the Greater Wellington region:**

Young people, aged 15-29 (37%) are more likely than average (21%) to have participated in the performing arts in the last 12 months. In particular, young people, aged 15-29 (19%) are more likely than average (7%) to have done theatre or drama.

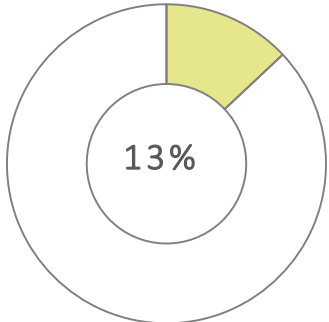
# Literary arts participation

**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?

Wellington region

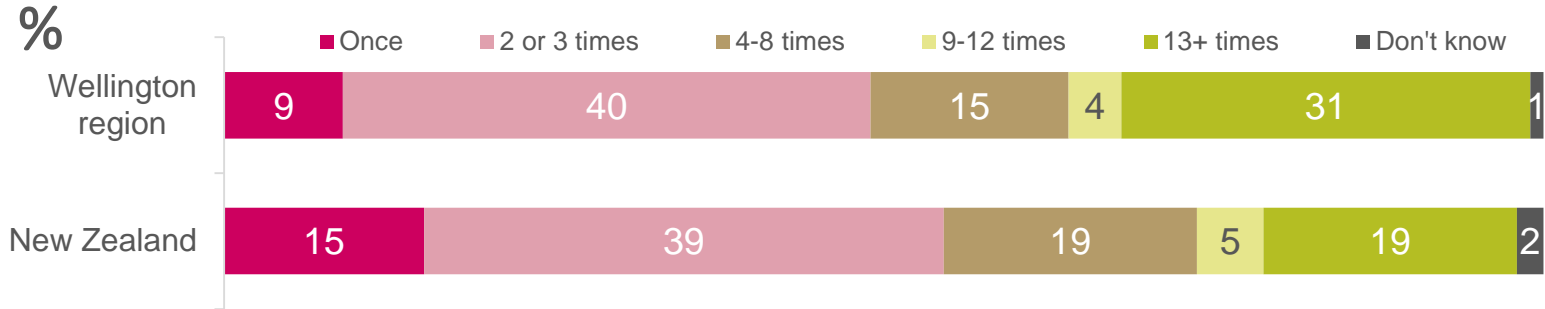


New Zealand



Base: All respondents: Wellington region (619); New Zealand (6,101)

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



Base: All those who have participated in the literary arts - Wellington region (100); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Fifteen percent of Greater Wellington region residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

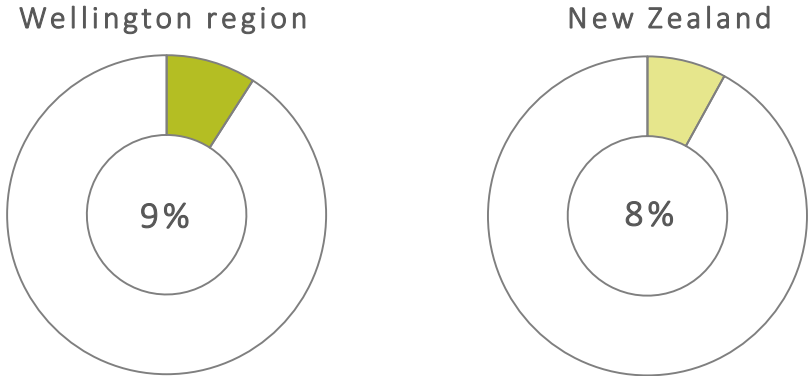
Of those who participate in the literary arts, 35% do so on a regular basis (at least nine times in the last 12 months).

**Sub-group differences in the Greater Wellington region:**

Young people, aged 15-29 (28%), are more likely than average (15%) to have participated in the literary arts in the last 12 months. Conversely, households with an annual income between \$80-\$120k are less likely to have participated (4%).

# 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?



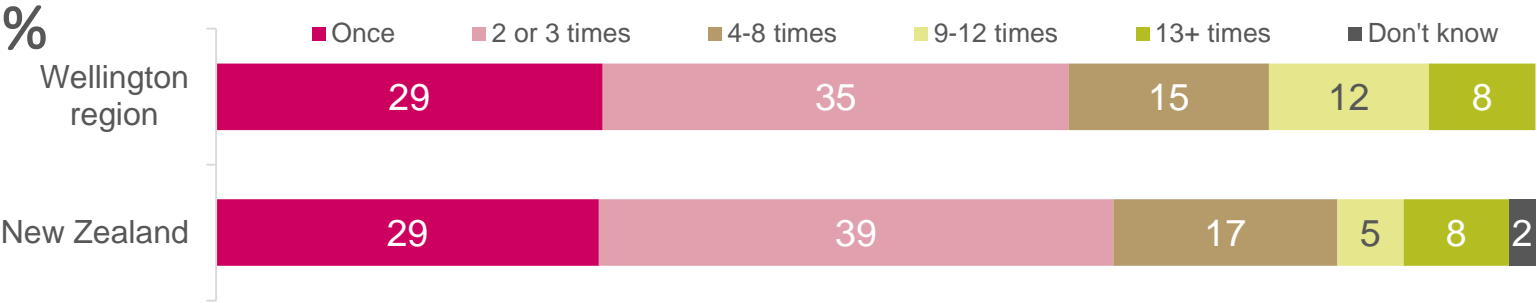
Base: All respondents: Wellington region (619); New Zealand (6,101)

One in ten (9%) Greater Wellington region residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Of those who participate in the Pacific arts, most (64%) do so infrequently (between one and three times in the last 12 months). This is similar to the proportion of all New Zealanders (68%). These results should be treated with caution due to the small base size (37 respondents).

**Sub-group differences in the Greater Wellington region:**  
 Women (14%) are more likely than average (9%) to have participated in the Pacific arts in the last 12 months. Conversely, men (4%) and Pākehā (4%) are less likely to have participated.

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

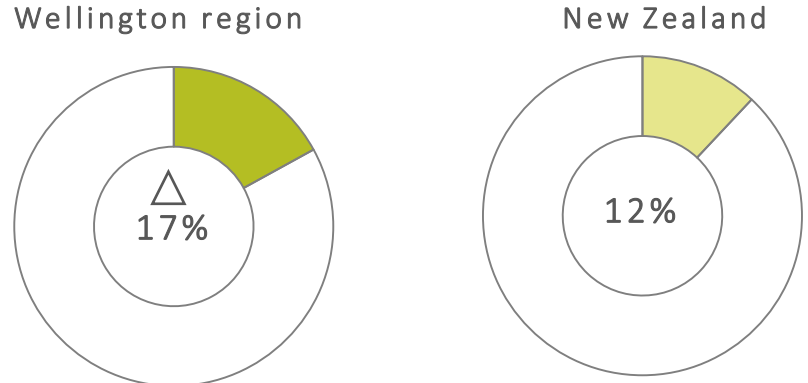


Base: All those who have participated in the Pacific arts - Wellington region (37); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

# Māori arts participation

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



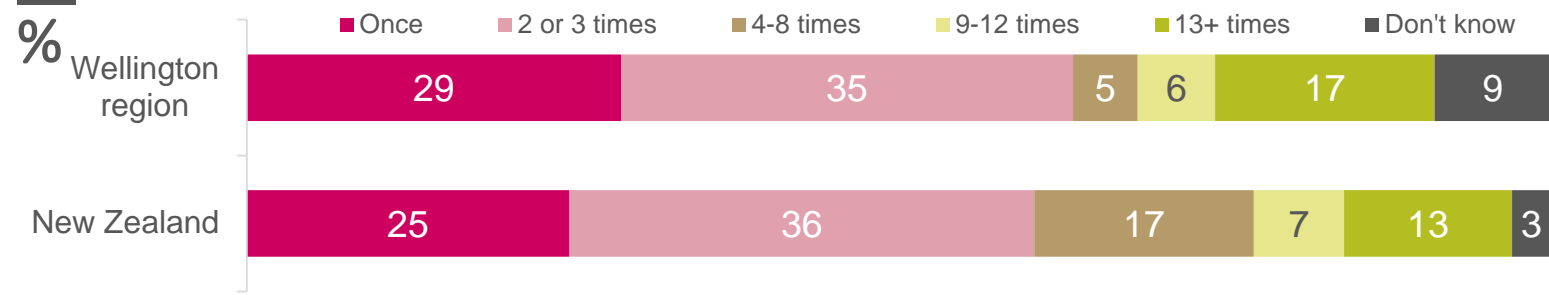
Base: All respondents: Wellington region (619); New Zealand (6,101)

One in five (17%) Greater Wellington region residents have participated in Māori arts in the last 12 months. This is higher than the proportion of all New Zealanders (12%).

Of those who participate in the Māori arts, most (64%) do so infrequently (between one and three times in the last 12 months). This is similar to the proportion of all New Zealanders (61%).

**Sub-group differences in the Greater Wellington region:**  
Households with an annual income between \$50-\$80k (31%) are more likely than average (17%) to have participated in the Māori arts in the past 12 months.

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



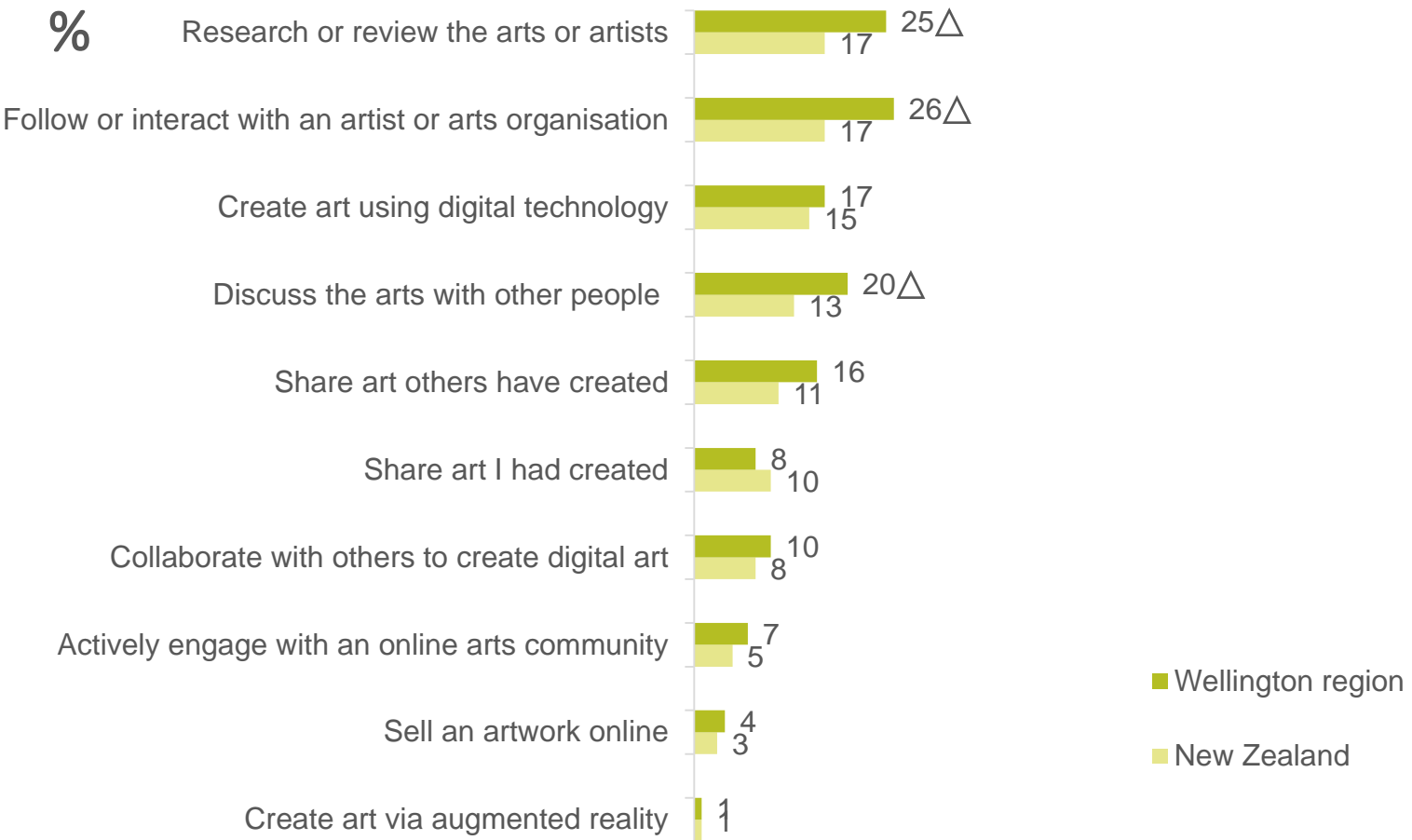
Base: All those who have participated in the visual arts - Wellington region (68); New Zealand (655)

△▽ = 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 many Greater Wellington region residents. Fifty-two percent of residents have used digital technology for arts activities in the last 12 months, this compares to 43% of all New Zealanders.

The most popular activities are following or interacting with an artist or arts organisation (26%), researching or reviewing the arts or artists (25%) and discussing the arts with other people (20%). Wellington region residents are more likely than average to have participated in these three digital arts activities.

**Sub-group differences in the Greater Wellington region:**

Overall, women (60%) are more likely than average (52%) to have participated in any type of digital art in the past 12 months.

When looking at specific digital arts activities:

- Women are more likely to follow or interact with an artist or arts organisation (34% vs. 26%)
- Young people, aged 15-29, are more likely than average to collaborate with others to create digital art (27% vs. 10%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington region (619); New Zealand (6,101)

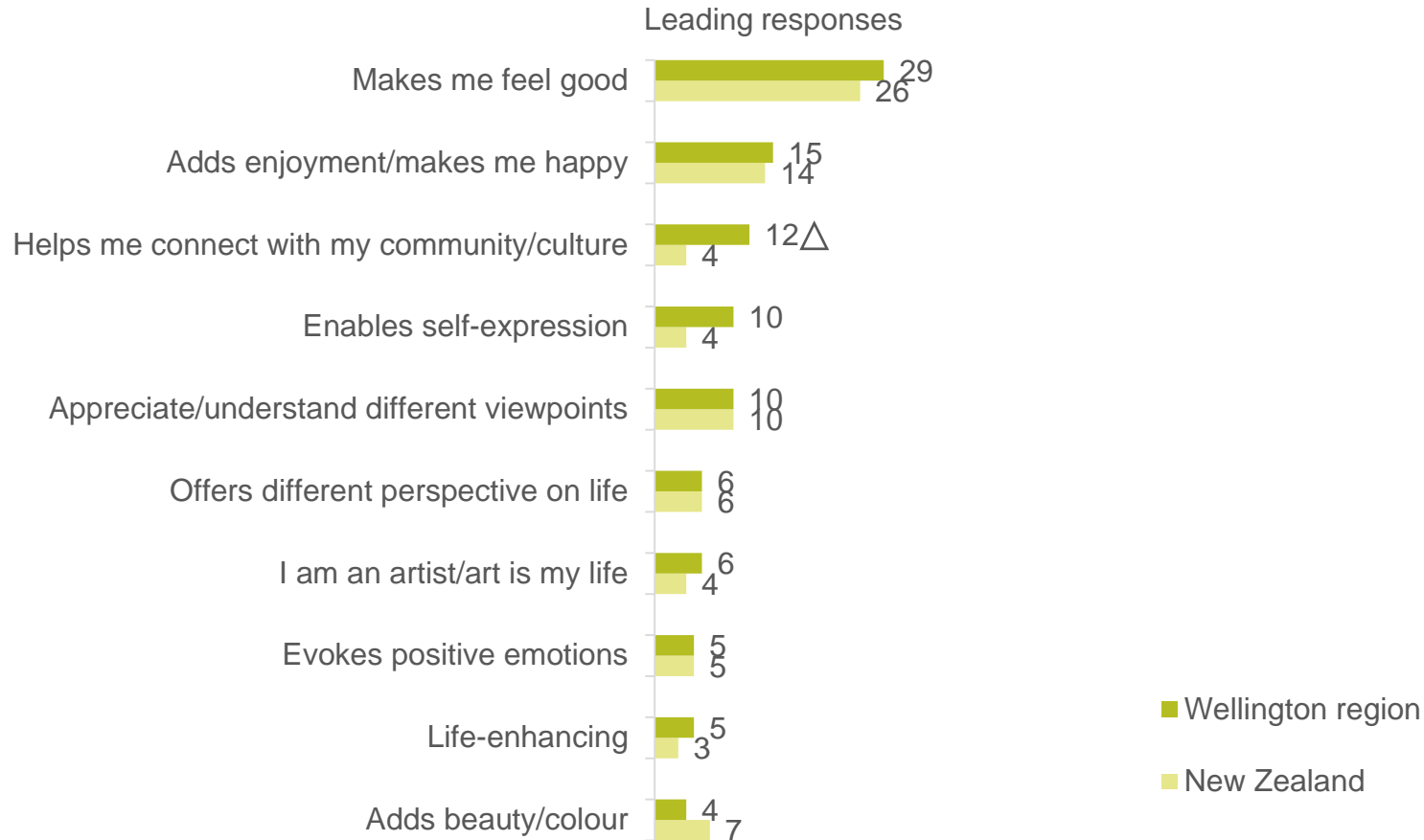


# ADVOCACY OF THE ARTS

# 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 top reasons why Greater Wellington residents feel the arts improve their outlook on life is simply that it makes them feel good (29%) and adds enjoyment or happiness to their life (15%).

The proportion who say the arts improve how they feel about life because they help them to connect with their community or culture is higher than for all New Zealanders (12% vs. 4%).

//

*I feel more connected to other people in my community through my interactions with the arts...*

*I have a depressive illness and active participation in the arts is an essential component of my self-care. Without active participation my illness takes over; with it I can stay well.*

*Beautiful things make you feel beautiful inside.*

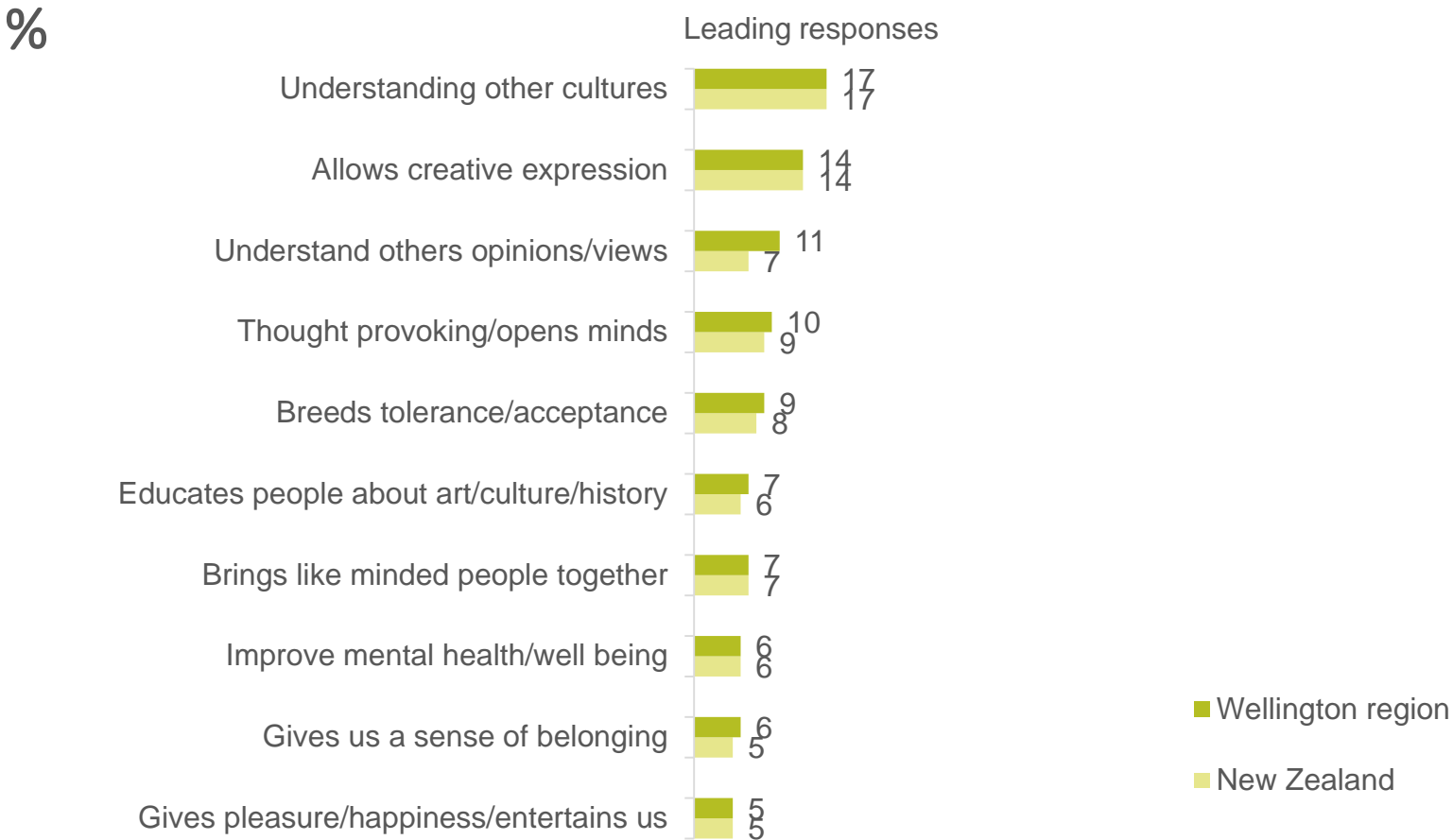
//

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Wellington region (192); 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 Greater Wellington region residents feel the arts help improve society.

The top two reasons are that the arts enable greater understanding of other cultures (17%) and allow creative expression (14%).

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

*They reflect or comment upon our society, promote thought about how or where we are headed, what is important in our society and can give rise to a sense of well-being and unity.*

*Brings people together, educates people, gives people opportunities to learn when they may not have had them, enriches life by expanding people's minds.*

*A broader understanding of New Zealand people, society and culture can be attained.*

*Helps people of diverse perspectives to understand each other and build/engage in meaningful dialogue.*

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Wellington region (265); New Zealand (2,323)



FOR FURTHER  
INFORMATION  
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