

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR NELSON

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 Nelson. 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



149
ONLINE INTERVIEWS
With adults aged 15+
living in Nelson



FIELDWORK DATES
27 October to 29 November 2017



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

METHOD

Historically *New Zealanders and the Arts* has been conducted using a telephone survey.

In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

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

SAMPLING

The overall sampling target in Nelson was 150 interviews. In order to achieve a representative sample of residents in Nelson, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of the targets due to a lack of available panellists.

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

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 149 respondents the margin of error is up to +/- 8 percentage points.

We have used statistical tests to determine whether the survey findings between Nelson 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 Nelson 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 Nelson 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 (73%) or have **participated** in the arts in the last 12 months (45%).

Attendance is highest for performing arts (52%), followed by the visual arts (47%). Attendance for Māori arts (12%) and Pacific arts (10%) is lower than the national average. Attendance is lowest for literary arts (7%).

Participation is highest for the visual arts (28%) and craft and object art (17%). Participation amongst Nelson residents is lowest for Māori arts (6%) and Pacific arts (4%).

ADVOCACY OF THE ARTS

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

One third (34%) of Nelson residents agree that the availability of arts is an important reason why they like living in the region, and compared to the national average a much higher proportion of Nelson residents feel their community has a broad range of arts and that they can be involved in (58% vs. 46%).

As well as agreeing the arts improve New Zealand society (61%), compared to all New Zealanders Nelson residents are more likely to feel that their community would be poorer without the arts (59% vs. 50%).

In recognition of these benefits, 53% agree the arts should receive public funding and 48% agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Close to seven in ten Nelson residents (69%) agree some arts interest them but they still don't go much.

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

Price and choice emerged as key barriers. Fifty percent of the Nelson respondents indicated that reducing the price of tickets would make a difference to their likelihood to attending. In addition, close to half (48%) indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier, as 35% indicated having someone to go with would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women and older people aged (60+) express greater engagement with the arts than average in Nelson, or hold more positive attitudes about the arts in general.

- // I lose myself in others art - their creativity always enthuses and inspires me. Gives time to let thoughts fly in different directions.
- Provides an opportunity for people to join together to perform or display art.
- Life is a richer experience, more stimulating, more beautiful, more joyful. //

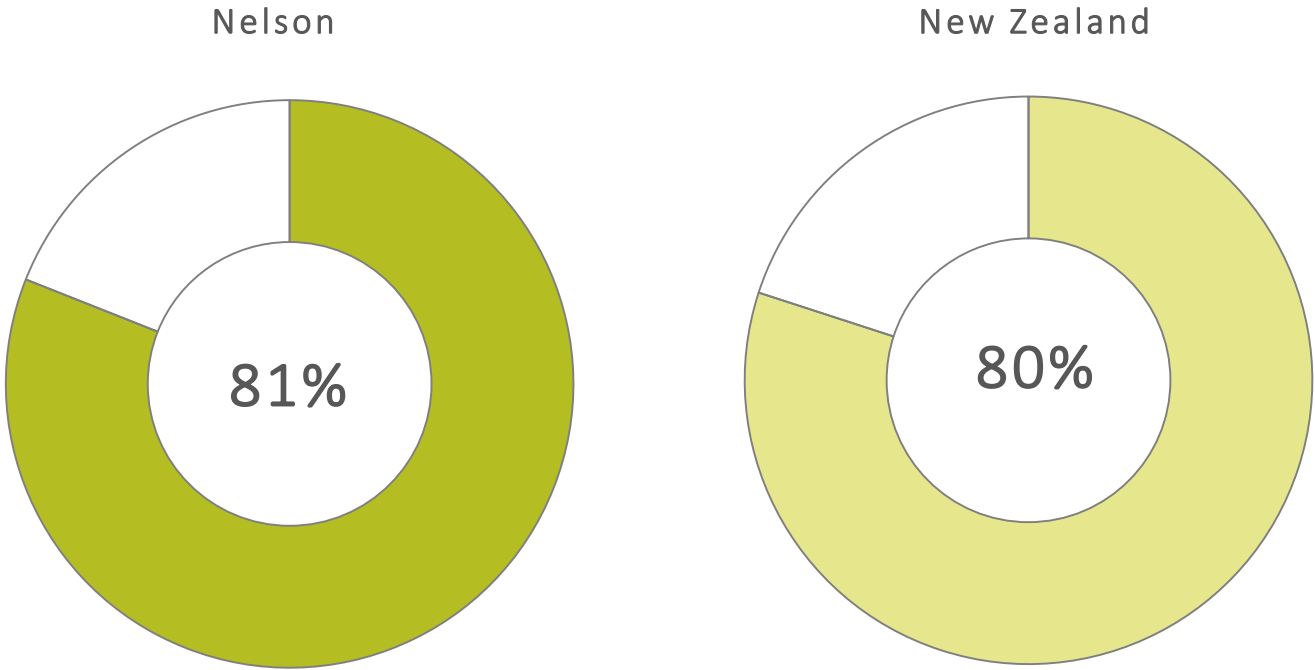


OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND
PARTICIPATION

Overall engagement

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



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

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

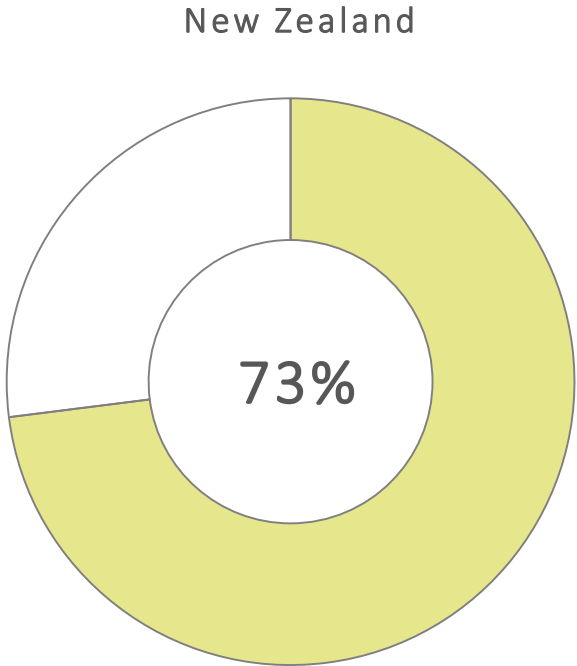
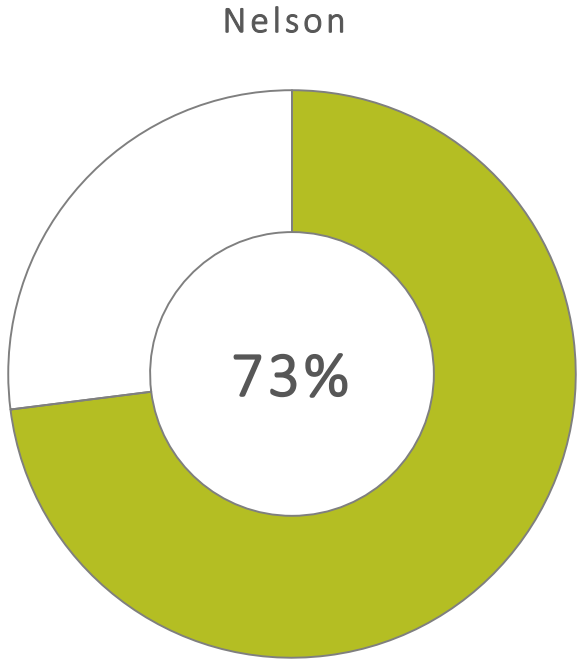
In total, 81% of residents in Nelson engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Nelson (149); New Zealand (6,101)

Overall attendance

Q Overall attendance is based on all those who have attended the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



A total of 73% of residents in Nelson have attended at least one arts event or location in the last 12 months. This is in line with the national average.

Sub-group differences in Nelson:

Women are more likely than average to have attended at least one art form or event in the last 12 months (81% vs. 73%).

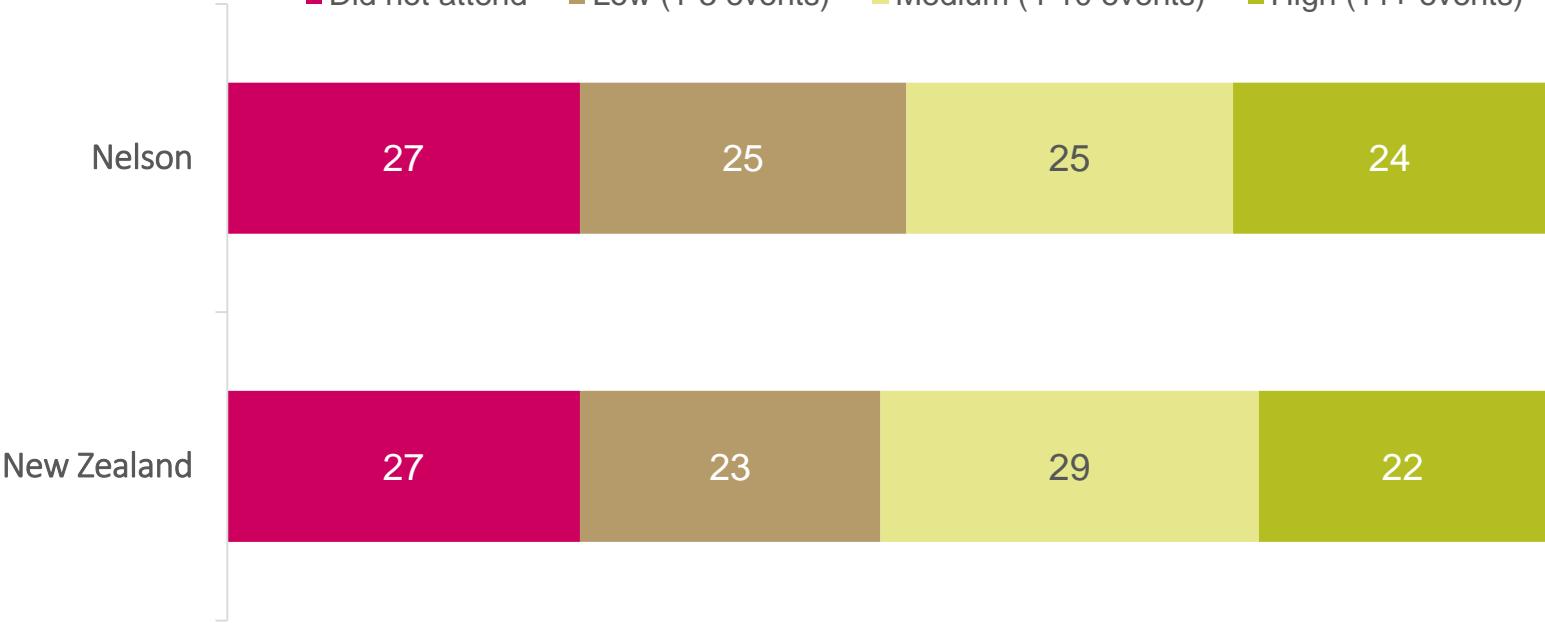
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Nelson (149); New Zealand (6,101)

Frequency of attendance

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

%

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



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

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

Sub-group differences in Nelson:

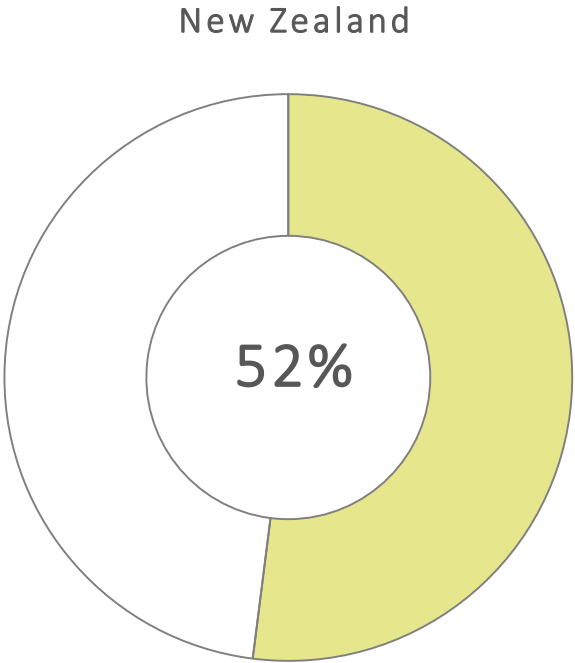
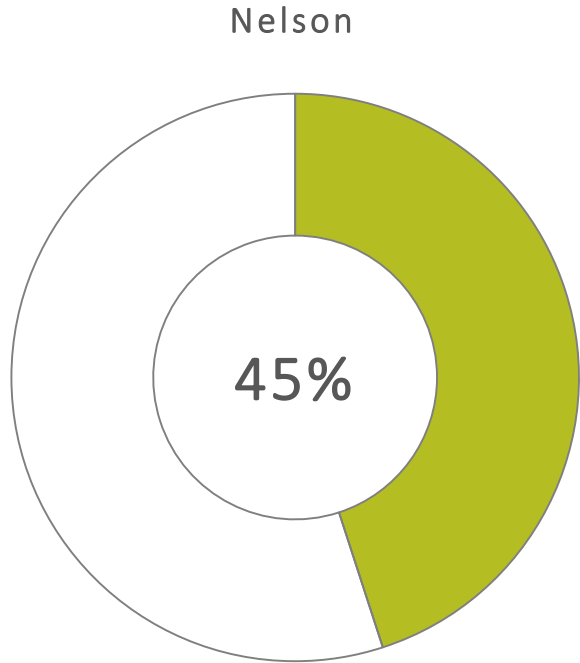
The following groups are more likely than average (52%) to either not attend at all or attend no more than 3 times a year :

- Households with an annual income between \$51-\$80k (69%)
- Young people, aged 15-39 (67%)
- Men (63%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

Overall participation

Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



A total of 45% of residents in Nelson have participated in at least one art form in the last 12 months. The difference between participation of Nelson residents and the average for all New Zealanders is not statistically significant.

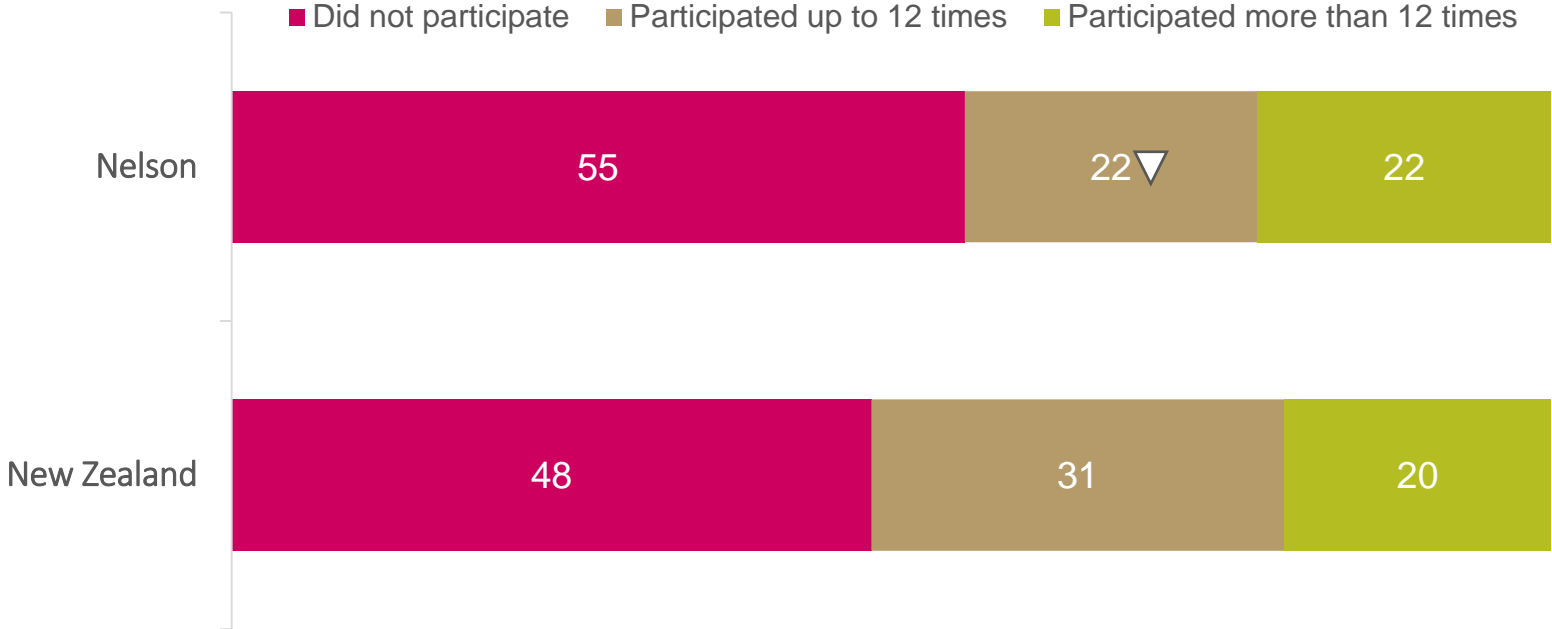
There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Nelson (149); 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

%



△ ▾ = significantly higher / lower than New Zealand
Base: All respondents: Nelson (149); New Zealand (6,101)

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

One in five residents in Nelson (22%) participate on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

Compared with the national average, residents of Nelson are significantly less likely to have participated in arts up to 12 times in the last year (22% vs. 31%).

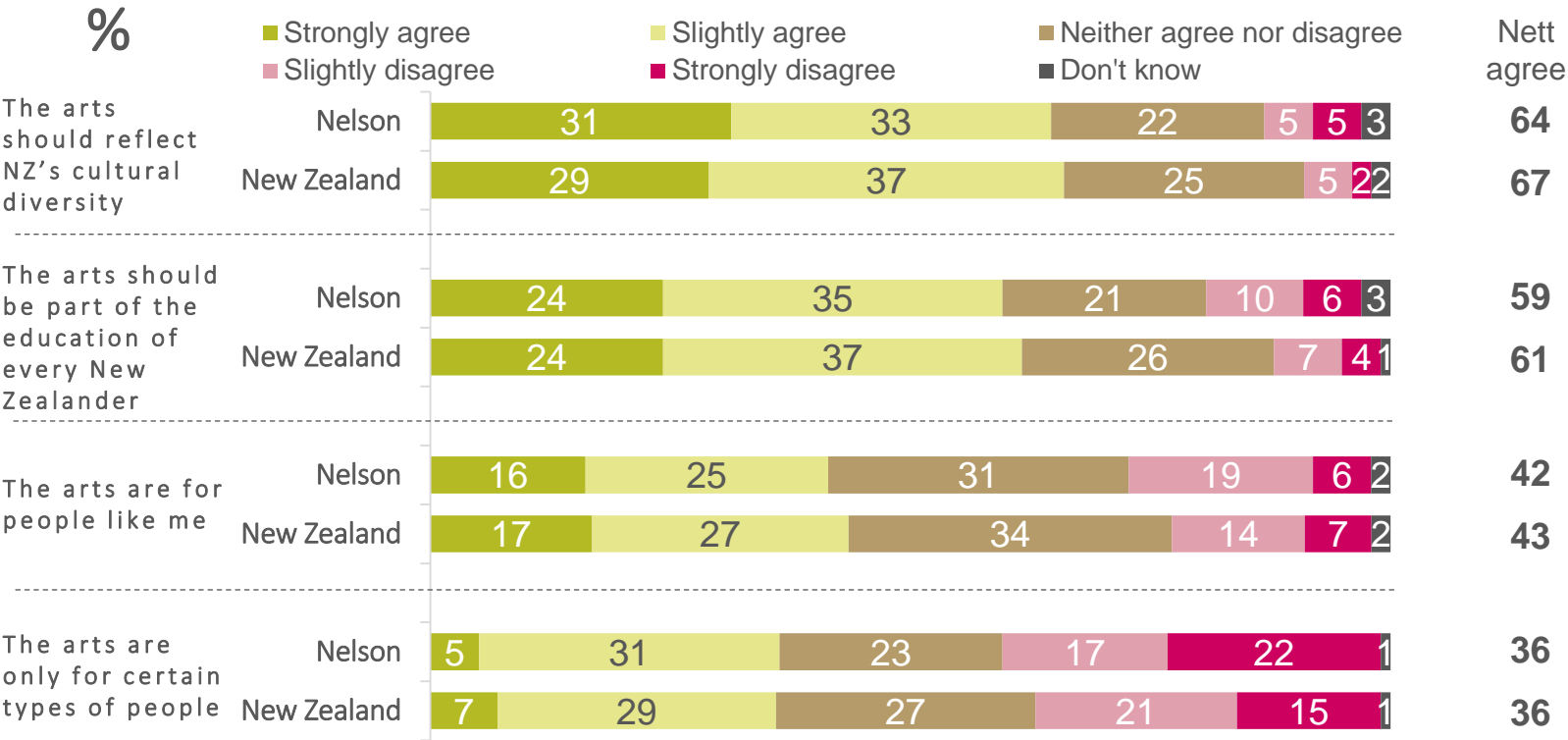
There are no sub-group differences of any note.



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Nelson residents for the arts to reflect New Zealand's cultural diversity (64%) and to be part of the education of every New Zealander (59%).

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

There is a feeling the arts could be more inclusive. One in four (25%) disagree that the 'arts are for people like me', while at the same time 36% agree 'the arts are only for certain types of people'.

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

Sub-group differences in Nelson:

The following groups are more likely than average (59%) to agree the arts should be part of the education for every New Zealander:

- Older people, aged 60+ (73%)
- Women (71%)
- Provincial residents (66%).

The following groups are more likely than average (42%) to agree the arts are for people like me:

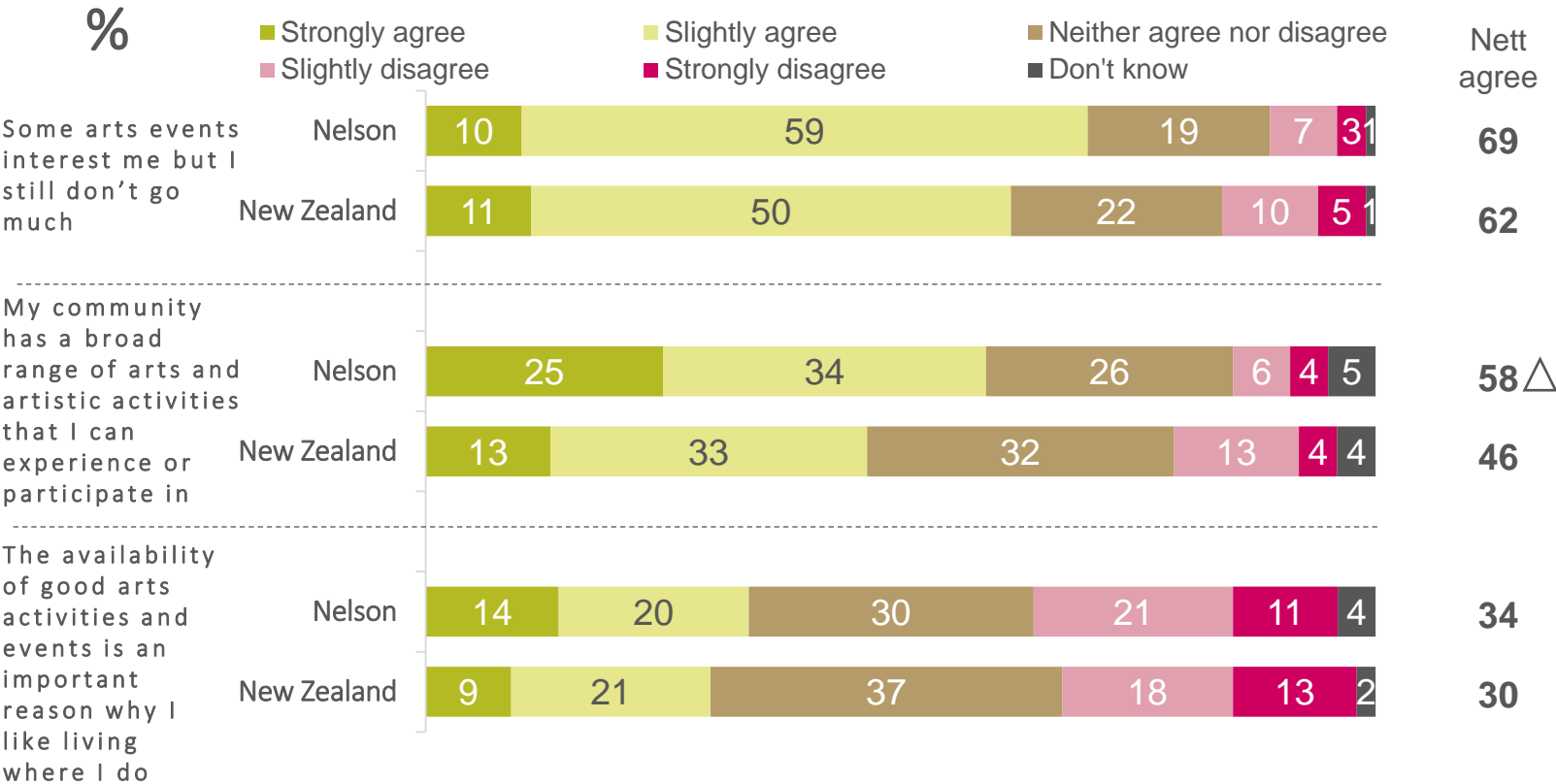
- Older people, aged 60+ (56%)
- Provincial residents (51%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



Close to seven in ten residents (69%) in Nelson agree some arts events interest them but they still don't go much, indicating further potential to improve attendance at arts events in the region.

Compared to the national average, residents in Nelson are more likely to agree that they have access to a range of arts and artistic activities (58% vs. 46%).

One third of residents (34%) feel the arts and arts activities is an important reason in why they like living in Nelson. This is largely in line with the average for all New Zealanders.

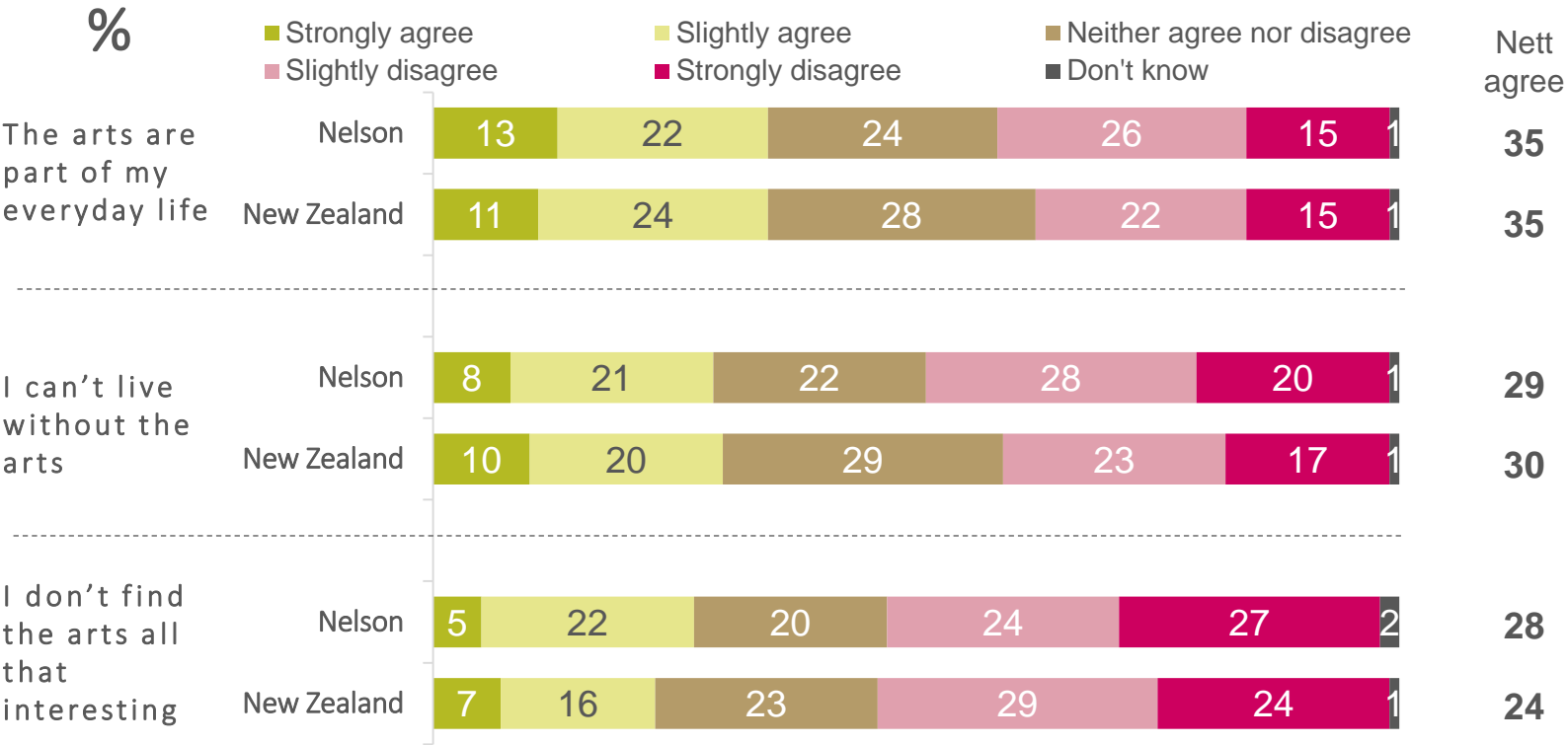
Sub-group differences in Nelson:

- The following groups are more likely than average (69%) to agree that they are interested in some arts events but still don't go to much:
 - Middle-aged people, aged 40-59 (84%)
 - Women (77%).
- The following groups are more likely than average (58%) to agree that there are a good range of artistic activities to participate in within their region:
 - Older people, aged 60+ (77%)
 - Women (70%).
- Both older people (50%) and women (42%) are also more likely than average (34%) to agree that availability of arts is an important reason why they like living where they do.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); 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 Nelson. Just over one third (35%) agree the arts are part of their everyday life and 29% indicate that they can't live without the arts. Agreement for these statements are in line with the average for all New Zealanders.

More residents are interested in the arts than not. While, 28% of residents in Nelson agree they don't find the arts all that interesting, 51% disagree. This is consistent with all New Zealanders.

Sub-group differences in Nelson:

The following groups are more likely than average (35%) to agree that the arts are part of everyday life:

- Older people, aged 60+ (53%)
- Women (45%)
- One or two person households (40%).

Women are also more likely than average to agree that they cannot live without the arts (38% vs. 29%). Conversely, men are less likely than average to agree (19% vs. 29%).

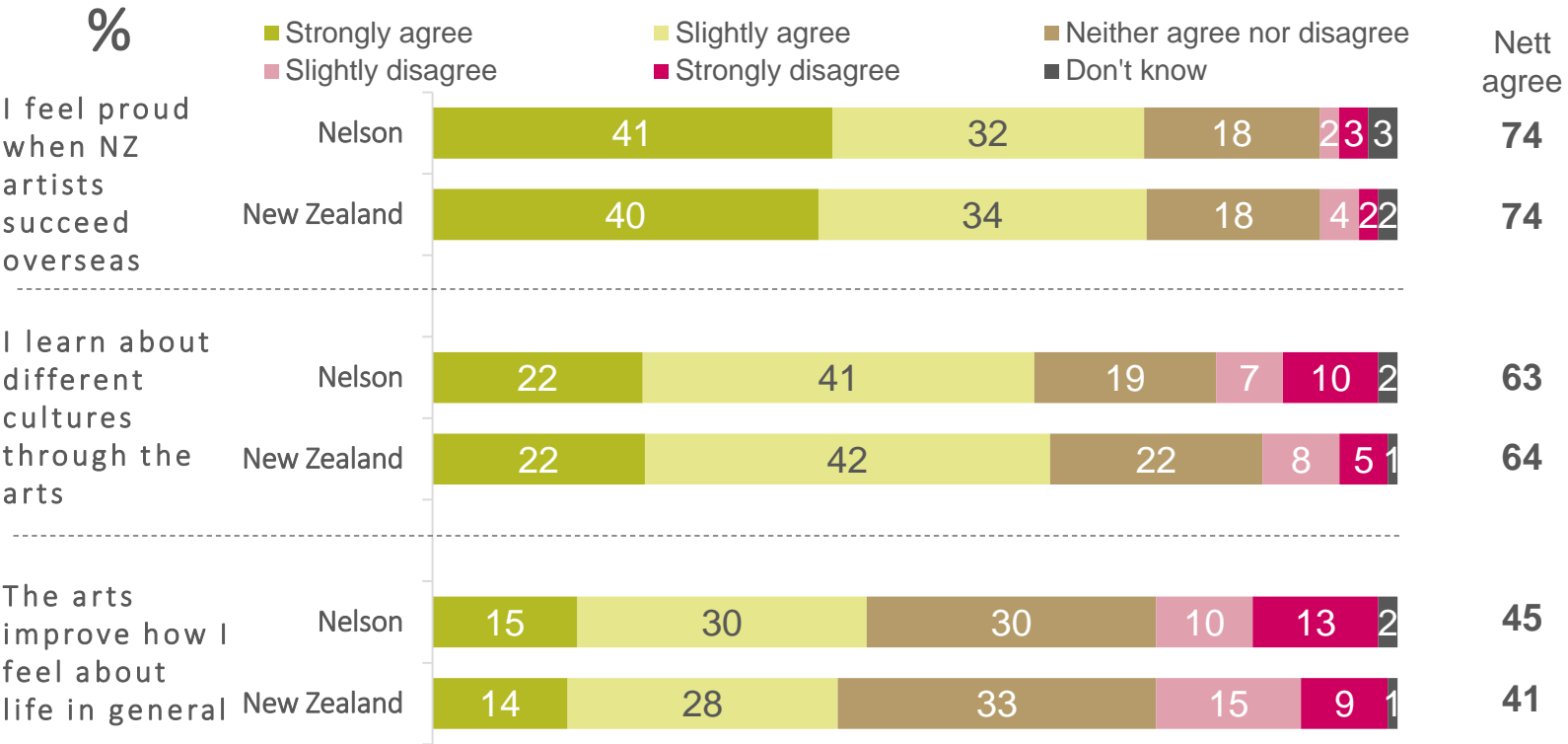
The following groups are more likely than average (51%) to disagree that they don't find the arts interesting at all:

- Older people, aged 60+ (68%)
- Provincial residents (59%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



In line with the national average, three in four (75%) Nelson residents agree they feel proud when New Zealand artists succeed overseas.

Sixty-three percent of Nelson residents feel they learn about different cultures through the arts.

In addition, 45% of residents agree the arts improve how they feel about life in general, compared to 23% who disagree.

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

Sub-group differences in Nelson:

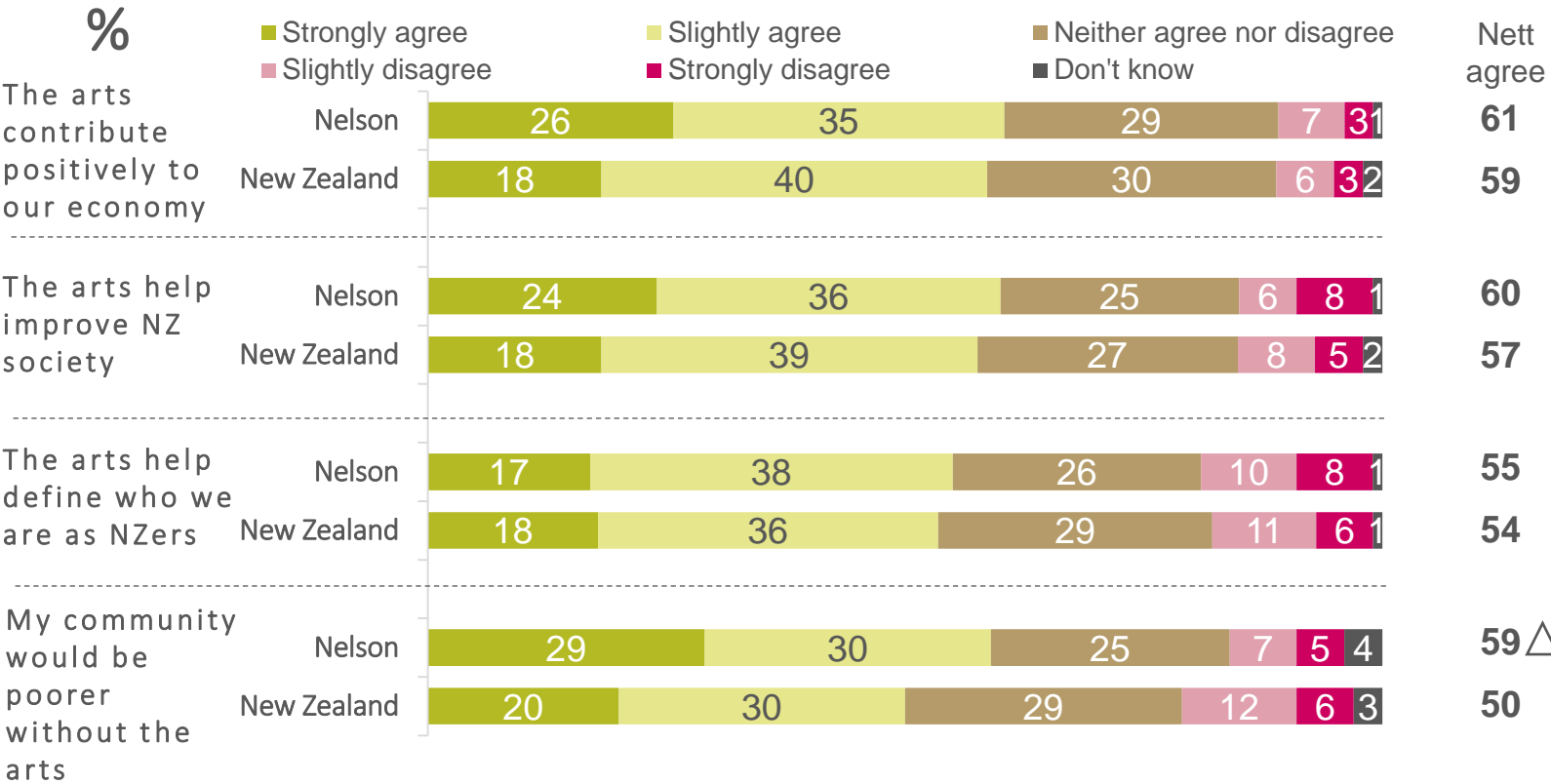
One or two person households are more likely than average to agree that they feel proud when New Zealand artists succeed overseas (78% vs. 74%). In comparison, younger people, aged 15-39, are less likely to agree they feel proud of New Zealand art successes (60%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); 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 Nelson recognise different ways in which the arts benefit New Zealand. In line with the national average, three in five (61%) agree they contribute positively to the economy.

60% of residents agree that arts improve New Zealand society and help define who we are as New Zealanders (55%). These views are in line with the national average.

Three in five (59%) agree their community would be poorer without the arts. This view is significantly higher amongst Nelson residents compared to all New Zealanders.

Sub-group differences in Nelson:

Women are more likely than average to agree that the arts help define who we are as New Zealanders (63% vs. 55%).

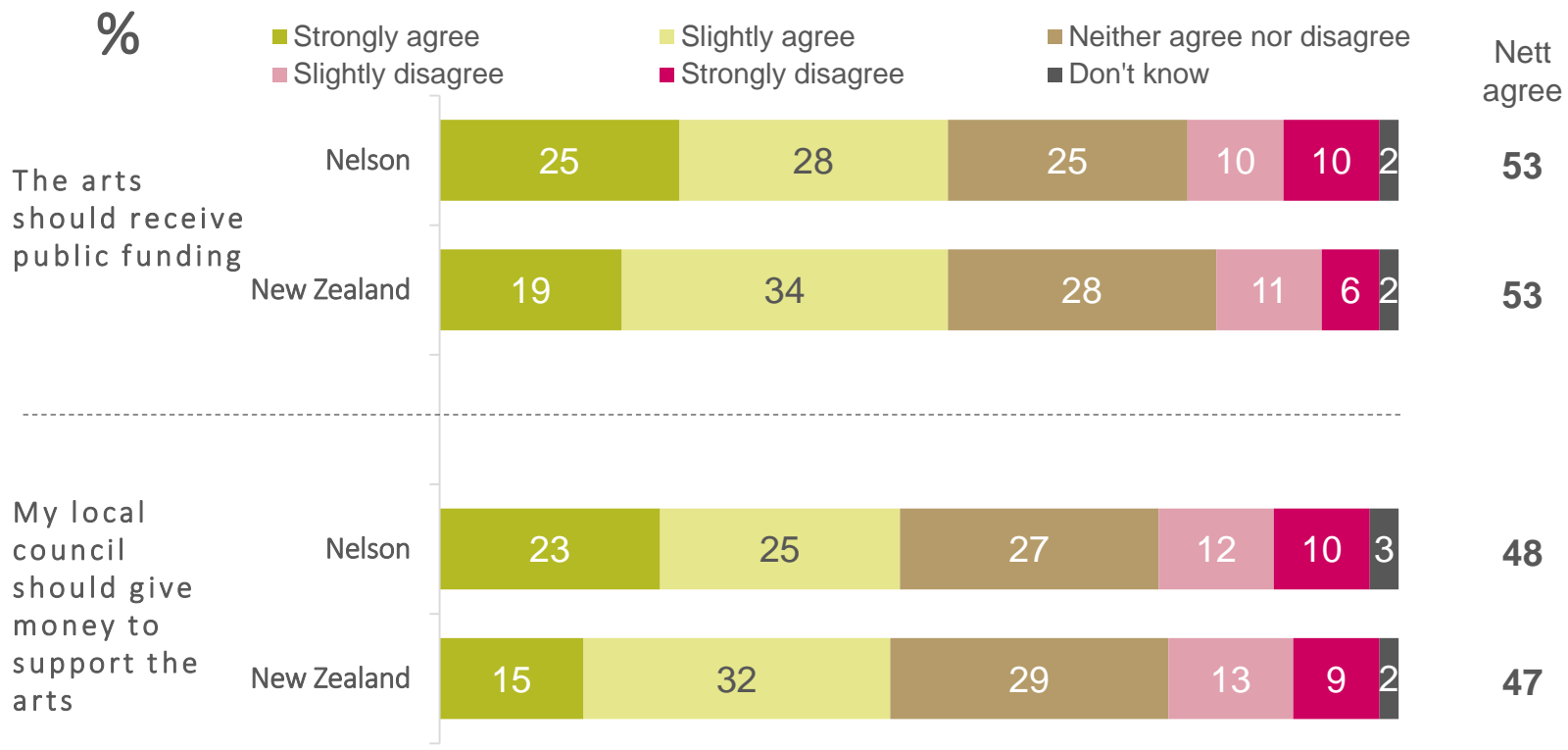
Older people, aged 60+, are more likely than average to agree that the community would be poorer without arts (71% vs. 59%). In comparison, younger residents, aged 15-39, are less likely to agree (39% vs. 59%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



On balance, there is support for public funding of the arts. Just over half of Nelson residents (53%) agree the arts should receive public funding. In contrast, 20% disagree, while the remainder are on the fence or do not express an opinion.

Close to half (48%) of all residents in Nelson feel the local council should give money to support the arts. This compares to 22% who disagree.

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

Sub-group differences in Nelson:

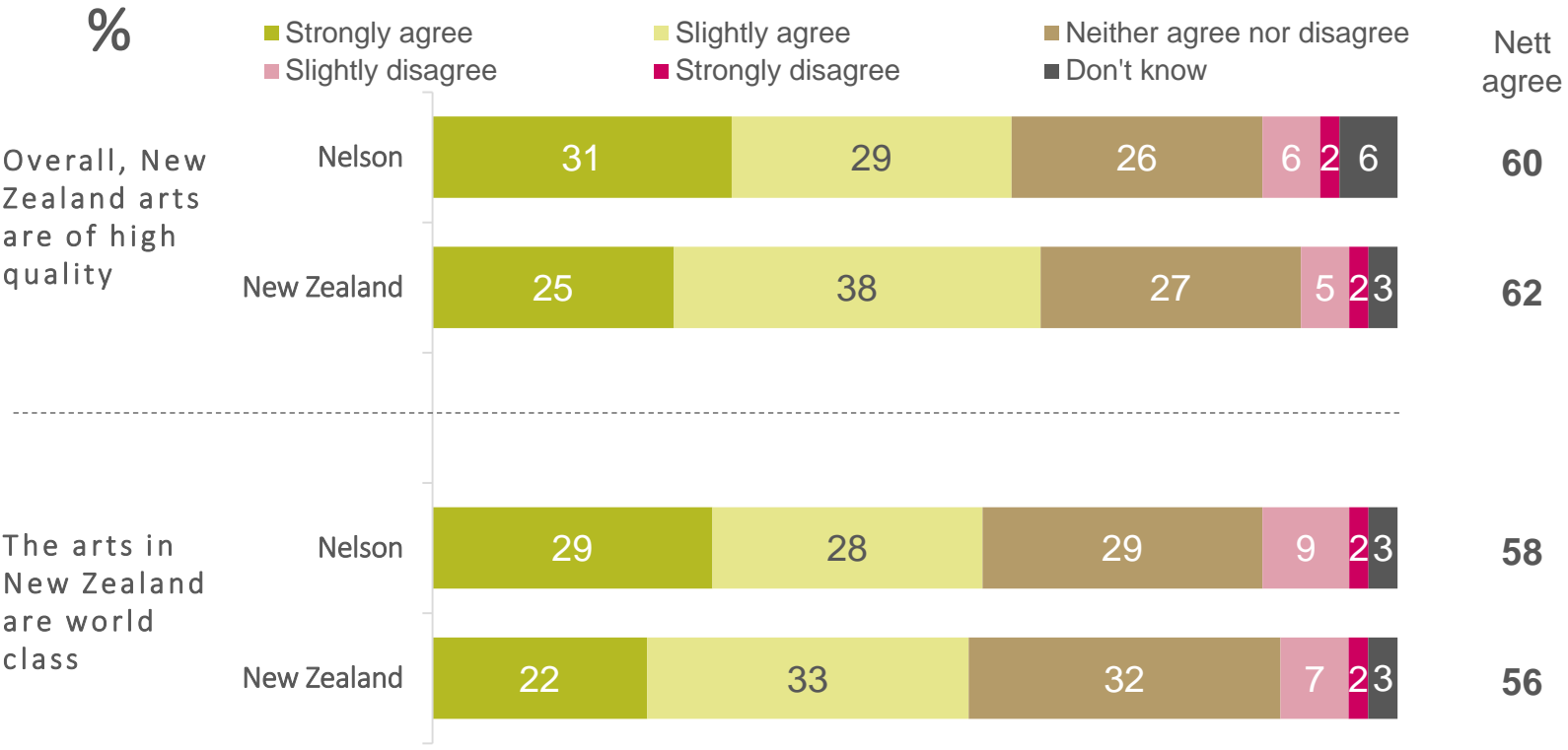
Provincial residents are more likely than the average to agree that the arts should receive public funding (60% vs. 53%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); 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 Nelson are positive about the quality of New Zealand arts. Three in five agree that New Zealand arts are of high quality (60%) and a similar proportion feel New Zealand art is world class (58%).

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

Sub-group differences in Nelson:

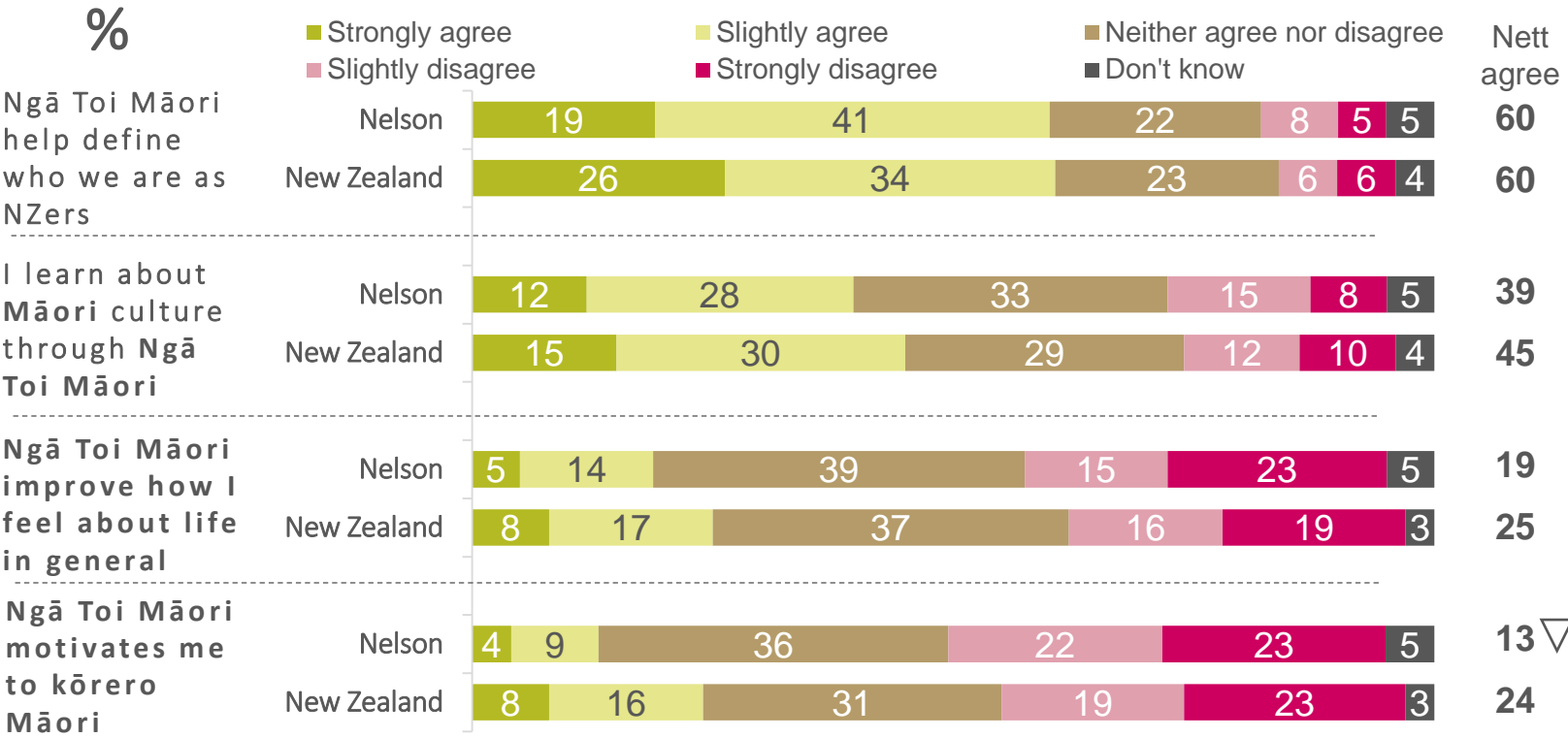
Older people, aged 60+, are more likely than average to agree that New Zealand arts are of high quality (73% vs. 60%). Conversely, young residents, aged 15-39, are less likely to agree New Zealand art is high quality (48% vs. 60%).

Women are more likely than average to agree that New Zealand arts are world class (67% vs. 58%). In comparison, men are less likely than average to agree with this (46% vs. 58%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



The value Nelson residents express toward the impact of Ngā Toi Māori varies. In line with the national average, 60% agree Ngā Toi Māori help define who we are as New Zealanders, whereas two in five (39%) agree they learn about Māori culture through Ngā Toi Māori.

Nineteen percent agree Ngā Toi Māori improve how they feel about life in general, while a sizable portion are on the fence (39%) or disagree (38%).

Lower than the national average (24%), only 13% of Nelson residents agree that Ngā Toi Māori motivates them to speak Māori. This compares to 45% who disagree.

Sub-group differences in Nelson:

One or two person households are more likely than average to agree that Ngā Toi Māori help define who we are as New Zealanders (65% vs. 60%).

Women are more likely than average to agree that Ngā Toi Māori motivates them to speak Māori (21% vs. 13%). In comparison, men are less likely to agree (5% vs. 13%).

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

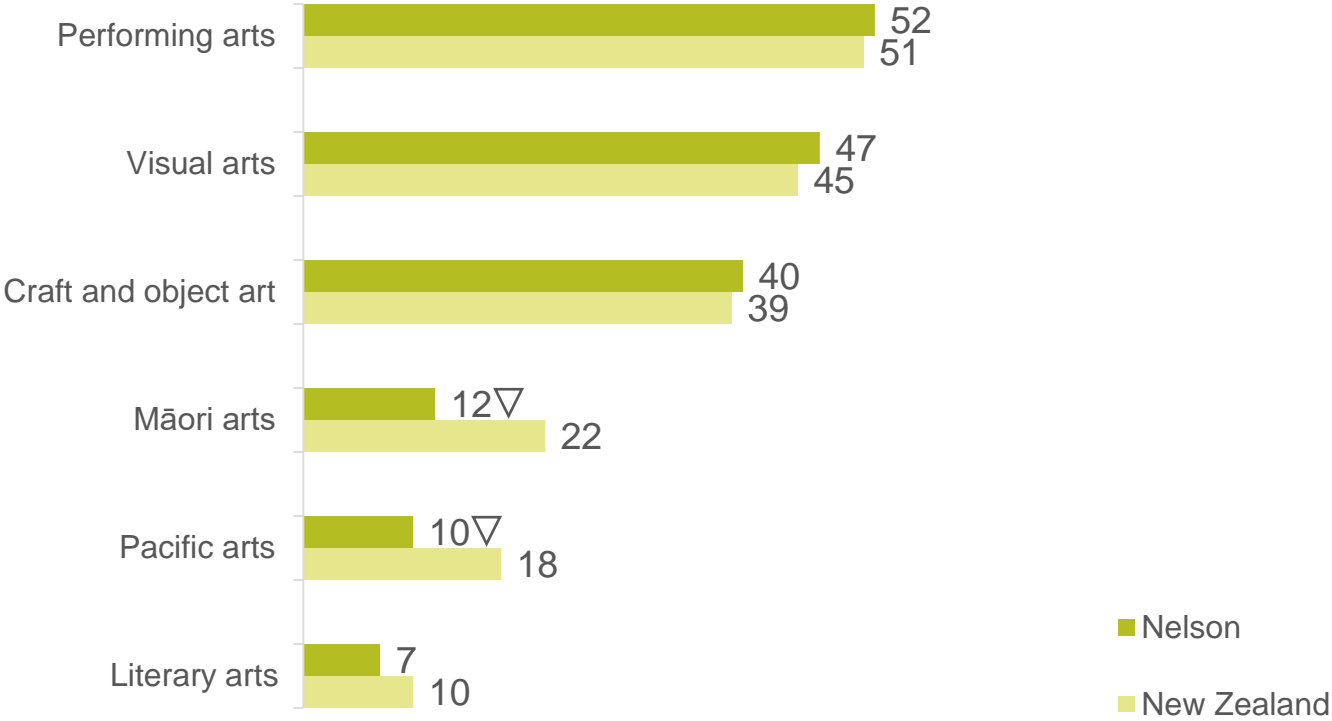


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

In line with the national picture, the most popular art form in Nelson is performing arts. Fifty-two percent of all Nelson residents have attended a performing arts event in the last 12 months. This is followed by visual arts (47%), and craft and object art (40%).

Around one in ten residents have attended either a Māori arts (12%) or Pacific arts (10%) form in the last year. Attendance of both of these forms is lower than the average for all New Zealanders.

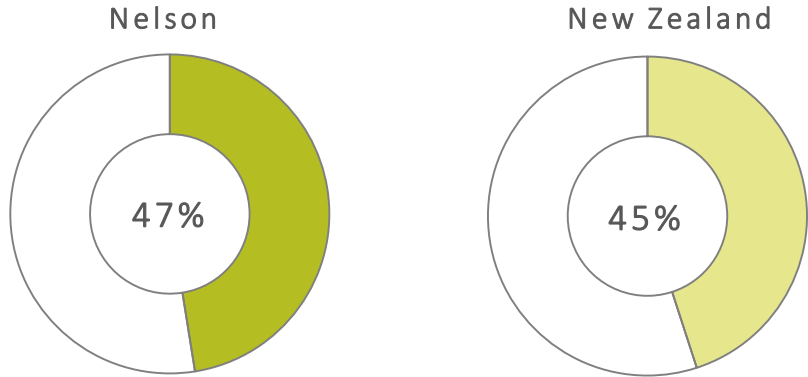
The least popular art form is literary arts. Only 7% have attended a literary arts event or festival in the last 12 months.

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

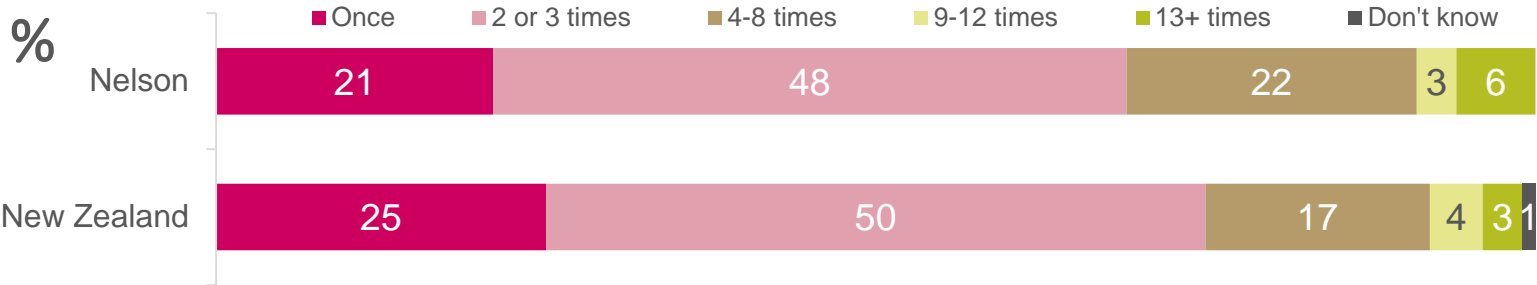
Visual arts attendance

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: Nelson (149); 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 - Nelson (72); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

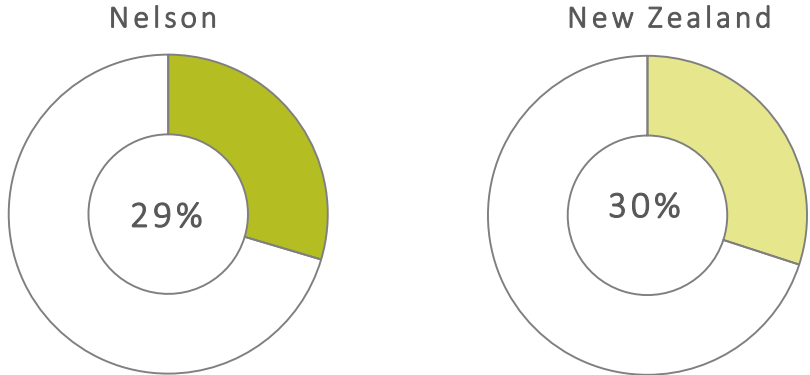
Forty-seven percent of Nelson residents have attended a visual arts event in the last 12 months. This is in line with the average for all New Zealanders (45%).

The majority (69%) of those who have attended have done so between one and three times.

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

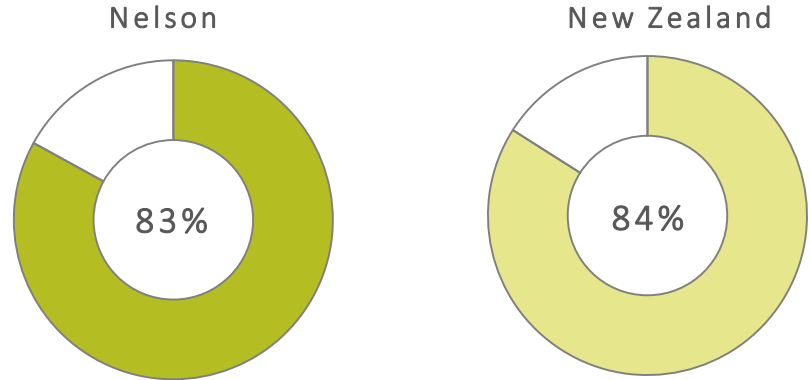
Visual arts attendance: impact of film festivals

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



Base: All who have attended the visual arts - Nelson (72); New Zealand (2,786)

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



Base : All who have attended film festivals - Nelson (20); New Zealand (817)

△▽ = significantly higher / lower than New Zealand

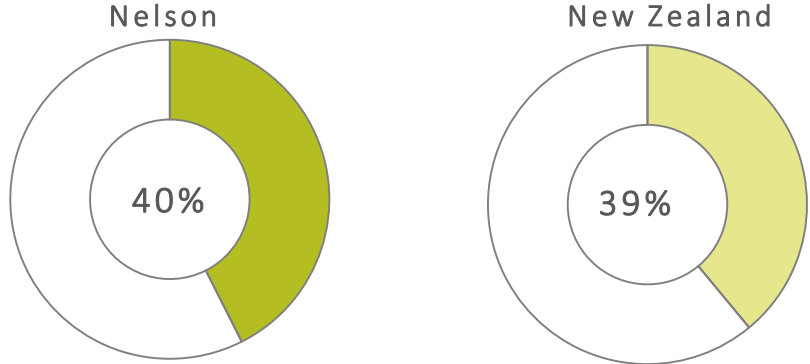
Of those who have attended the visual arts, 29% have attended film festivals in the last 12 months. This is consistent with the national average (30%).

The majority (83%) 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 (20 respondents). The result is consistent with all New Zealanders (84%).

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

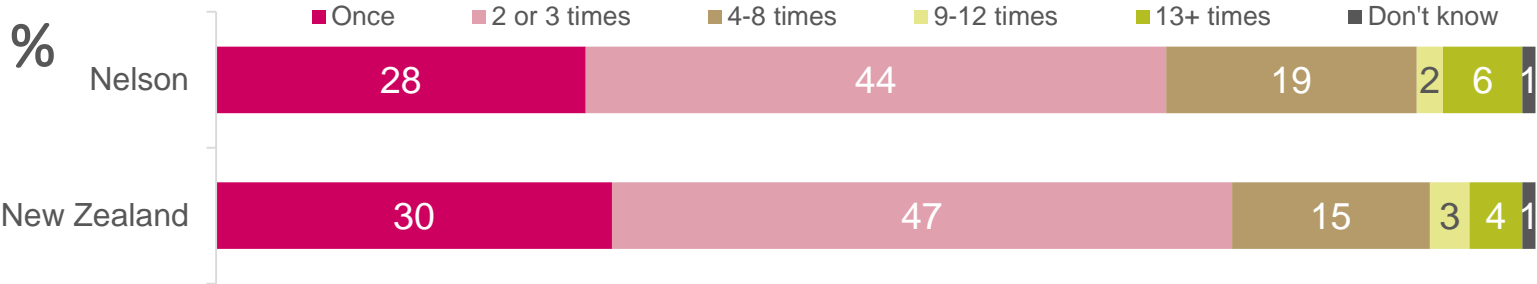
Craft and object art attendance

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: Nelson (149); 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 - Nelson (63); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

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

The majority (72%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

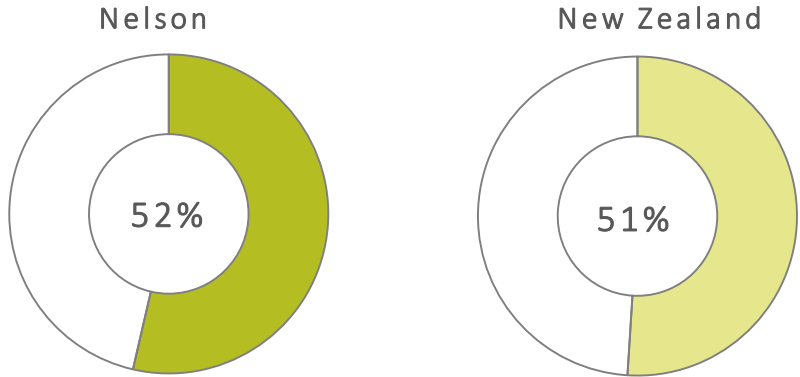
Sub-group differences in Nelson:

Older people, aged 60+, are more likely than average to have attended craft and object art in the last 12 months (58% vs. 40%). In comparison, younger people, aged 15-39, are less likely to have attended a craft and object art event (20% vs. 40%).

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

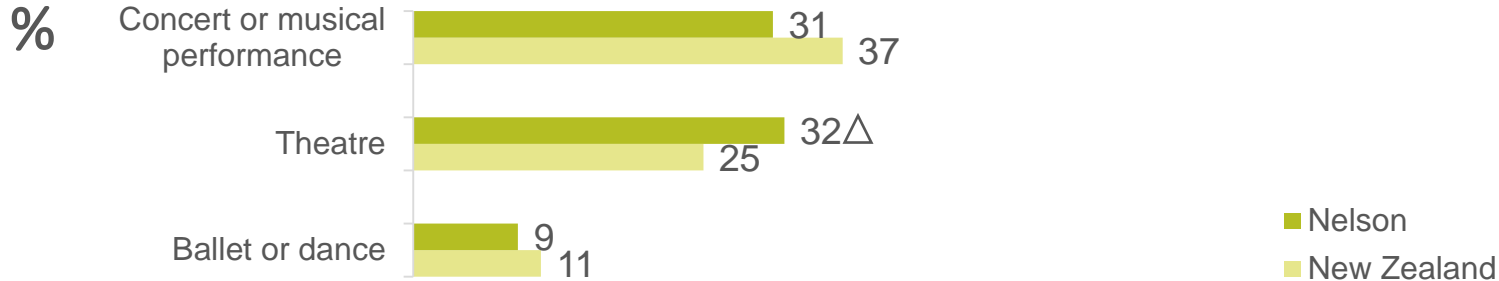
Performance arts attendance

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: Nelson (149); New Zealand (6,101)

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



Base: All respondents: Nelson (149); New Zealand (6,101)

^Δ_▽ = significantly higher / lower than New Zealand

Fifty-two percent of Nelson 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 32% of Nelson residents have attended the theatre, significantly higher than the national average (25%).

In addition, 31% of Nelson residents have attended a concert or musical performance and 9% the ballet or some other form of dance.

Sub-group differences in Nelson:

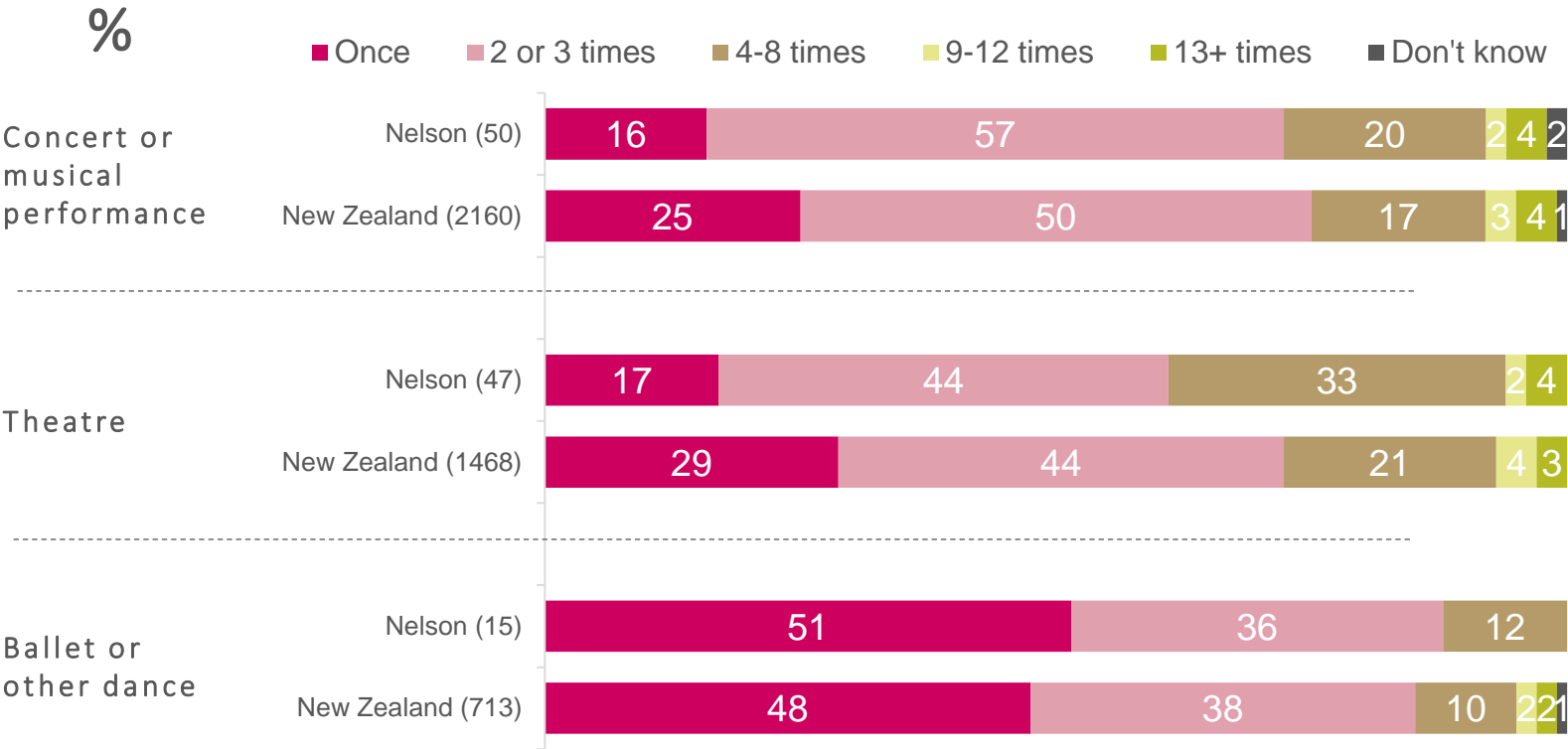
There are no sub-group differences at the overall level in attendance to performing arts events.

Middle-aged people, aged 40-59, are more likely than average to have attended the ballet or other dance event (21% vs. 9%).

Younger people, aged 15-39, are less likely than average to have attended a concert or musical performance (19% vs. 31%).

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 (73%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (75%).

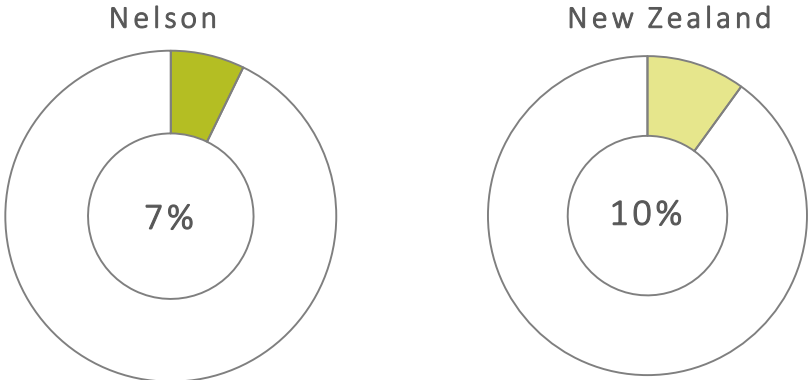
Similarly, the majority (61%) of those who have attended theatre performances have done so between one and three times. This compares to 73% of all New Zealanders, but is not statistically significant.

Finally, the majority of residents in Nelson who have attended ballet or other dance performances have also done so between one and three times (87%). Please note this result for Nelson should be treated with caution due to the low base size (20 respondents). This result is in line with all New Zealanders (86%).

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

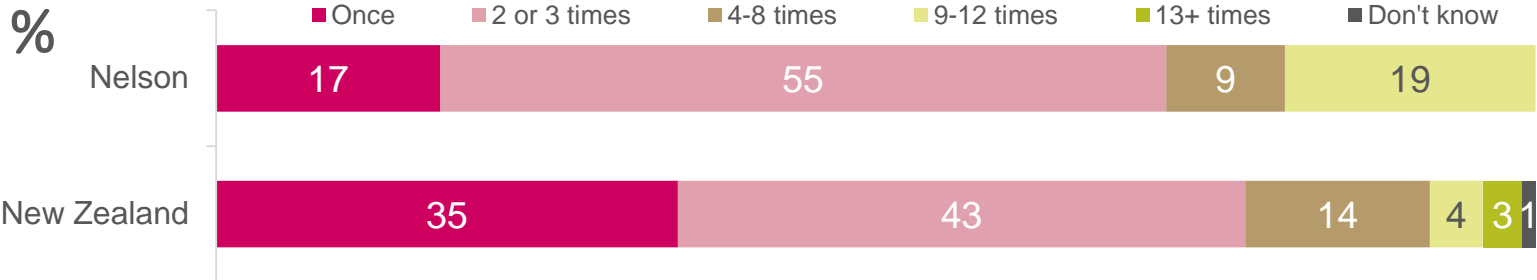
Literary arts attendance

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: Nelson (149); New Zealand (6,101)

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



Base: All who have attended the literary arts - Nelson (12); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

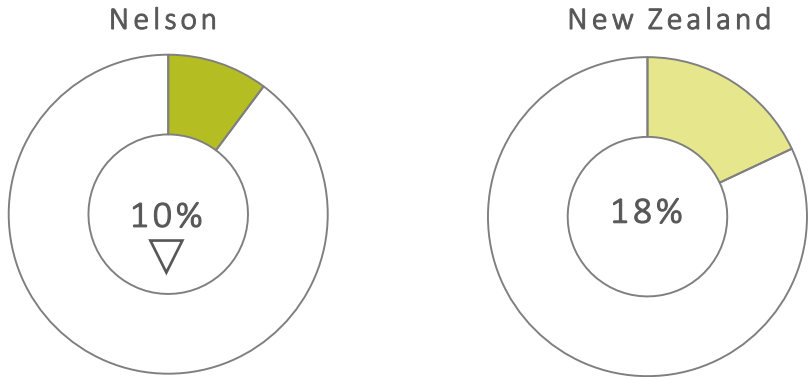
Seven percent of Nelson residents have attended a literary arts festival or event in the last 12 months. This is consistent with the national level of attendance (10%).

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

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

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: Nelson (149); New Zealand (6,101)

Lower than the national average, ten percent of Nelson residents have attended a Pacific arts event in the last 12 months (10% vs. 18%).

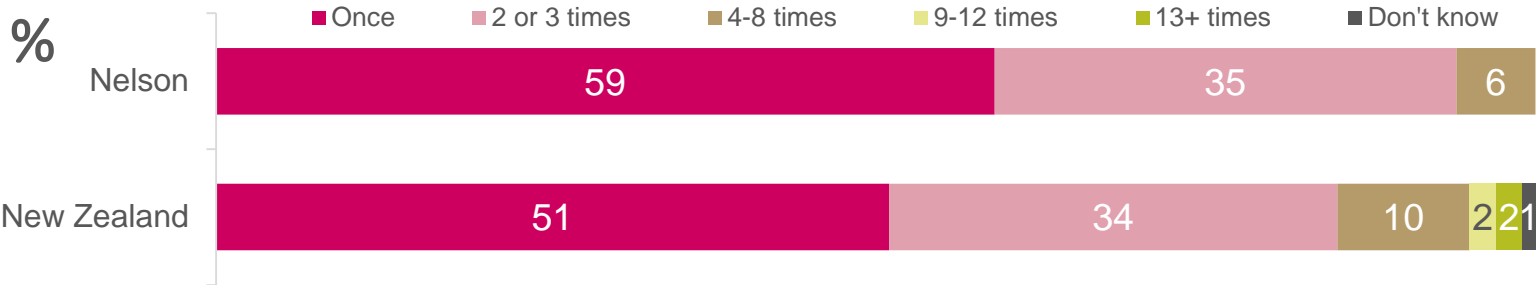
Only seventeen respondents in Nelson reported having attended a Pacific arts event in the last 12 months. As such the results for frequency of attendance need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

Sub-group differences in Nelson:

Women are more likely than average to have attended a Pacific arts event in the last 12 months (16% vs. 10%). Conversely, men are less likely than average to have attended a Pacific arts event (3% vs. 10%).

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

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

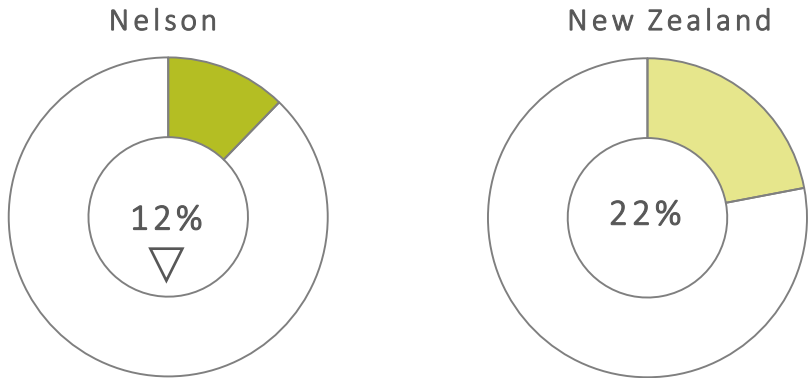


Base: All who have attended the Pacific arts - Nelson (17); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

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: Nelson (149); New Zealand (6,101)

Fewer Nelson residents have attended a Māori arts event in the last 12 months compared to the national average (12% vs. 22%).

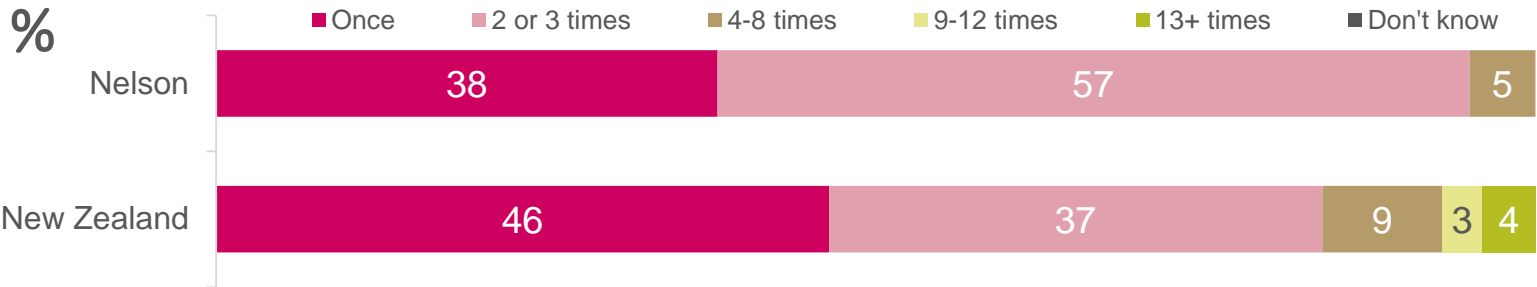
Only twenty respondents in Nelson reported having attended a Māori arts event in the last 12 months. As such the results for frequency of attendance need to be treated with caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

Sub-group differences in Nelson:

Middle-aged people, aged 40-59, are more likely than average to have attended a Māori arts event in the last 12 months (25% vs. 12%).

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

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



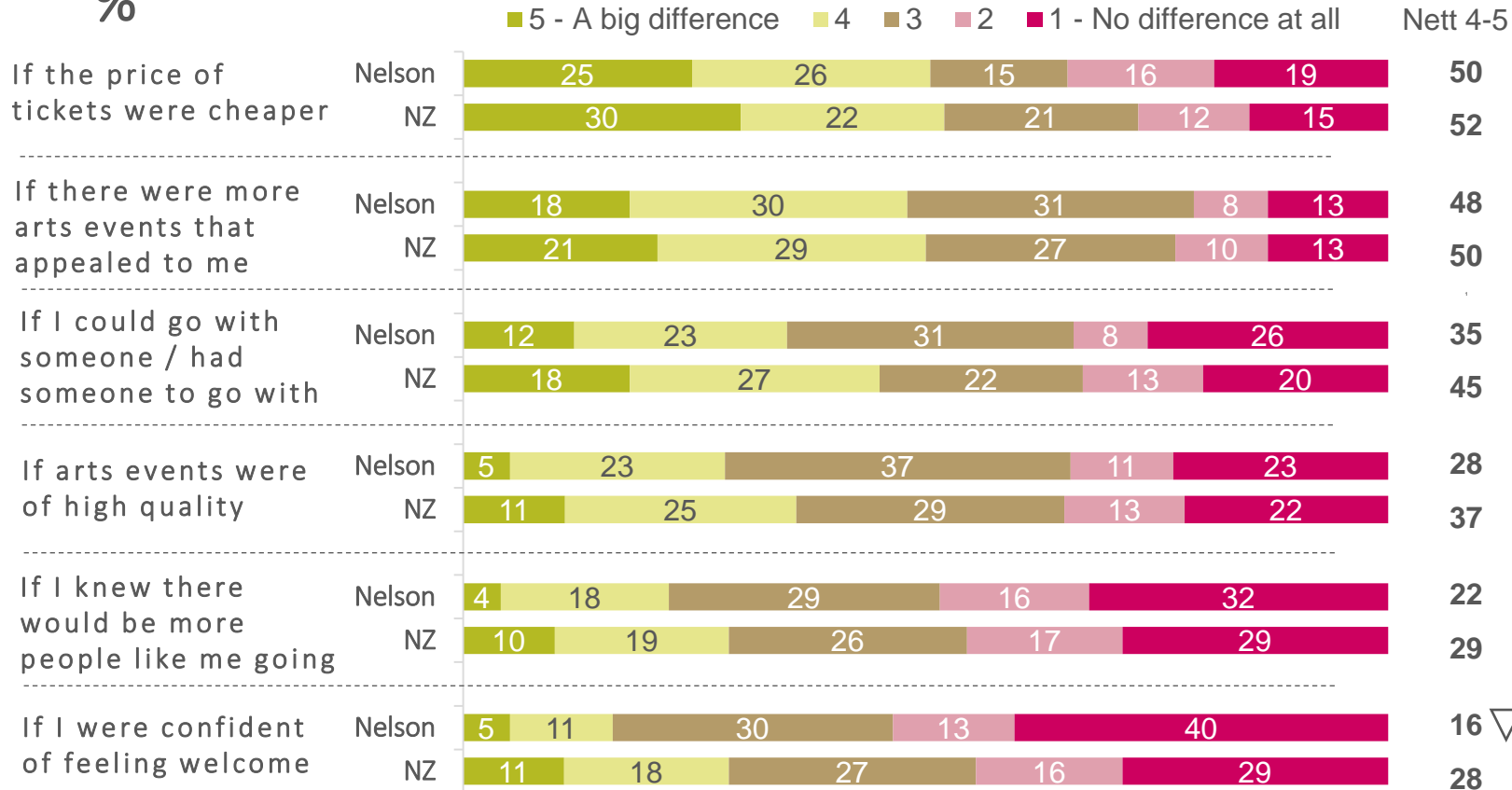
Base: All who have attended Māori arts - Nelson (20); New Zealand (1,318)

△▽ = 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?

%



Seven in ten Nelson residents (69%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price and choice emerged as key barriers. Half of the respondents (50%) indicated that reducing the price of tickets would make a big difference to their likelihood to attending, with a similar proportion (48%) indicating that a greater range of events that appealed to them would make a big difference.

More than one third (35%) of residents indicated having someone to go with would make a big difference.

Quality is a concern for 28% of residents; who indicated that higher quality arts events would make a big difference.

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

Finally, there is evidence a minority find the arts elitist. 22% indicate that knowing there were more people like them going would make a big difference. However confidence in feeling welcome at arts in the region is only a concern for 16% of residents, significantly lower than the national average.

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

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Nelson (105); New Zealand (3,822)

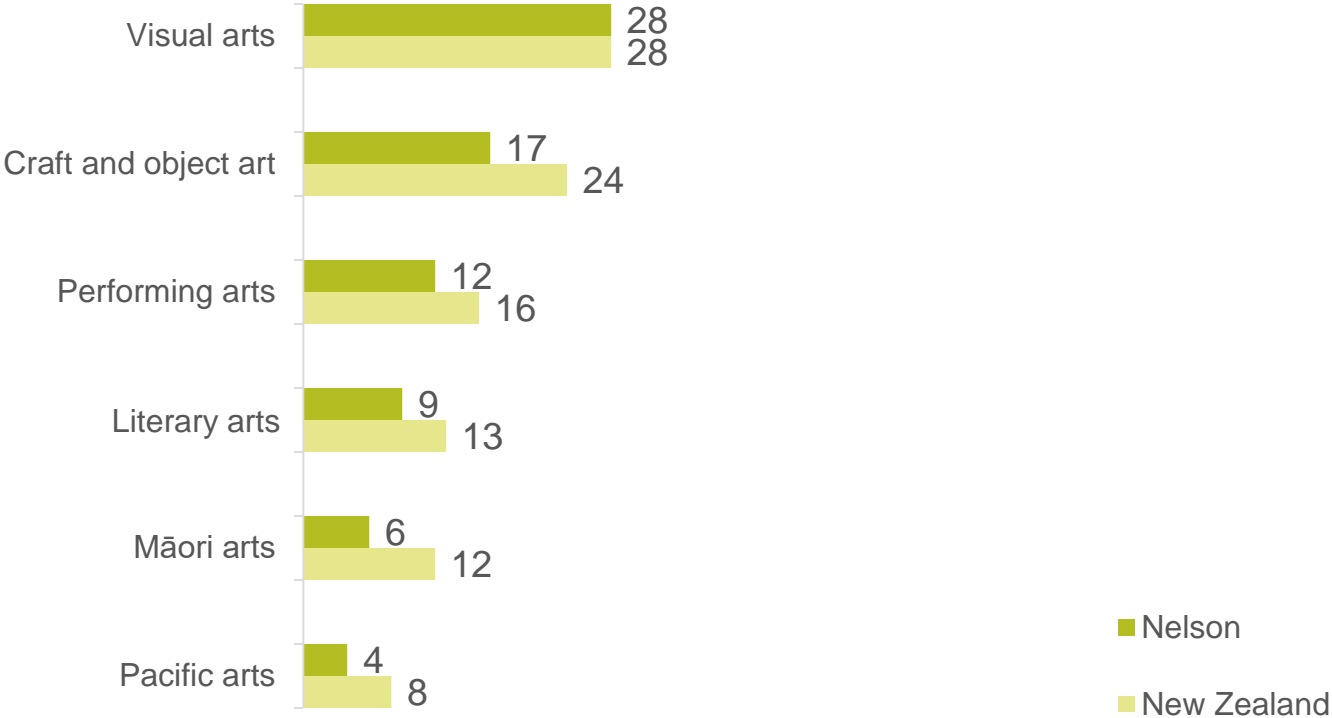


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Nelson 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. Twenty-eight percent of Nelson residents have participated in visual arts in the last 12 months, this is consistent with the average for all New Zealanders.

Seventeen percent of residents have participated in craft and object arts in the last 12 months. The difference in participation compared to the national average is not statistically significant.

In line with attendance, the least popular art form for residents of Nelson are Māori arts (6%) and Pacific arts (4%).

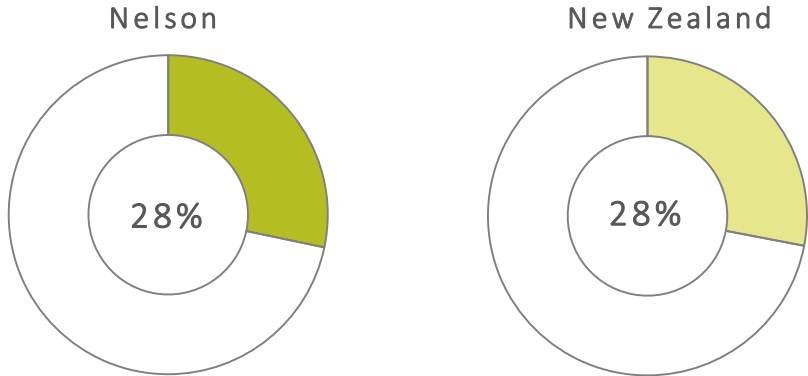
Differences in participation between Nelson residents and the average for all New Zealanders are not statistically significant.

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: Nelson (149); New Zealand (6,101)

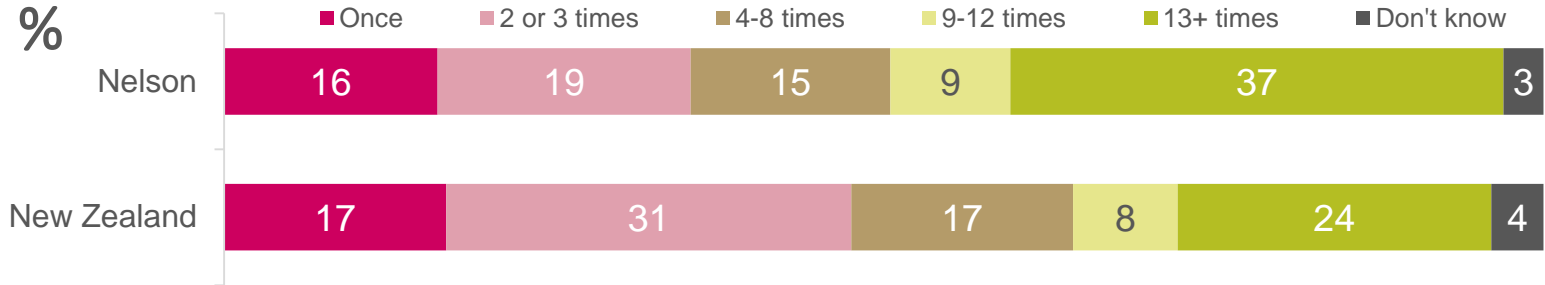
Visual arts participation

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: Nelson (149); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Nelson (39); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

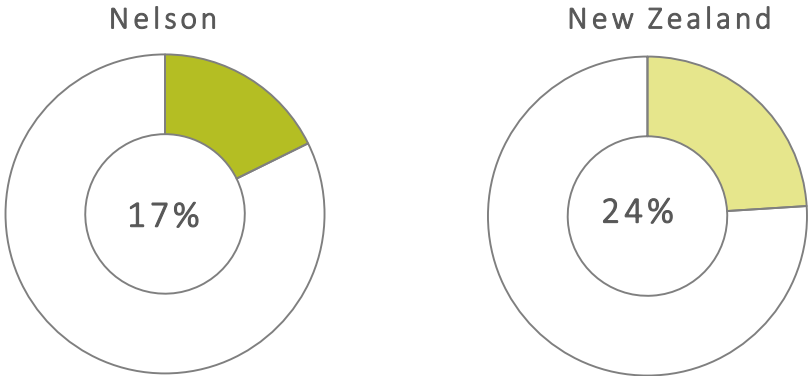
Twenty-eight percent of Nelson residents have participated in the visual arts in the last 12 months. This is in line with all New Zealanders (28%).

Of those who participate, 46% do so on a regular basis (at least nine times in the last 12 months). This compares to 32% for all New Zealanders, however the difference is not statistically significant.

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

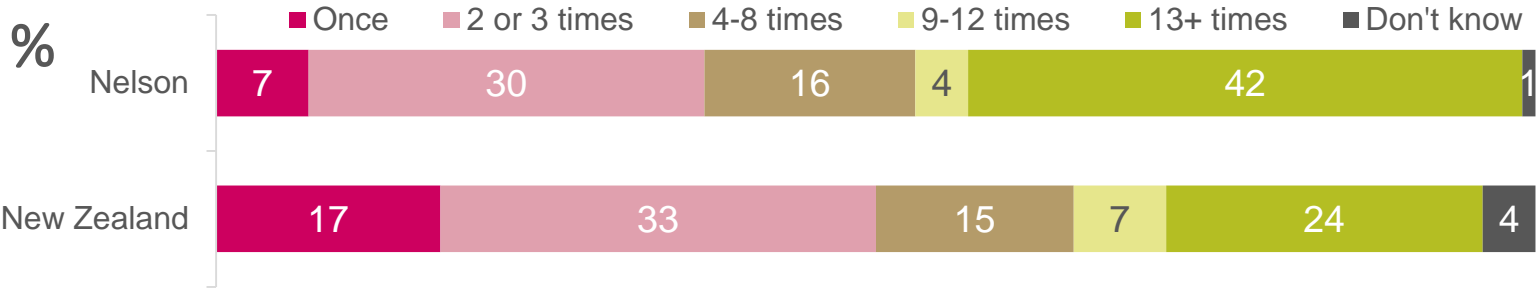
Craft and object art participation

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Nelson (149); 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 - Nelson (28); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Seventeen percent of Nelson residents have participated in craft and object art in the last 12 months. The difference between Nelson residents and all New Zealanders is not statistically significant (24%).

Of those who participate, 46% do so on a regular basis (at least nine times in the last 12 months). With a base size of 28 respondents, results should be treated with caution. The difference between Nelson residents and all New Zealanders (31%) is not statistically significant.

Sub-group differences in Nelson:

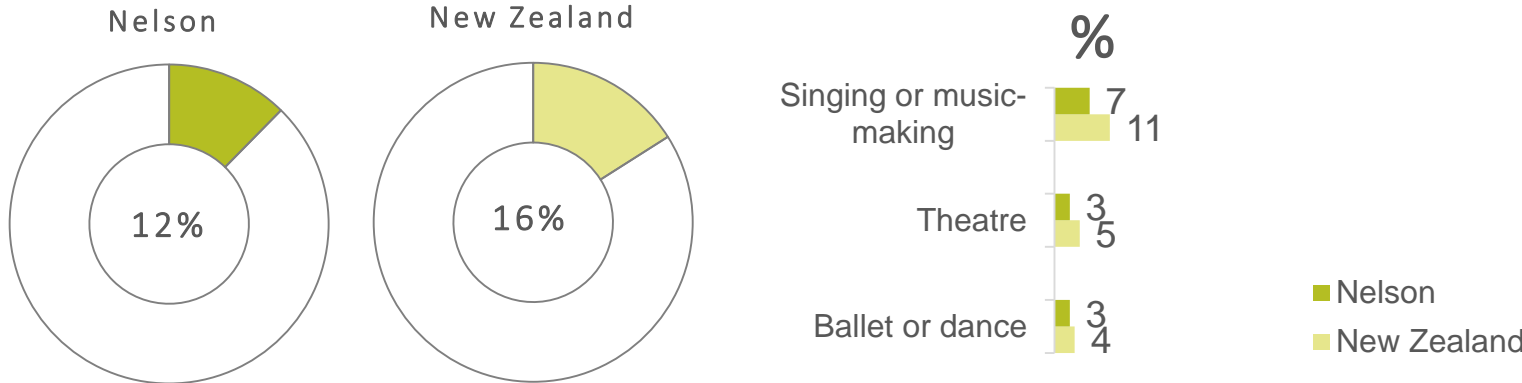
The following groups are more likely than average (17%) to have participated in craft and object art in the last 12 months:

- Women (27%)
- One or two person households (21%).

In comparison, men are less likely than average to have participated (4%).

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: Nelson (149); New Zealand (6,101)

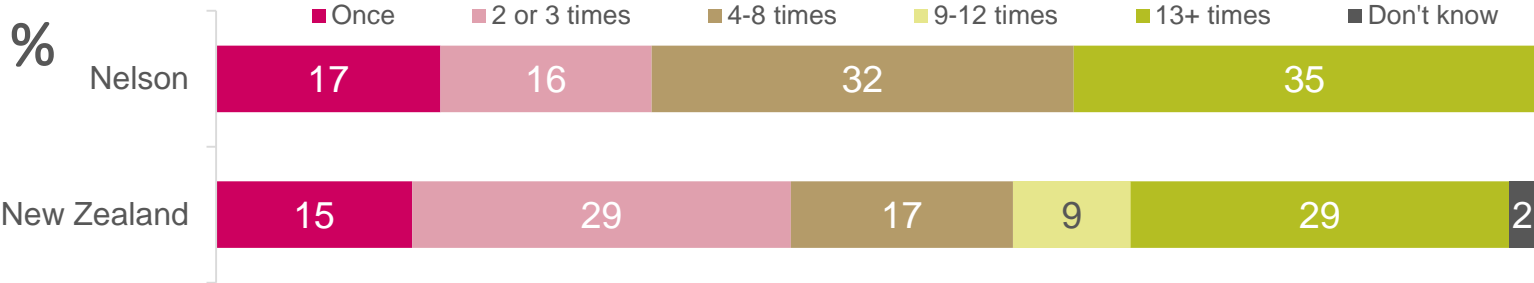
Twelve percent of Nelson residents have participated in the performing arts in the last 12 months. This is broadly in line with all New Zealanders (16%).

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

Of those who participate in the performing arts, 35% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

There are no sub-group differences of note in terms of participation in the performing arts in Nelson.

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

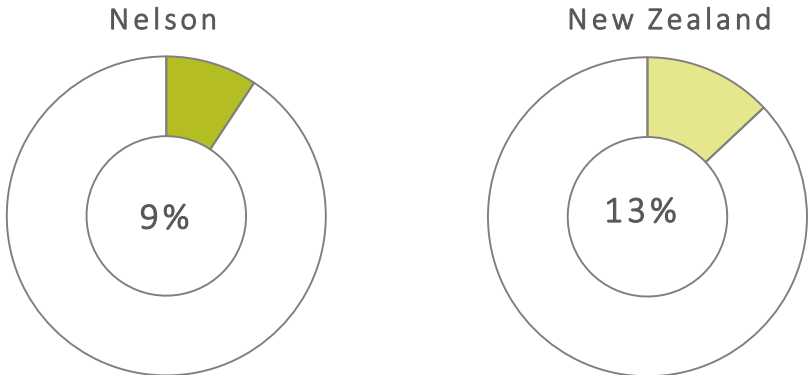


Base: All those who have participated in the performance arts - Nelson (18); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Literary arts participation

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



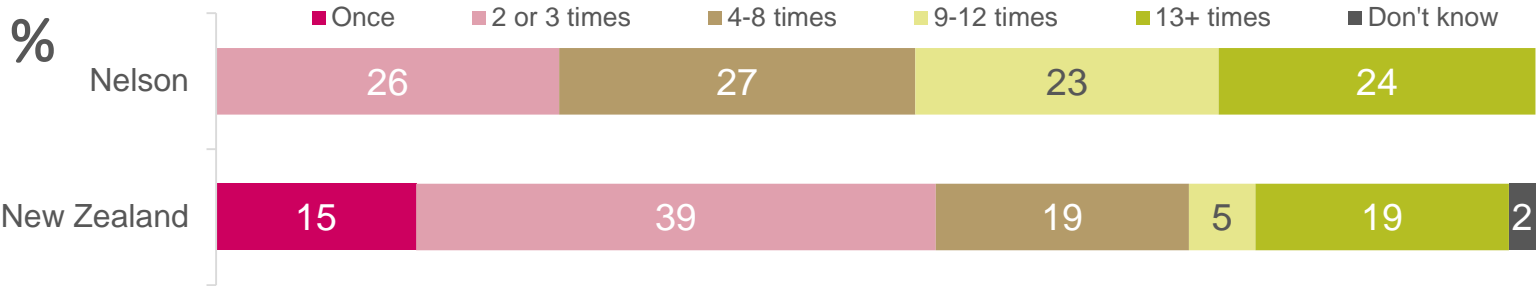
Base: All respondents: Nelson (149); New Zealand (6,101)

Nine percent of Nelson residents have participated in the literary arts in the last 12 months. The difference in participation between Nelson residents and the average for all New Zealanders (13%) is not statistically significant.

Of those who participate in the literary arts, 47% 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 (13 respondents).

There are no sub-group differences of note in terms of participation in the literary arts in Nelson.

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

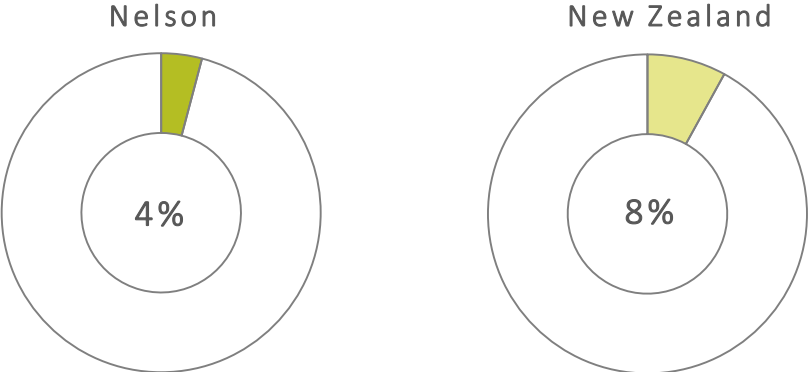


Base: All those who have participated in the literary arts - Nelson (13); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Pacific arts participation

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



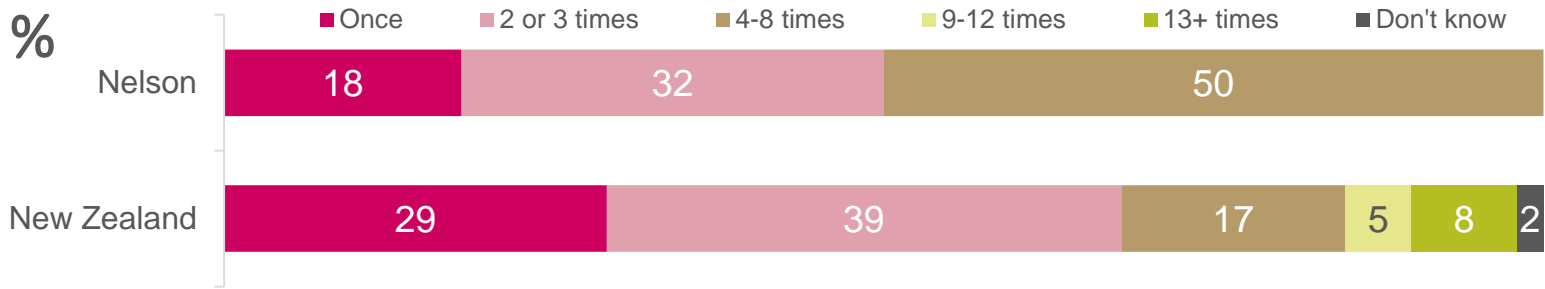
Base: All respondents: Nelson (149); New Zealand (6,101)

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

Only six respondents in Nelson reported having participated in Pacific arts event in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have participated up to eight eight times, in the last 12 months, similar to the New Zealand average.

There are no sub-group differences of note in terms of participation in the Pacific arts in Nelson.

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

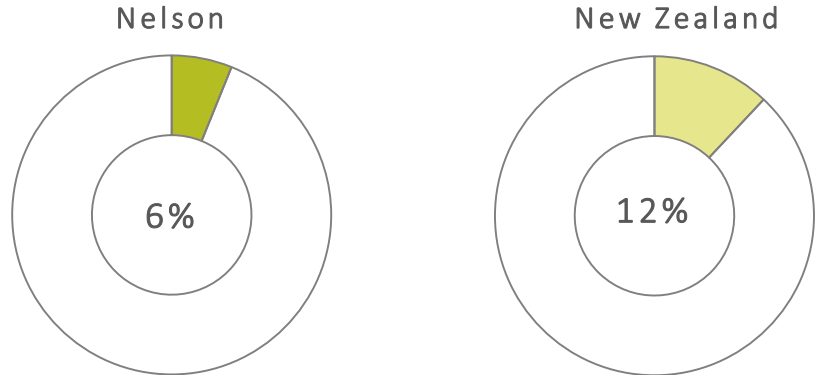


Base: All those who have participated in the Pacific arts - Nelson (6); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

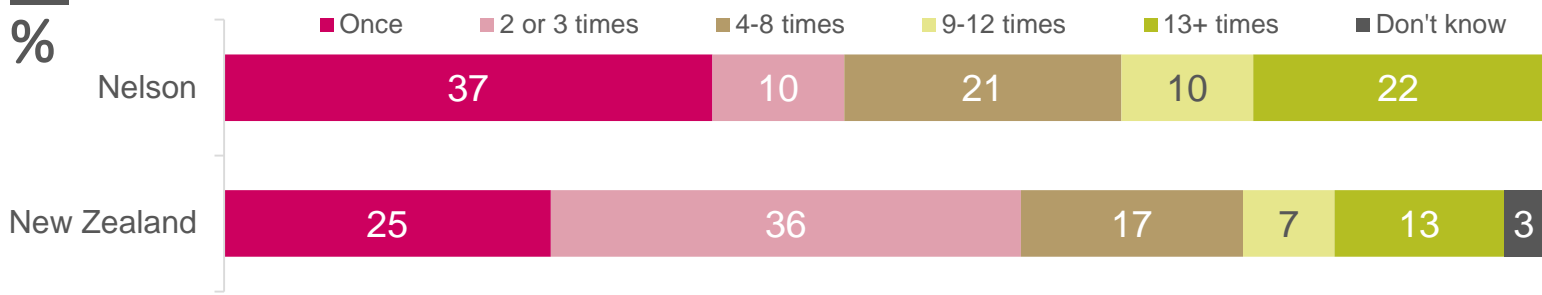
Māori arts participation

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: Nelson (149); New Zealand (6,101)

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



Base: All those who have participated in the visual arts - Nelson (9); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

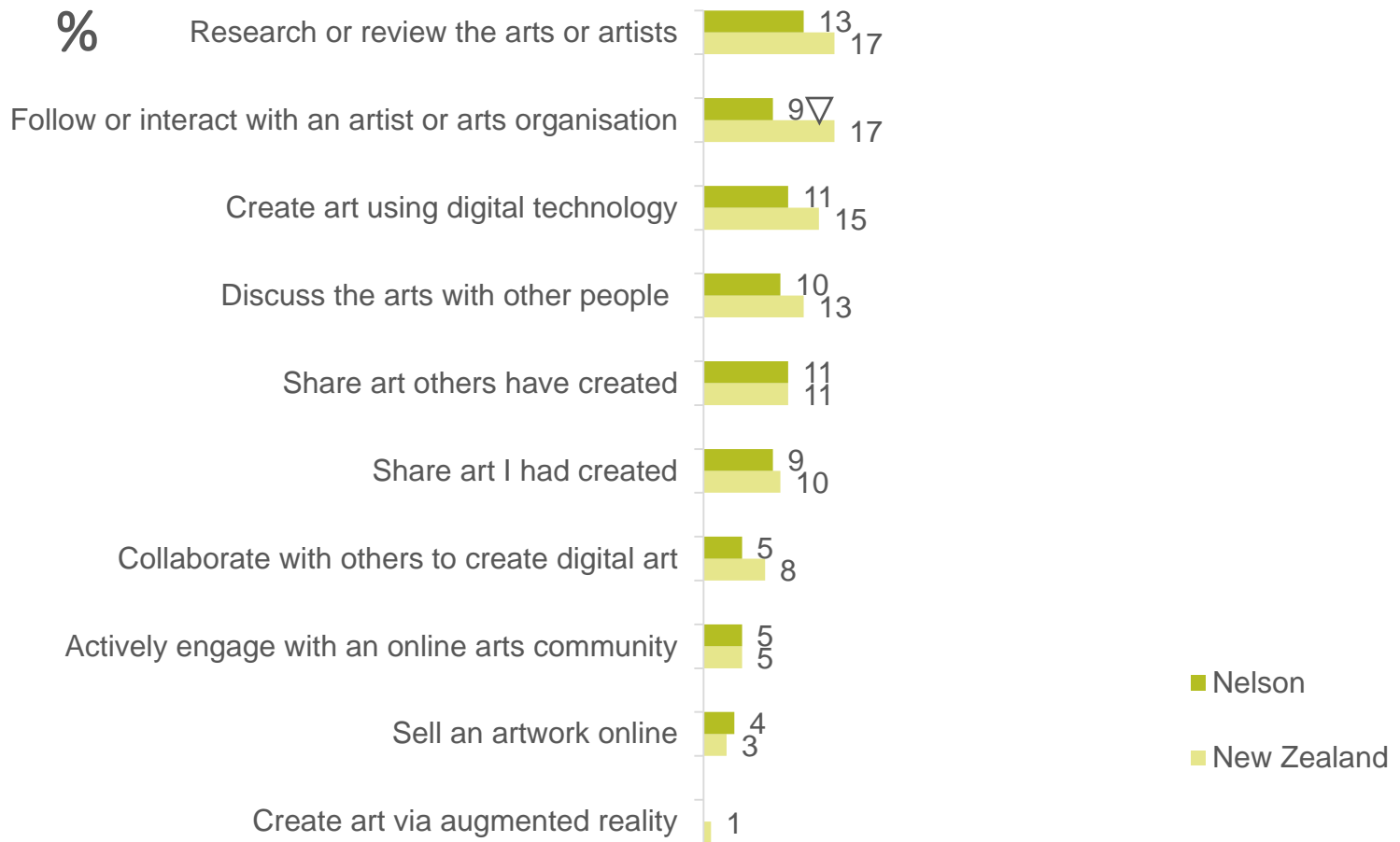
Six percent of Nelson residents have participated in Māori arts in the last 12 months. The difference in participation between Nelson residents and the average for all New Zealanders (12%) is not statistically significant.

Only nine respondents in Nelson reported having participated in a Māori arts event in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have participated up to eight times, in the last 12 months. Similar to the national average.

There are no sub-group differences of note in terms of participation in the Māori arts in Nelson.

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.



△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Nelson (149); New Zealand (6,101)

Digital technology is enabling greater engagement in the arts for a significant minority in Nelson. Thirty-three percent of Nelson residents have used digital technology for arts activities. This is lower than the average for all New Zealanders (43%).

However of those who do use digital technology, the most popular activities are researching or reviewing the arts or artists (13%), followed by creating art using technology, as well as sharing art that they have created (both 11%).

Nelson residents are much less likely to follow or interact with artists or an arts organisation compared with the average for New Zealand (9% vs. 17%).

Sub-group differences in Nelson:

There are no sub-group differences at the overall level, although older people, aged 60+, are less likely than average to share art that they have created (2% vs. 9%).

Households with an annual income of up to \$50k are more likely compared to the average to share art that others have created (21% vs. 11%).

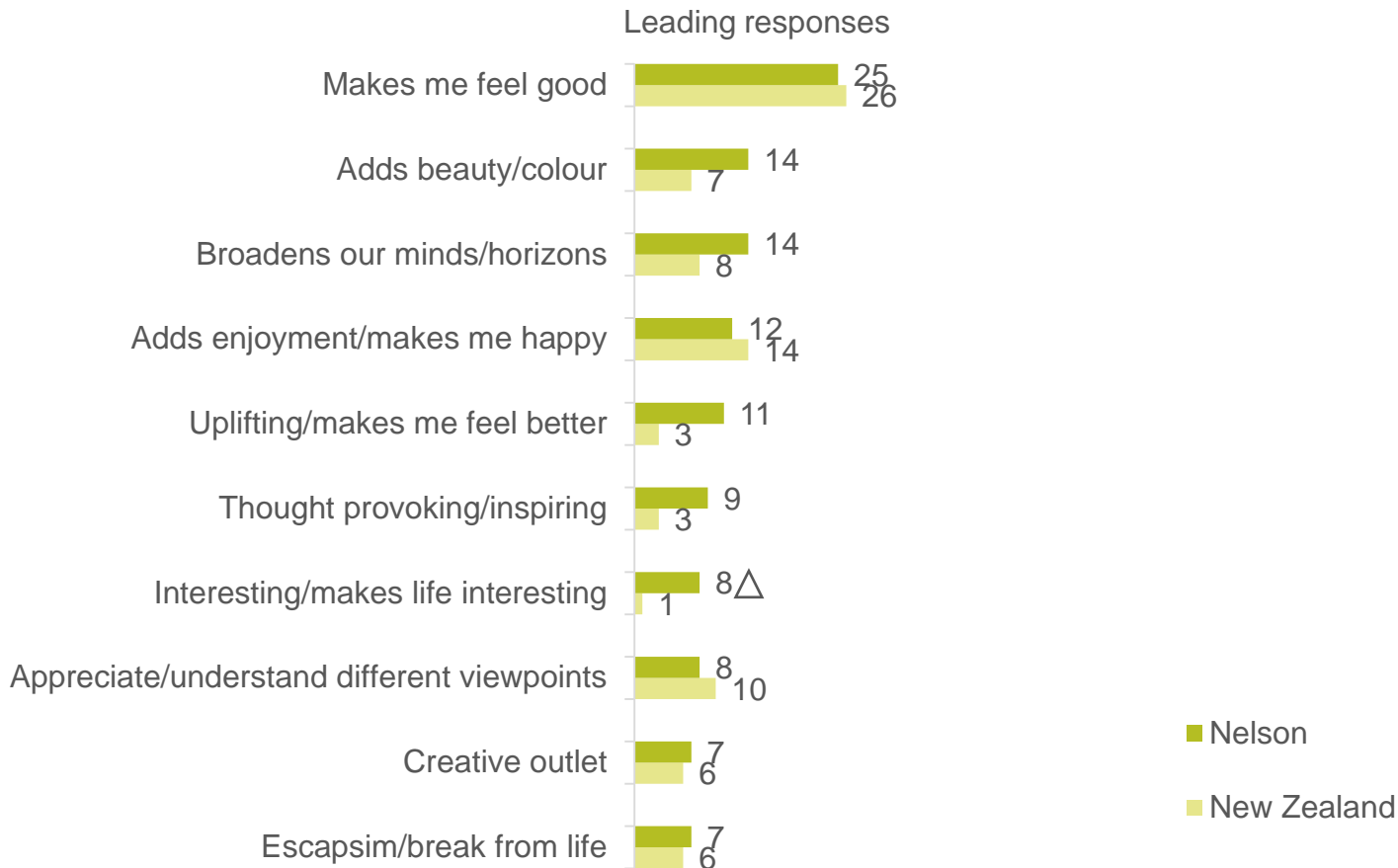


ADVOCACY OF THE ARTS

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?

%



Δ ∇ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Nelson (36); 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 Nelson feel the arts improve how they feel about life in general is simply that it makes them feel good (25%), it adds beauty and colour and broadens minds/horizons (both 14%).

Nelson residents are more likely than the national average to feel that arts make life interesting (8% vs. 1%).

“

Arts had interest and beauty to your life.

Music and creative writings improve my mood, usually make me look on the brighter side of life.

It is inspiring and thought provoking. It invites a meeting of minds.

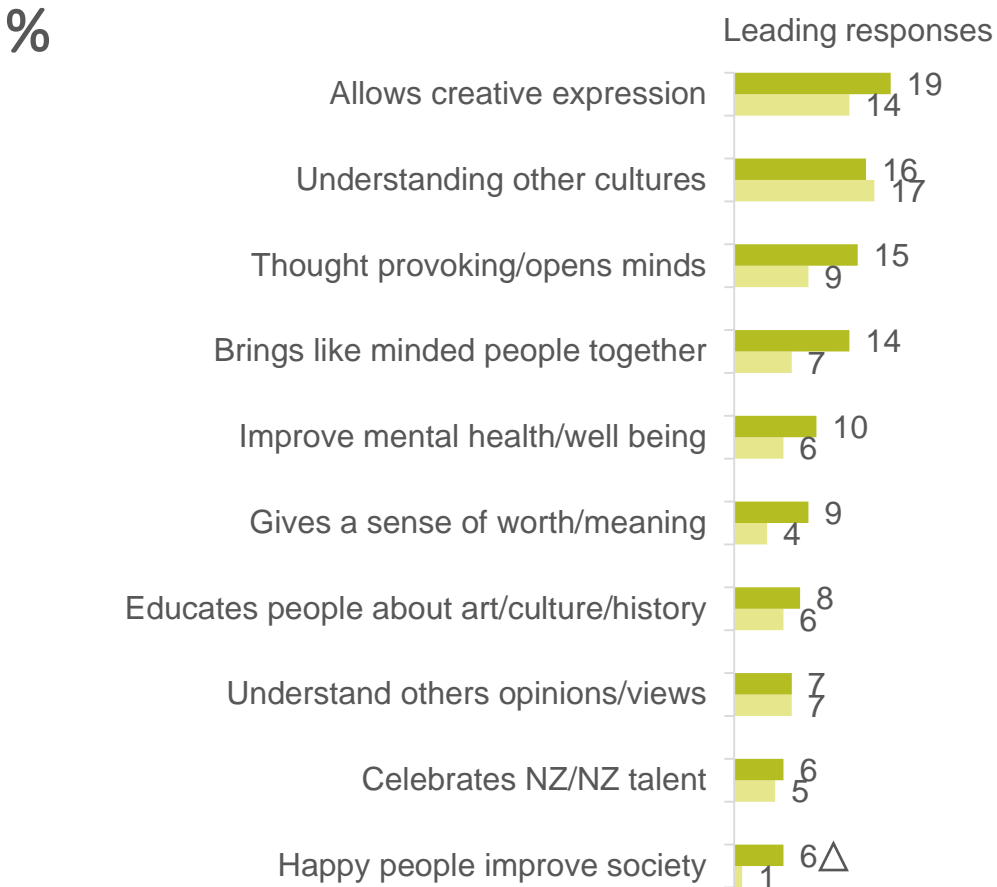
Art brings beauty into a persons life.

Life is a richer experience, more stimulating, more beautiful, more joyful.

”

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?



Δ▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Nelson (57); New Zealand (2,323)

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

The key reasons are that they allow creative expression (19%) and understanding of other cultures (16%). These reasons are in line with the average for New Zealand.

Nelson residents are more likely than the New Zealand average to mention that arts create happy people that improve society (6% vs. 1%).

“ Adds a type of diversity for the demographic of New Zealand, may not be all about culture but puts into a feel that we're different.

Art helps keep people off the streets and helps give life meaning and helps to show emotion through art.

Art can influence people's feeling. If people are surrounded by positive arts, the society can be improved.

It is very good and bringing youth out of the activities they would otherwise be interested in, but are not necessarily healthy.

Every citizen in NZ should have the opportunity to express their own culture - being a multi-diverse nation - this is paramount.

FOR FURTHER INFORMATION PLEASE CONTACT:

EDWARD LANGLEY

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

Phone (04) 913 3000
www.colmarbrunton.co.nz

IMPORTANT INFORMATION

Research Association NZ Code of Practice

Colmar Brunton practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

Research Information

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

Publication of a Research Project

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

Electronic Copies

Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton™ New Zealand is certified to International Standard ISO 20252 (2012). This project will be/has been completed in compliance with this International Standard.

This presentation is subject to the detailed terms and conditions of Colmar Brunton, a copy of which is available on request or [online here](#).

