

# NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN  
SOUTHLAND 2017

# INTRODUCTION

# Background and objectives of the research

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

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

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

**This report presents findings on public attitudes, attendance and participation in the arts in Southland. 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



**381**  
ONLINE INTERVIEWS  
With adults aged 15+  
living in Southland



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 Southland was 400 interviews. In order to achieve a representative sample of residents in Southland, quotas (or interviewing targets) were set by age within gender. It was not possible to meet all of these targets due to lack of available panellists.

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

## 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 381 respondents the margin of error is up to +/- 5.0 percentage points.

We have used statistical tests to determine whether the survey findings between Southland and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle (△▽).

# SUMMARY

# Summary of key findings

**OVERALL:** In general, residents in Southland are engaged with the arts. Their attitudes towards the arts in New Zealand are broadly but they have less access than average, and as such the arts are less important in determining how they feel about Southland. Results indicate further potential to promote and develop the arts within the region.

## ENGAGEMENT IN THE ARTS

The majority of residents in Southland are engaged with the arts (79%). 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 (47%).

Attendance is highest for performing arts (51%) and visual arts (43%). Attendance is lowest for literary arts (6%), which is lower than the New Zealand average (10%).

Participation is highest for craft and object art (23%). Participation is lowest for Pacific arts (4%), which is lower than the average for all New Zealanders (8%).

## ADVOCACY OF THE ARTS

The majority of Southland residents recognise a range of benefits from the arts. More than half of all residents agree that the arts contribute positively toward the economy (59%), they define who we are as New Zealanders (54%) and help to improve New Zealand society (53%).

Although 51% agree that their community would be poorer without the arts, only 21% agree that the availability of arts and activities in Southland is an important reason why they like living there, lower than the national average (30%).

On balance there is support for funding of the arts, 51% of Southland residents agree that they would like to see public funding of the arts. Additionally, 44% agree that their local council should financially support the arts.

## POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Southland residents (63%) agree some arts interest them but they still don't go much.

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

Choice and price emerged as key barriers. More than half (53%) of respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, a similar proportion (52%) indicated that reducing the price of tickets would make a big difference to their attendance.

Social isolation can also prove a barrier; 41% indicated having someone to go with would make a big difference.

## ARTS EVENTS AND ACTIVITIES IN SOUTHLAND

One third (34%) of Southland residents feel the arts and culture are important to the region's identity. This compares to 40% for the average\*.

There is a gap between perceived quality of the arts in Southland versus the whole of New Zealand. Sixty percent of residents agree the arts in New Zealand are of high quality, whereas only 46% agree the arts in Southland are of high quality.

Southland residents are less likely than the average\* to agree that the region has a range of quality art and culture venues (41% vs. 56%). In addition Southland residents are less likely than average\* to agree that the arts drive tourism to the region.

Results indicate that there is potential for more promotion and development to further develop the arts scene in the Southland region. The key activities they would like to see more of are music concerts and street art.

\* These questions were not asked nationally and are only compared to the average across certain regions or cities (see slide 46 for more detail).

## KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women generally express greater engagement with the arts than average in Southland, and in general hold more positive attitudes about the arts in New Zealand and within the region. Younger residents, between 15-39 years, are generally less positive and don't hold as stronger value towards the arts within Southland region.

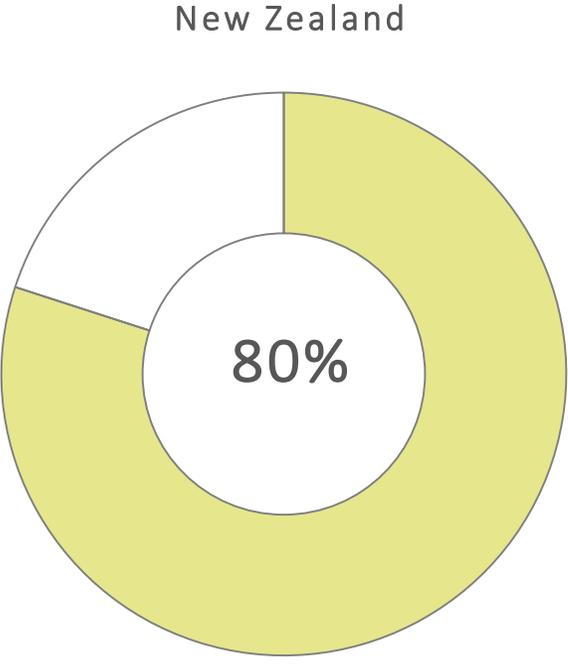
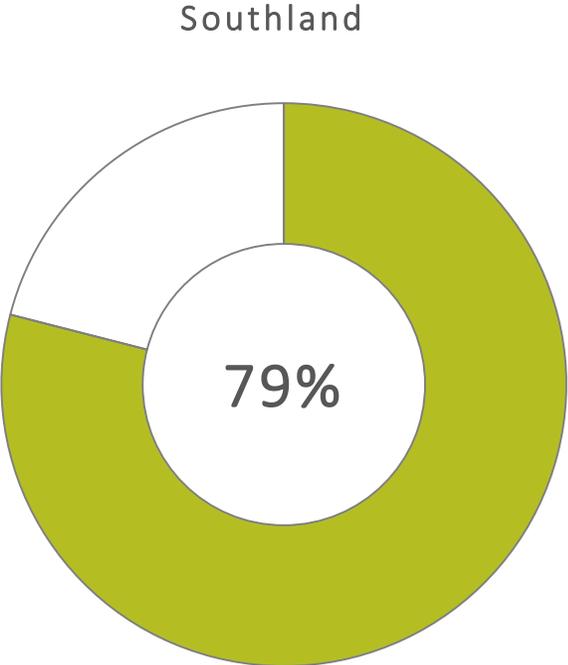


# OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION

# Overall engagement

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



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, 79% of residents in Southland engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

**Sub-group differences in Southland:**

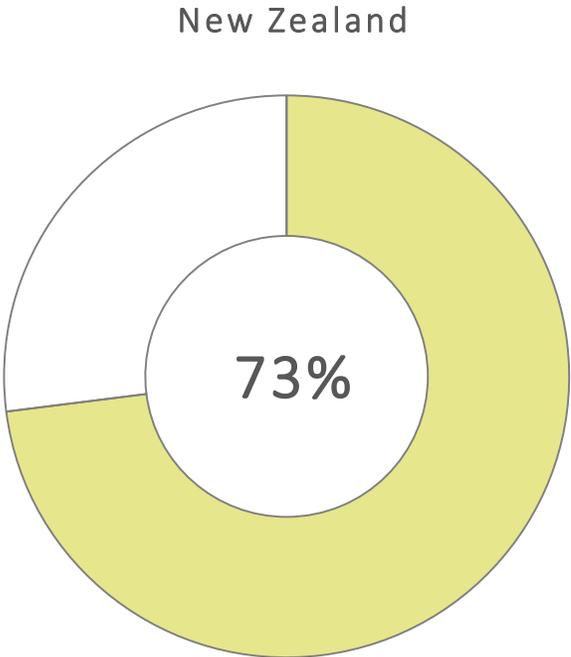
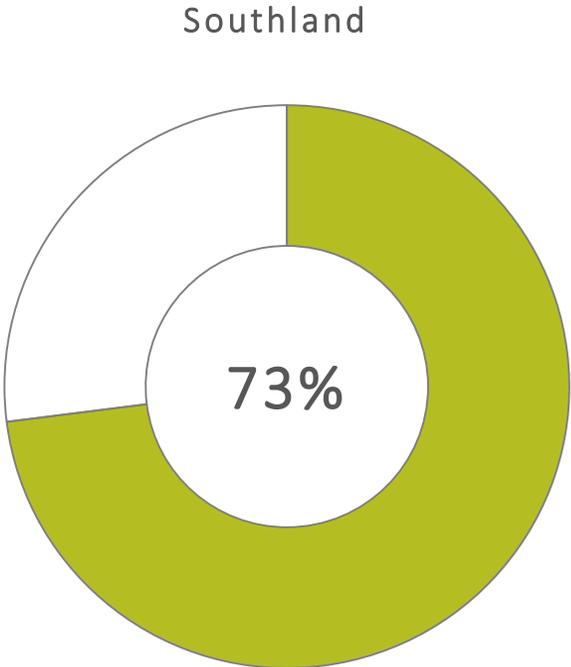
The following groups are more likely than the average (79%) to have engaged with the arts in the last 12 months:

- Households with an annual of income more than \$120,000 (94%)
- Women (84%).

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Southland (381); 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 Southland have attended at least one arts event or location in the last 12 months. This is in line with the finding for all New Zealanders (73%).

**Sub-group differences in Southland:**

The following groups are more likely than the average (73%) to have attended any arts event in the last 12 months:

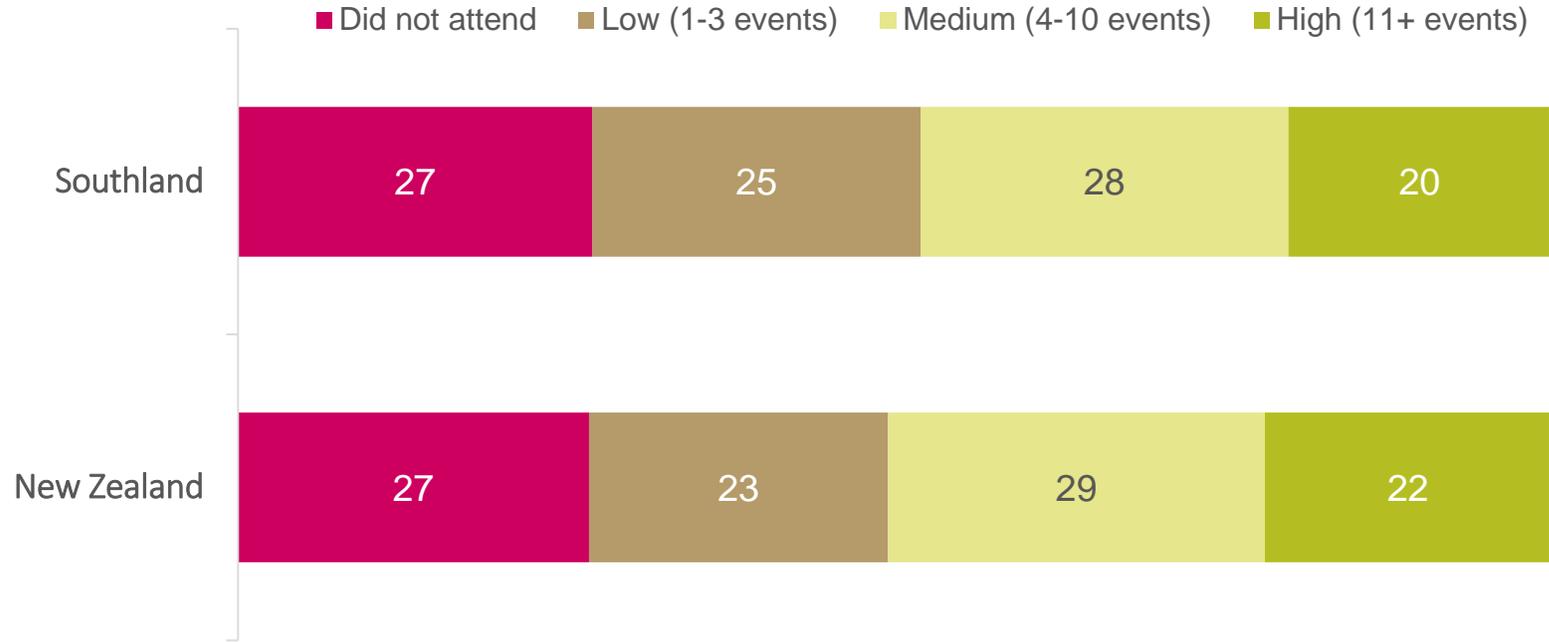
- Households with an annual income of between \$80,001-\$120,000 (84%)
- Women (79%)

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Southland (381); New Zealand (6,101)

# Frequency of attendance

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

%



△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); New Zealand (6,101)

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

Twenty percent of residents in Southland attend the arts on a regular basis (more than ten times a year). This is consistent with the average for all New Zealanders (22%).

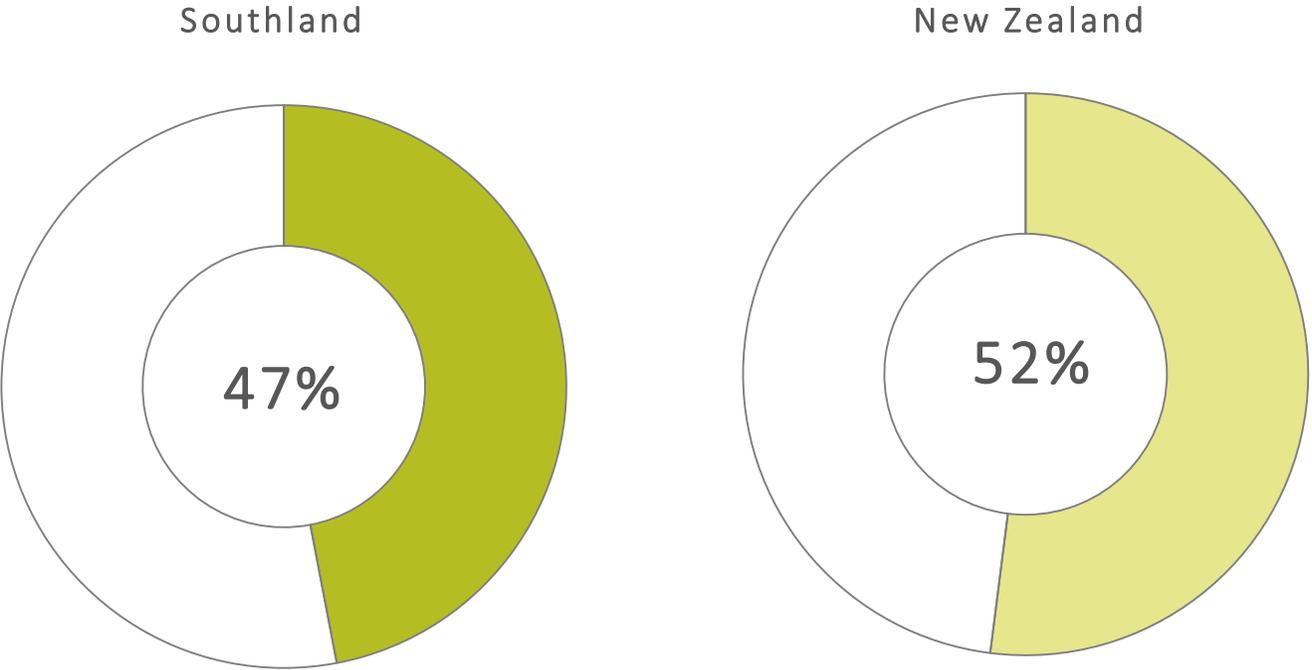
**Sub-group differences in Southland:**

Younger people, aged 15-29 (45%) and 30-39 (36%) are more likely than the average (25%) to have attended the arts between 1-3 times:

Older people, aged 60-69, are more likely than the average to have attended the arts on a regular basis (more than ten times a year) (30% vs. 20%).

# 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 47% of residents in Southland have participated in at least one art form in the last 12 months. This compares to 52% for all New Zealanders. The difference is not statistically significant.

**Sub-group differences in Southland:**

Women are more likely than average to have participated in the arts in the last 12 months (56% vs. 47%).

In contrast, the following groups are less likely than average (47%) to have participated in the arts in the last 12 months:

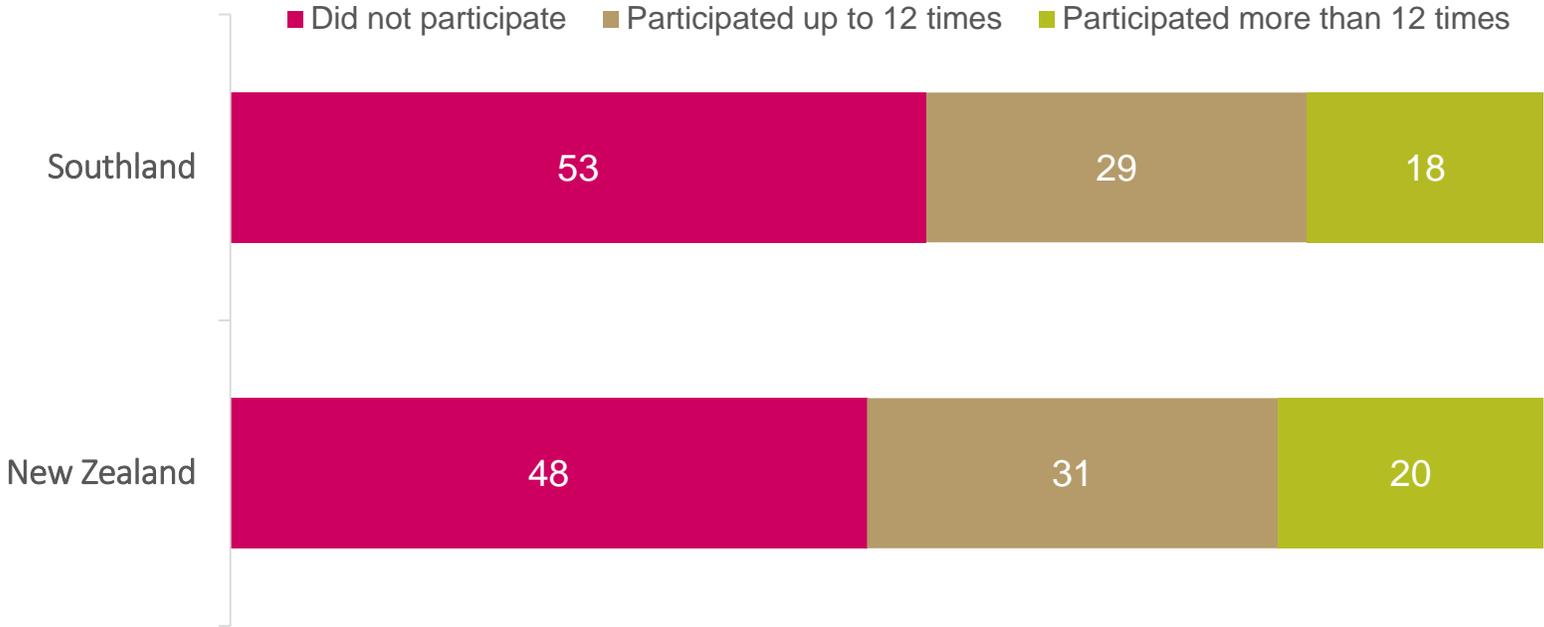
- Men (38%)
- One person households (35%).

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Southland (381); New Zealand (6,101)

# Frequency of participation

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

%



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

Less than one in five residents in Southland (18%) participate on a regular basis (more than 12 times a year). This is consistent with the average for all New Zealanders (20%).

**Sub-group differences in Southland:**

Women are more likely than the average to have participated on a regular basis (more than 12 times a year) (21% vs. 18%), and to have participated up to 12 times a year (35% vs. 29%).

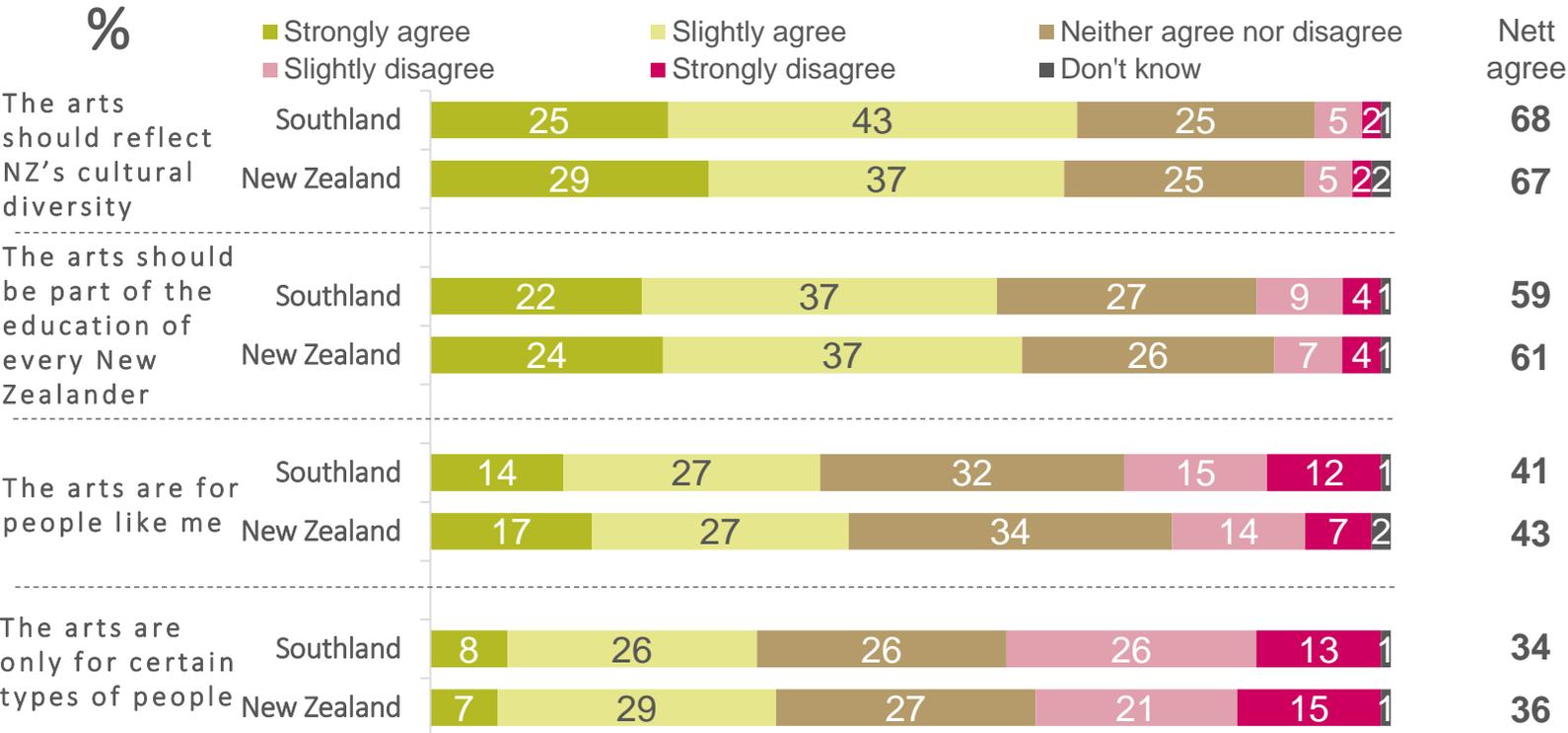
△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); New Zealand (6,101)



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

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



There is strong support amongst Southland residents for the arts to reflect New Zealand's cultural diversity (68%) and to be part of the education of every New Zealander (59%).

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

There is a feeling the arts could be more inclusive. Twenty-seven percent disagree that the 'arts are for people like me'. At the same time 34% agree 'the arts are only for certain types of people'.

**Sub-group differences in Southland:**

Women are more likely than the average to agree that the arts should reflect New Zealand's cultural diversity (75% vs. 68%).

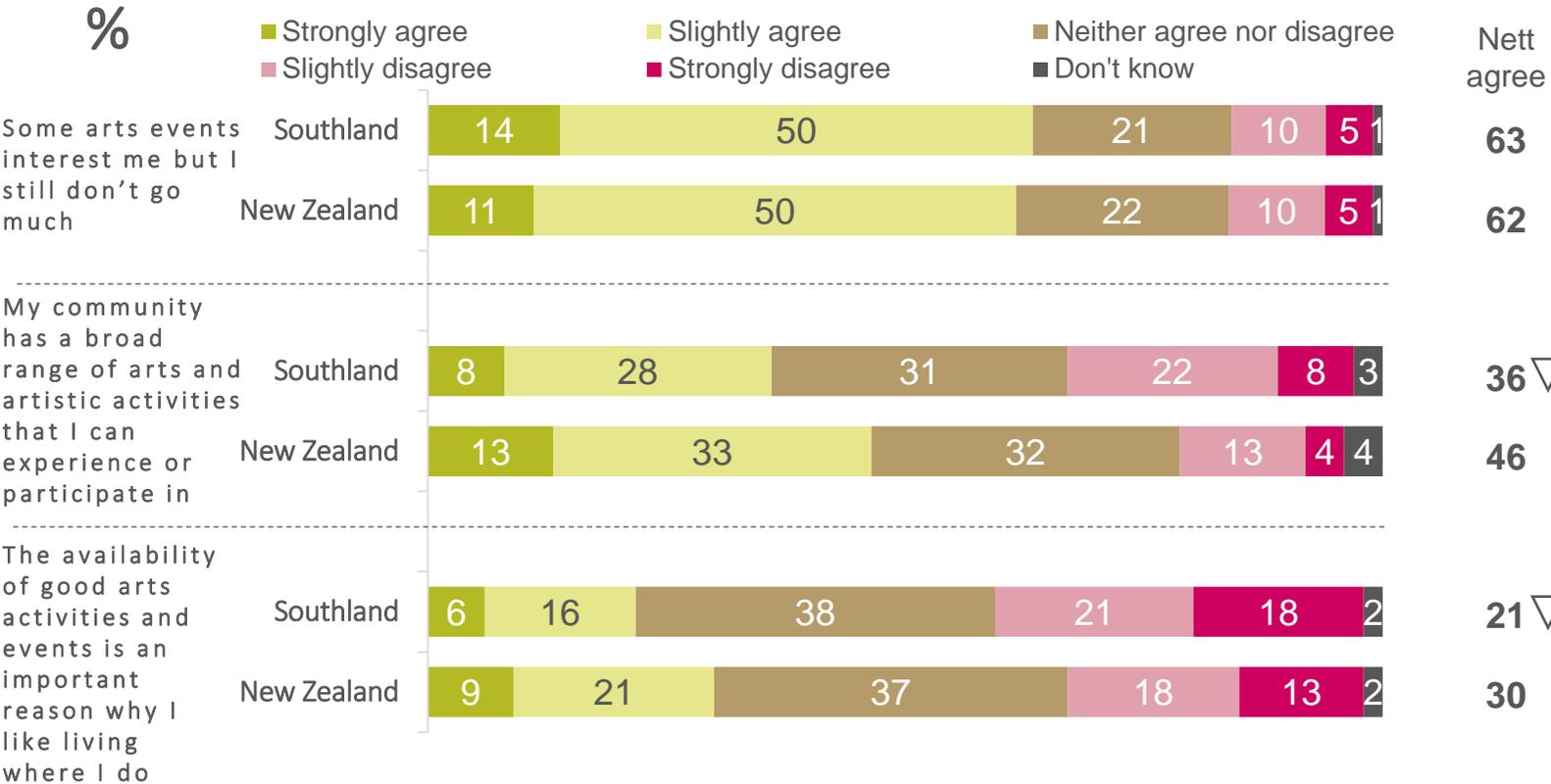
In contrast, younger people, aged 30-39, are more likely to disagree that the arts should reflect New Zealand's cultural diversity (16% vs. 7%).

Women are also more likely than average to agree that arts should be part of the education of every New Zealander (63% vs. 59%). In contrast, households with an annual income between \$30,001-\$50,000 are less likely to agree with this (47% vs. 59%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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. More than three in five Southland residents (63%) agree some arts events interest them but they still don't go much.

There is further evidence to suggest the arts scene is either not meeting demand, or not promoting itself strongly enough. Thirty-six percent agree they have access to a range of arts and artistic activities, lower than the national average (46%). A similar proportion disagree about the availability of activities (30%), with a similar proportion (31%) on the fence.

One in five residents (21%) feel the arts and arts activities is an important reason in why they like living in Southland. This is lower than all New Zealanders (30%). This could reflect a lower level of (perceived) arts activity.

**Sub-group differences in Southland:**

The following groups are less likely than average (63%) to agree that some arts events interest them but they still don't go much:

- Households with an annual income of up to \$30,000 (48%)
- Older people, aged 70+ (42%).

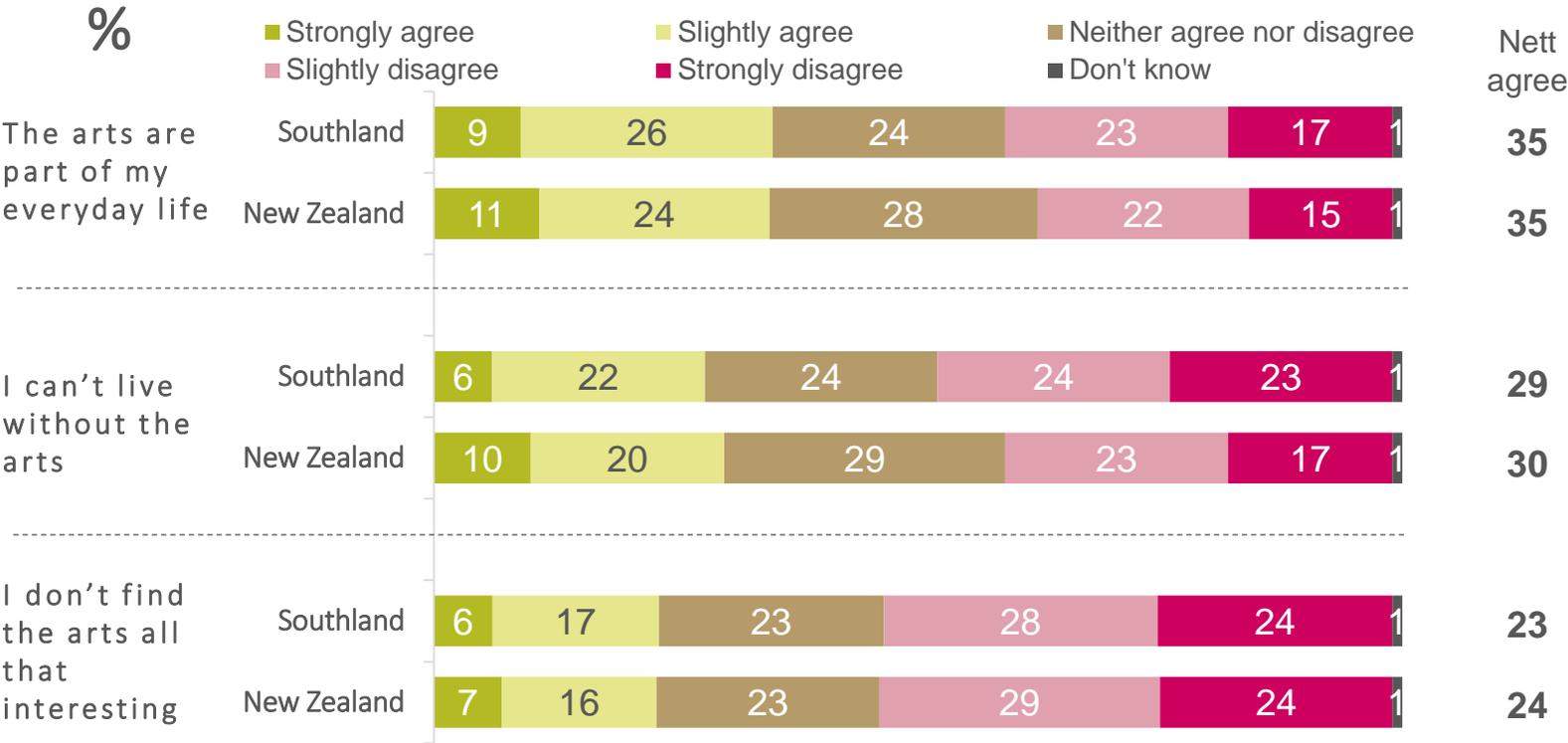
Older people, aged 60-69 and 70+ are more likely than average (36%) to agree that the community has a good availability of arts they can participate in (50% for both). Conversely, young people, aged 15-29 (15%) and 30-39 (23%) are less likely than average to agree with this.

Households with an annual income of up to \$30,000 are more likely than average to agree that the availability of arts is an important reason why they like living in the region (36% vs. 21%).

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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 Southland. Thirty five percent agree the arts are part of their everyday life while 29% agree they can't live without the arts.

More residents are interested in the arts than not. While around one in five Southland residents (23%) agree they don't find the arts all that interesting, 52% disagree. This is in line with all New Zealanders (53%).

**Sub-group differences in Southland:**

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

- Two person households (29%)
- Young people, aged 30-39 (22%).

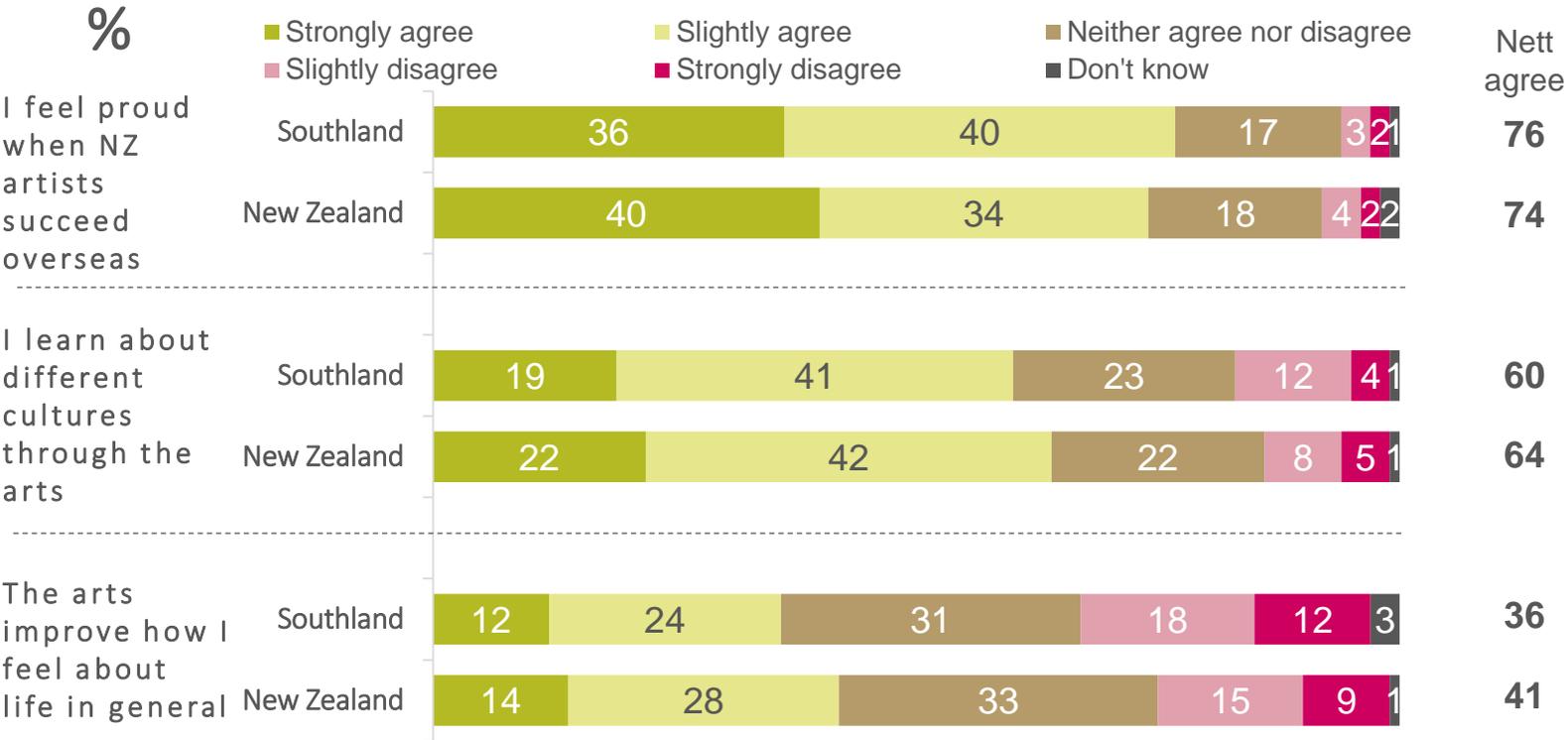
Two person households are also less likely than average to agree that they cannot live without the arts (24% vs. 29%).

Māori are more likely than the average to agree that they don't find the arts all that interesting (39% vs. 23%). Conversely, women are less likely than the average to agree with this (19% vs. 23%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); New Zealand (6,101)

# Attitudes towards the arts: How the arts benefit me

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



The arts provide personal benefits to most residents in the Southland. Three in four (76%) agree they feel proud when New Zealand artists succeed overseas and three in five residents (60%) feel they learn about different cultures through the arts.

In addition, 36% of residents agree the arts improve how they feel about life in general.

Findings are consistent or in line with the views expressed by all New Zealanders.

**Sub-group differences in Southland:**

Young people, aged 30-39, are more likely than average to disagree that they feel proud when New Zealand artists succeed overseas (13% vs. 5%).

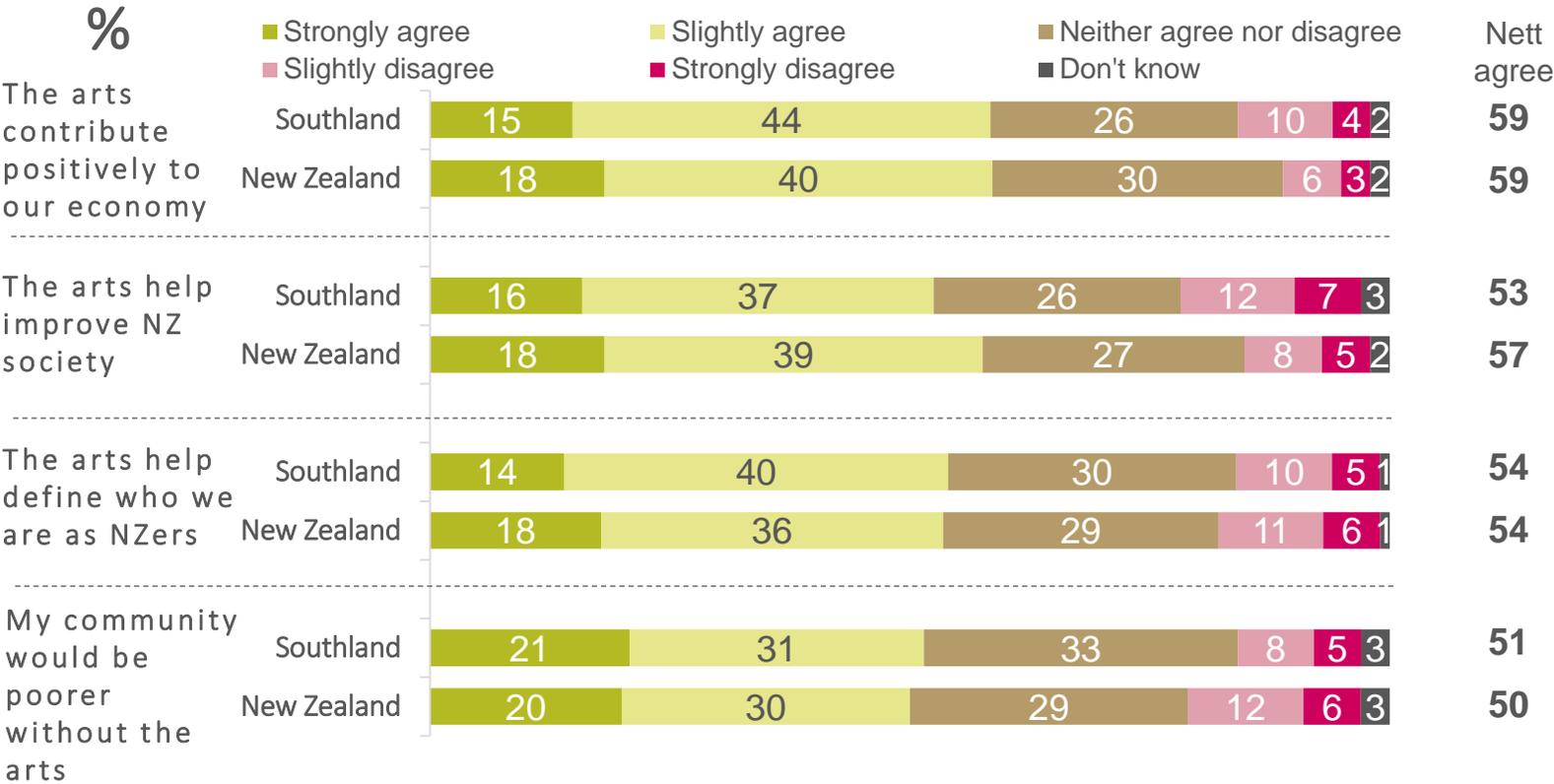
Women are more likely than average to agree that they learn about different cultures through the arts (68% vs. 60%). In contrast, men are less likely to agree they learn about different cultures through the arts (52% vs. 60%).

Young people, aged 30-39, are also more likely than average to disagree that arts improve how they feel about life in general (41% vs. 30%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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 Southland recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (59%), help improve New Zealand society (53%), and help define who we are as New Zealanders (54%). These views are in line with all New Zealanders.

In addition, more than half (51%) agree their community would be poorer without the arts. This is consistent with all New Zealanders.

**Sub-group differences in Southland:**

Māori are less likely than average to agree that the arts contribute positively to the New Zealand economy (37% vs. 59%).

Women are more likely than average to agree that the arts help improve New Zealand society (57% vs. 53%).

In contrast, the following groups are more likely than average (19%) to disagree that the arts help improve New Zealand society:

- Māori (39%)
- Households with an annual income of between \$50,001-\$80,000 (31%).

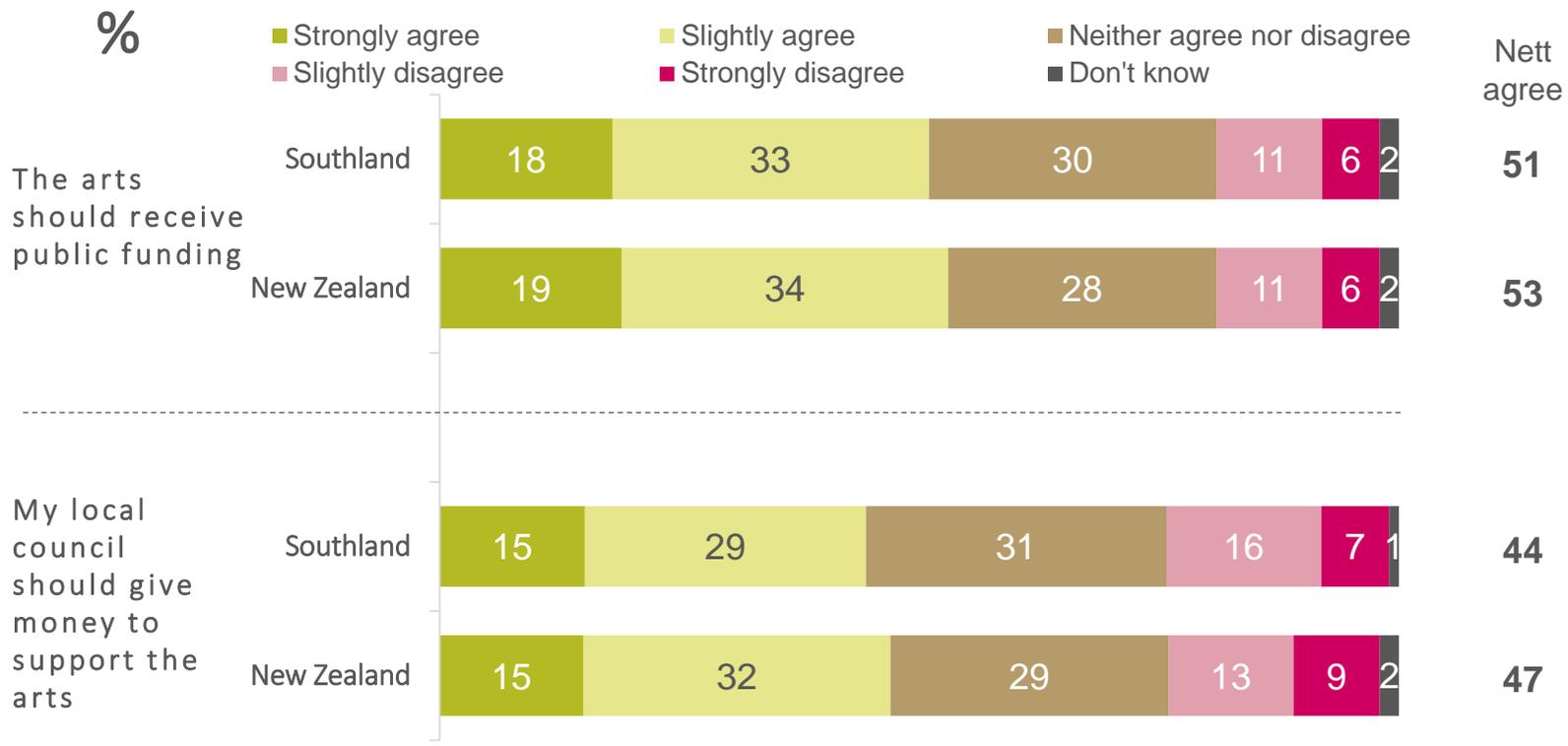
Young people, aged 30-39, are less likely than average to agree that the arts help define who we are as New Zealanders (41% vs. 54%).

Young people, aged 30-39, are also less likely than the average to agree that their community would be poorer without the arts (34% vs. 51%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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. Consistent with the national average, more than half (51%) of Southland residents agree the arts should receive public funding. In contrast, 17% disagree, while the remainder are on the fence or do not express an opinion.

Forty four percent of all residents in Southland feel the local council should give money to support the arts. This compares to 23% who disagree.

**Sub-group differences in Southland:**

The following groups are more likely than the average to agree (51%) that the arts should receive public funding:

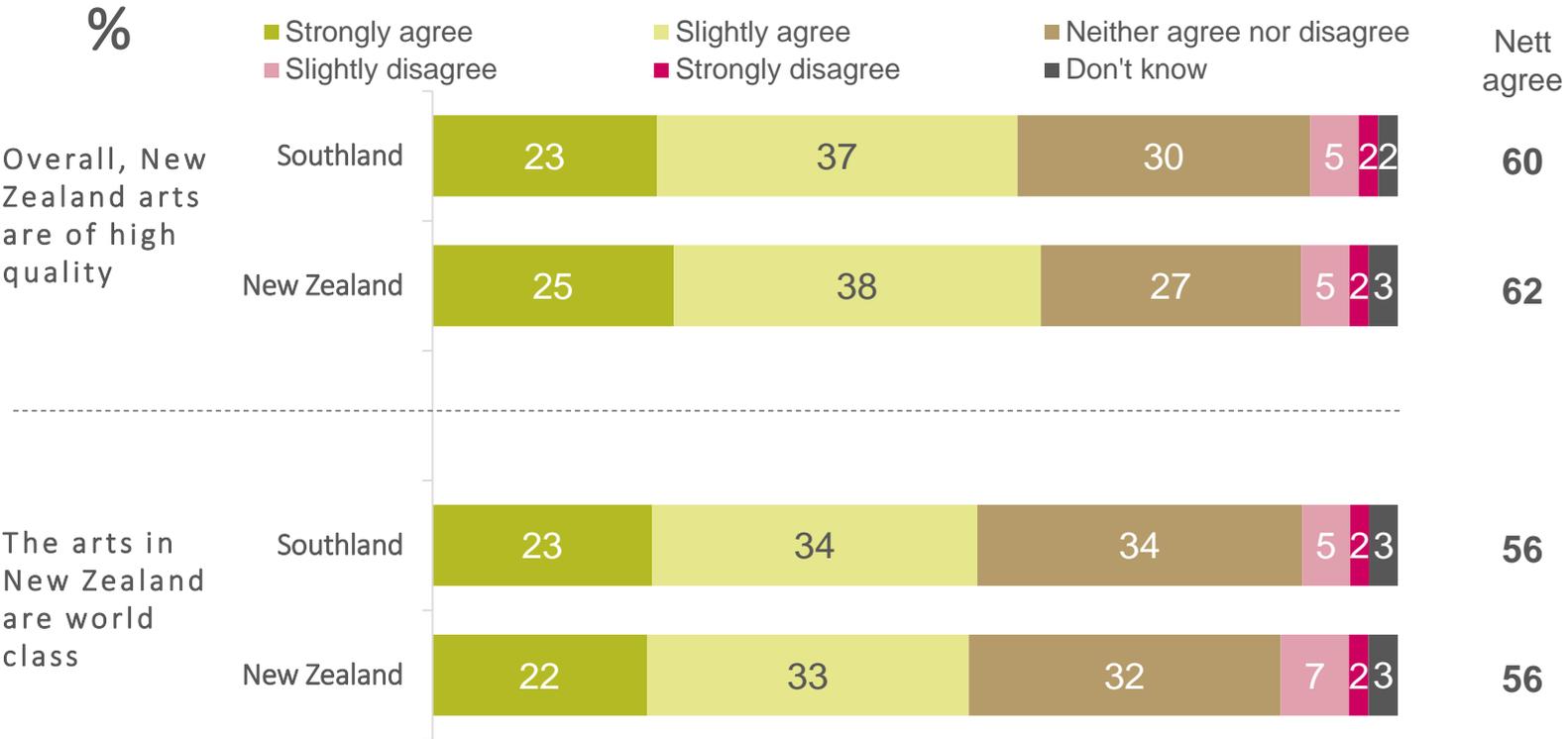
- Older people, aged 60-69 (65%)
- Women (56%).

In contrast, young people, aged 30-39, are more likely than average to disagree that the arts should receive public funding (26% vs. 16%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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 Southland are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts are high quality (60%) while over half feel they are world class (56%).

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

**Sub-group differences in Southland:**

The following groups are more likely than average (60%) to agree that New Zealand arts are of high quality:

- Middle-aged people, aged 40-49 (76%)
- Older people, aged 60-69 (72%)
- Women (66%).

Conversely, young people, aged 15-29 (43%) and 30-39 (47%) are less likely than average (60%) to agree that New Zealand arts are of high quality.

The following groups are more likely than average (56%) to agree that New Zealand arts are world class:

- Households with an annual income of up to \$30,000 (72%)
- Women (64%).

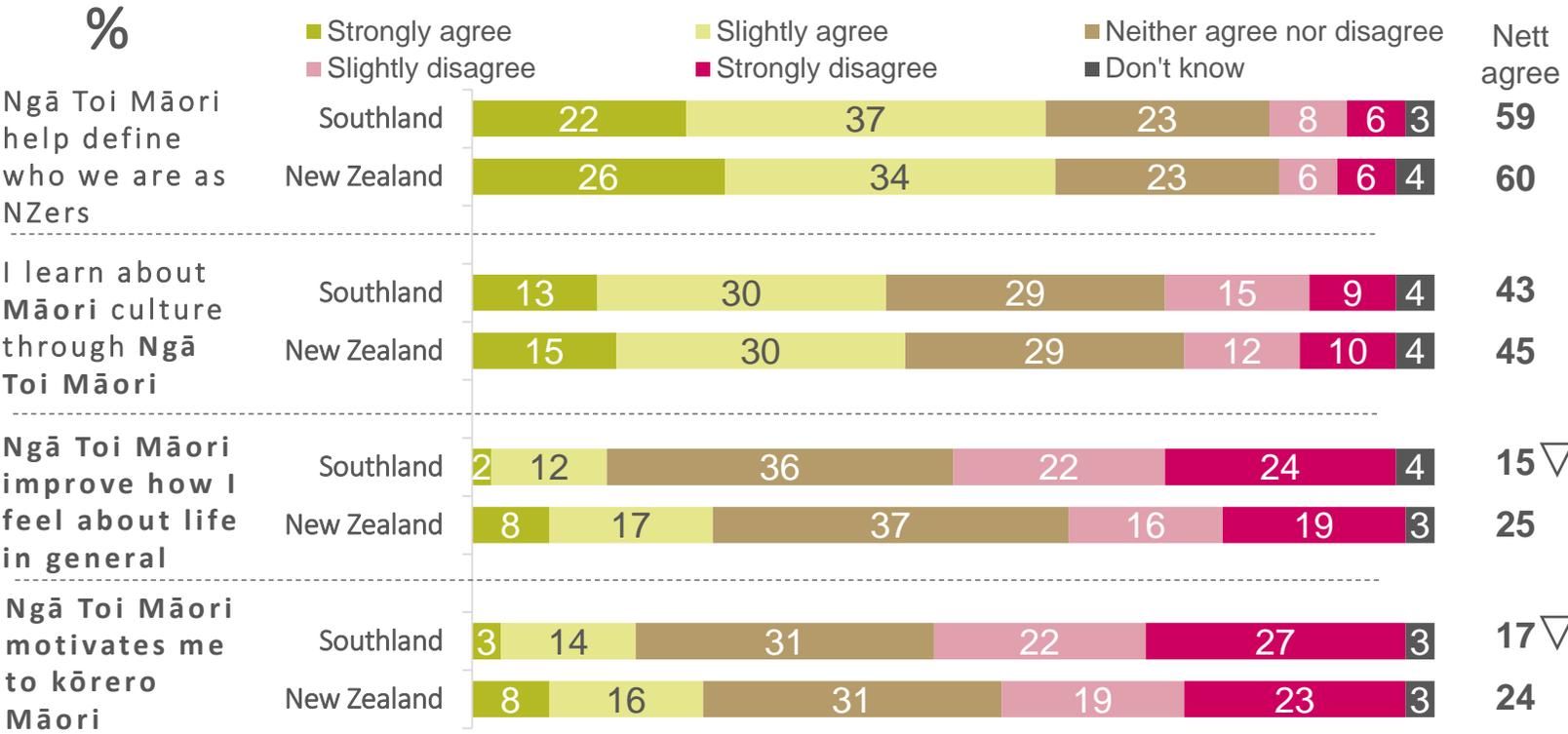
In contrast, the following groups are less likely than average (56%) to agree that the arts in New Zealand are world class:

- Men (48%)
- Young people, aged 15-29 (36%).

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); 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 Southland residents express toward the impact of Ngā Toi Māori varies. Three in five (59%) agree they help define who we are as New Zealanders, whereas two in five (43%) agree they learn about Māori culture through Ngā Toi Māori.

Fifteen percent agree Ngā Toi Māori improve how they feel about life in general, this is lower than the average for all New Zealanders (25%). Additionally, 17% of residents agree that Ngā Toi Māori motivates them to speak Māori, which is also lower than the national average (24%).

**Sub-group differences in Southland:**

Women are more likely than average to agree that they learn about Māori culture through Ngā Toi Māori (49% vs. 43%). Conversely, older people, aged 70+, are less likely than average to agree with this (27% vs. 43%).

Māori are more likely than average to agree that Ngā Toi Māori improves how they feel about life in general (34% vs. 15%).

The following groups are more likely than average (17%) to agree that Ngā Toi Māori motivates them to speak Māori:

- Māori (36%)
- Women (21%).

There are no sub-group differences of note around the impact of Ngā Toi Māori on defining who we are as New Zealanders.

△ ▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Southland (381); New Zealand (6,101)

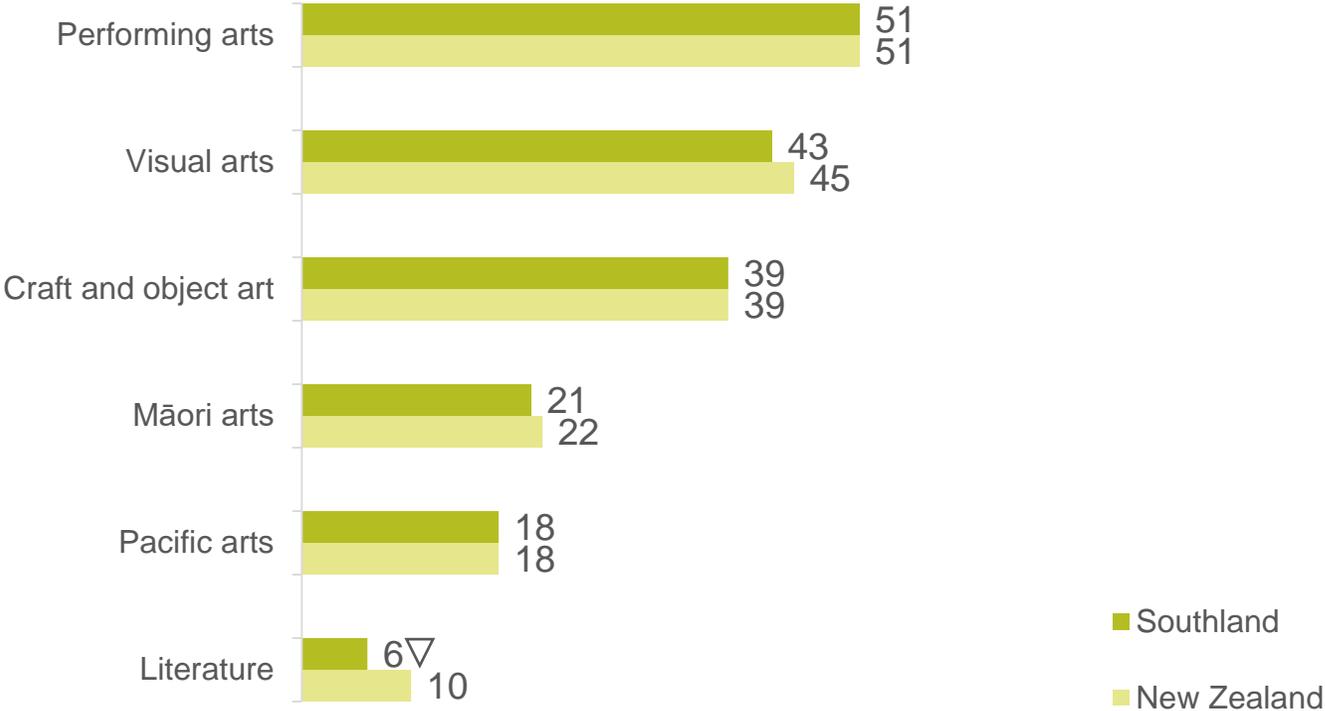


# ATTENDANCE BY ARTFORM

# Attendance by art form

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

%



The chart shows the proportion of Southland 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 Southland is performing arts. Fifty-one percent of all Southland residents have attended an event in the last 12 months.

This is followed by visual arts (43%) and craft and object arts (39%).

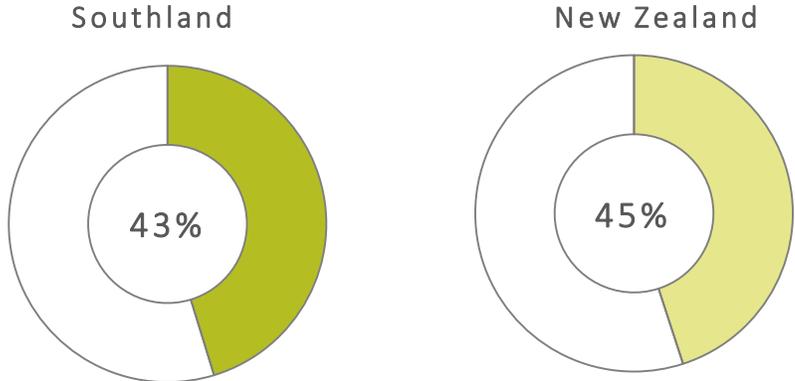
The least popular art form is literary arts. Only 6% have attended a literary arts event or festival in the last 12 months. This is lower than the average for all New Zealanders (6% vs. 10%).

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: Southland (381); New Zealand (6,101)

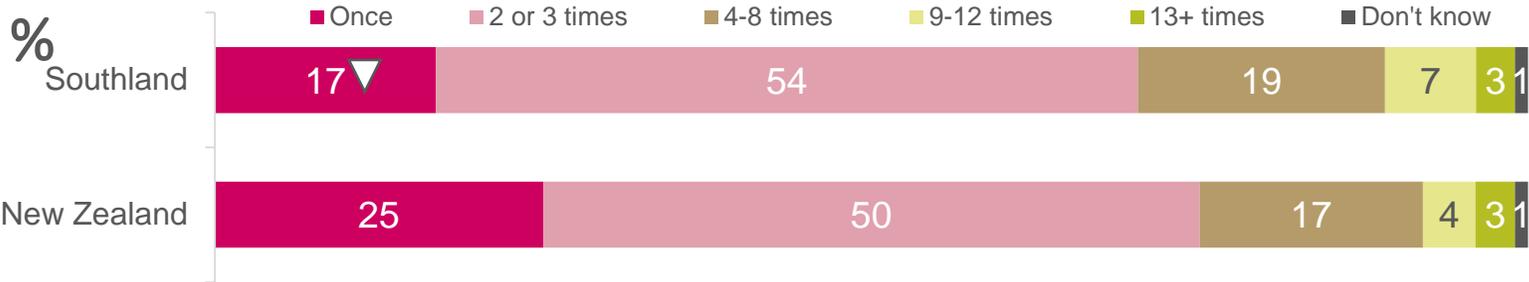
# Visual arts attendance

**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: Southland (381); 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 - Southland (166); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Forty three percent of Southland residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders.

The majority (71%) of those who have attended have done so between one and three times.

Southland residents are less likely than the national average to have attended visual arts events only once (17% vs. 25%).

**Sub-group differences in Southland:**

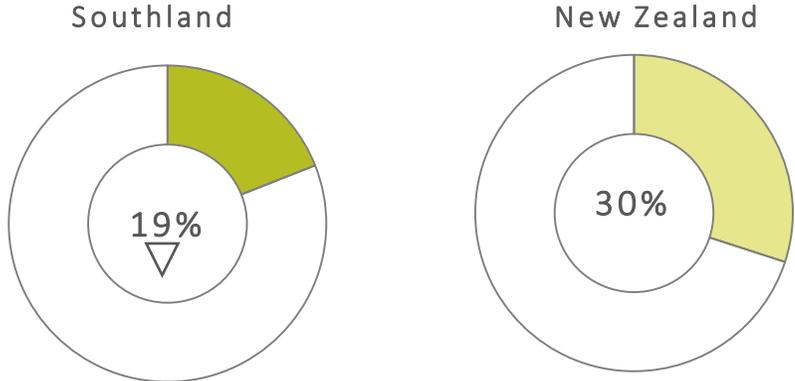
Households with an annual income of between \$80,001-\$120,000 are more likely than the average to have attended a visual arts event in the last 12 months (57% vs. 43%).

Young people, age 18-39, are less likely than average to have attended a visual arts event in the last 12 months (30% vs. 43%).

Older people, aged 60-69 are more likely than average to have attended the visual arts four or more times in the last 12 months (44% vs. 29%). Additionally, households with an annual income of between \$50,001-\$80,000 are more likely than average to have attended the visual arts 9 times or more in the last 12 months (22% vs. 9%).

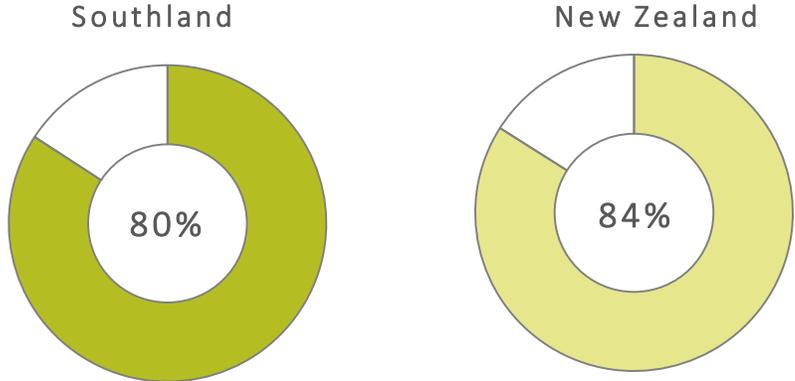
# Visual arts attendance: impact of film festivals

**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 - Southland (166); 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 - Southland (29); New Zealand (817)     $\triangle \nabla$  = significantly higher / lower than New Zealand

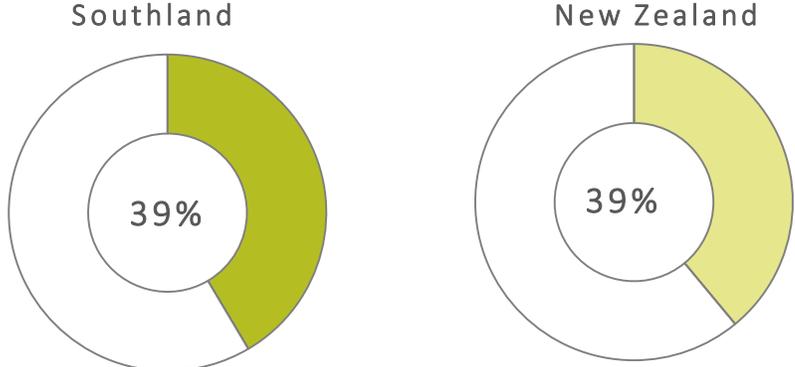
Of those who have attended the visual arts, 19% have attended film festivals in the last 12 months. This is lower compared with the national average (30%).

The majority (80%) of those who attended film festivals in the last 12 months also attended other visual art forms. This is broadly consistent with the average for all New Zealanders (84%).

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

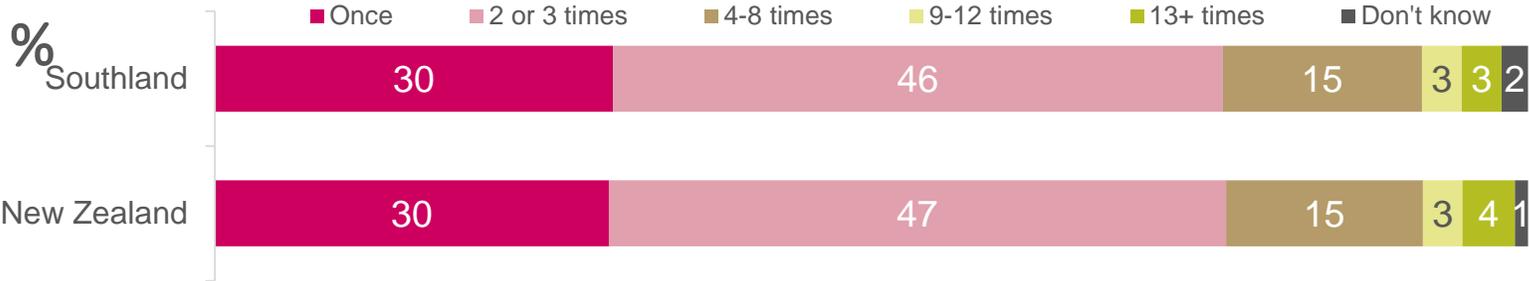
# Craft and object art attendance

**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: Southland (381); 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 - Southland (157); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Thirty nine percent of Southland 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 (76%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

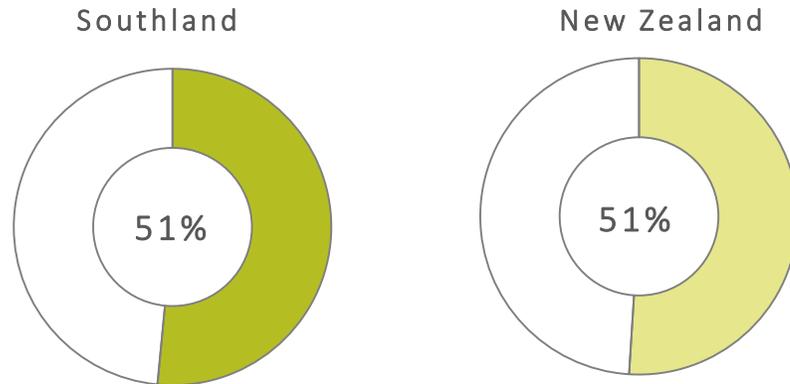
**Sub-group differences in Southland:**

Women are more likely than average to have attended a craft or object arts event in the last 12 months (44% vs. 39%).

There are no sub-group differences in relation to frequency of attendance for craft and object arts.

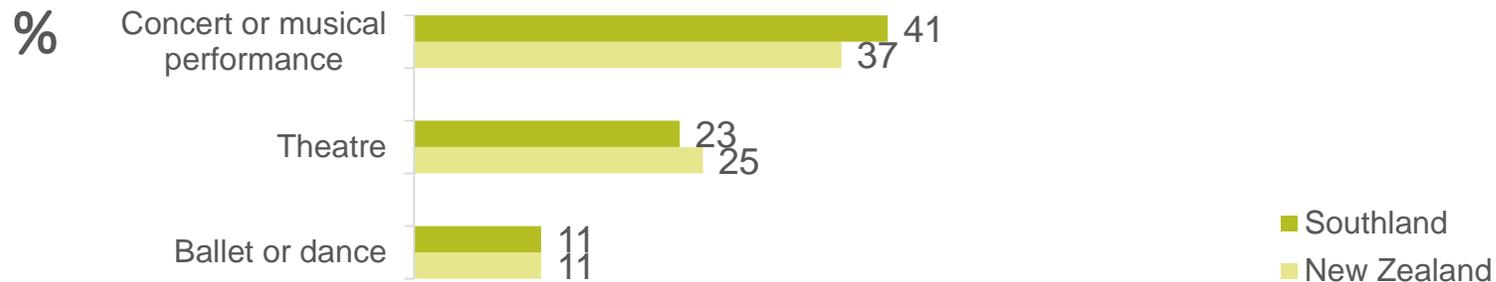
# Performance arts attendance

**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: Southland (381); New Zealand (6,101)

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



Base: All respondents: Southland (381); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Fifty one percent of Southland 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 41% of Southland residents have attended a concert or musical performance, while 23% have attended the theatre and 11% ballet or some other form of dance. Attendance to the various types of performing arts is consistent with the national averages.

### Sub-group differences in Southland:

Women are more likely than average to have attended a performing arts event in the last 12 months (59% vs. 51%).

In contrast, the following groups are less likely than average (51%) to have attended a performing arts event in the last 12 months:

- Men (42%)
- Older people, aged 70+ (35%).

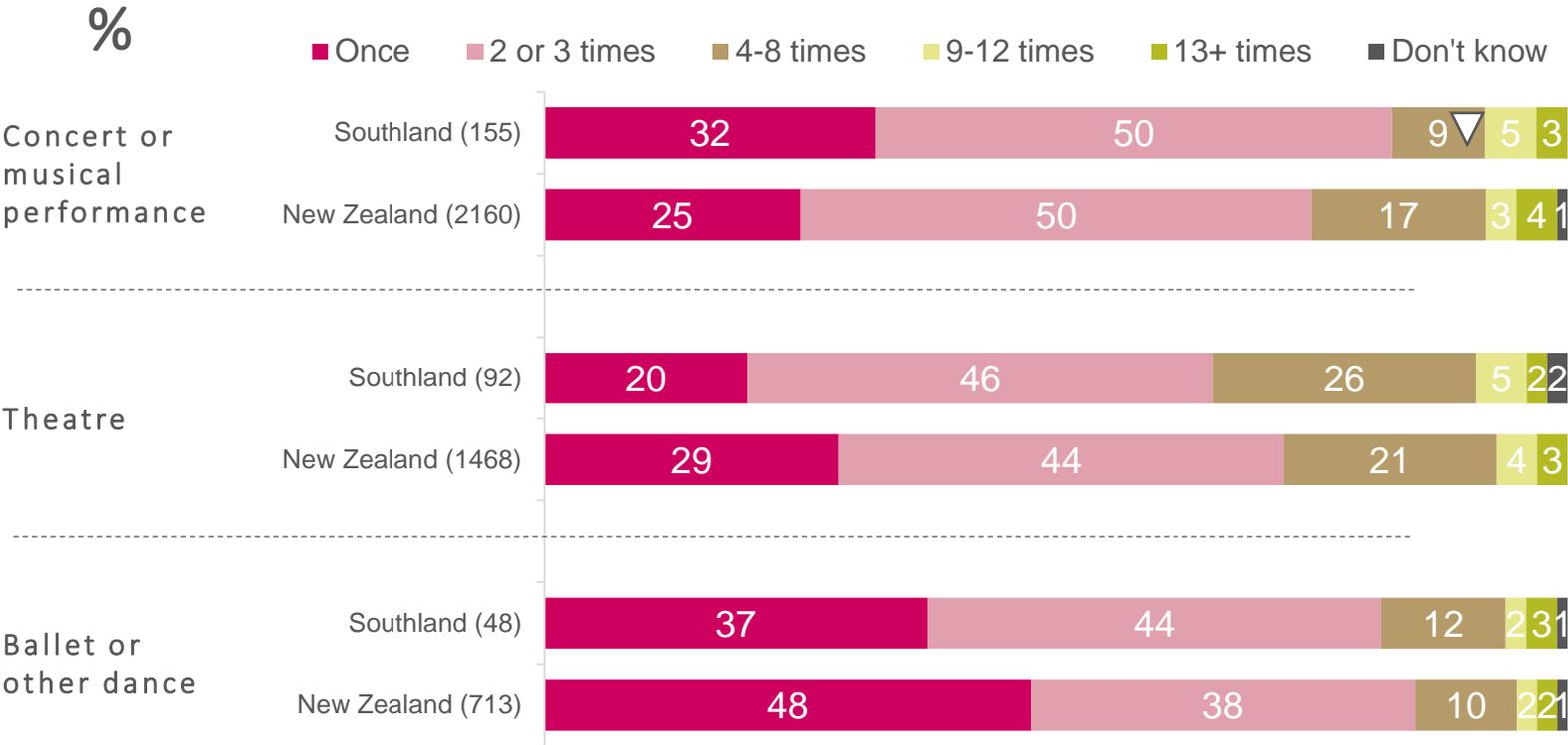
Women are more likely than average to have attended the theatre (28% vs. 23%) and the ballet or some other form of dance (17% vs. 11%).

Those living in Invercargill are more likely than average to have attended a concert or musical performance (46% vs. 41%).

Conversely, Those living outside of Invercargill are less likely to have attended a concert or musical performance (31% vs. 41%).

# 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 (82%) of those who have attended concert or musical performances have done so between one and three times. This compares to 75% for all New Zealanders although the difference is not statistically significant. Southland residents are less likely to have attended a concert or musical performance between 4-8 times (9% vs. 17%).

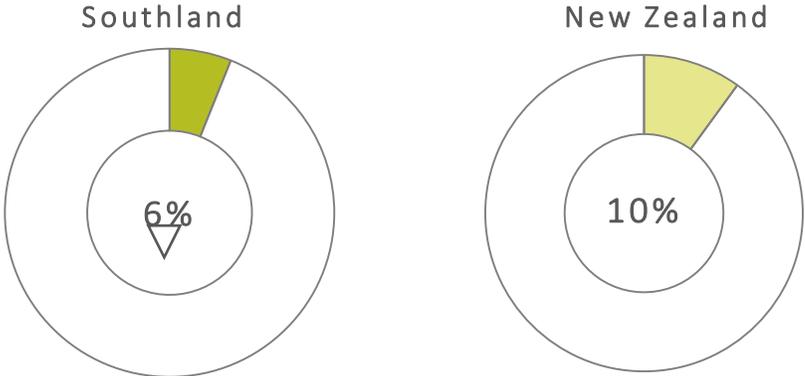
The majority (66%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Southland who have attended ballet or other dance performances have also done so between one and three times (81%). This is largely in line with all New Zealanders (86%).

There are no sub-group differences of any note for attendance to these events.

# 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?



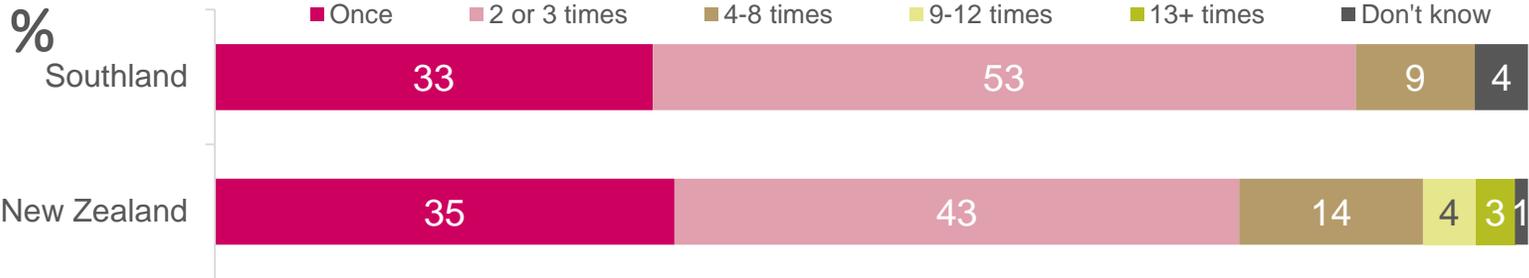
Base: All respondents: Southland (381); New Zealand (6,101)

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

Eighty six percent of those who have attended have done so between one and three times. This compares to 78% for all New Zealanders however the difference is not statistically significant. The finding for Southland should be treated with caution due to the low base size (25 respondents).

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

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

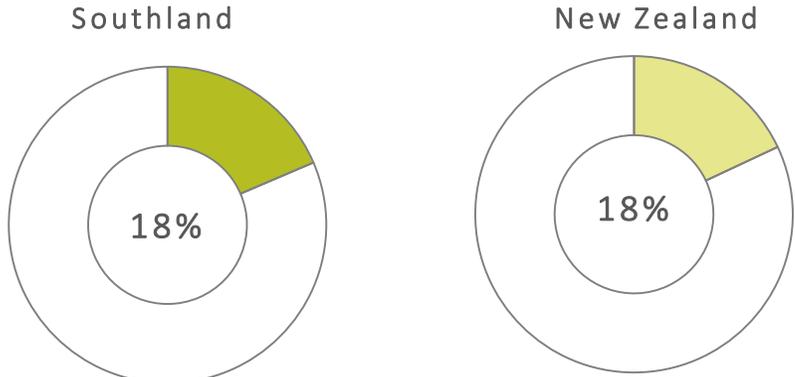


Base: All who have attended the literary arts - Southland (25); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

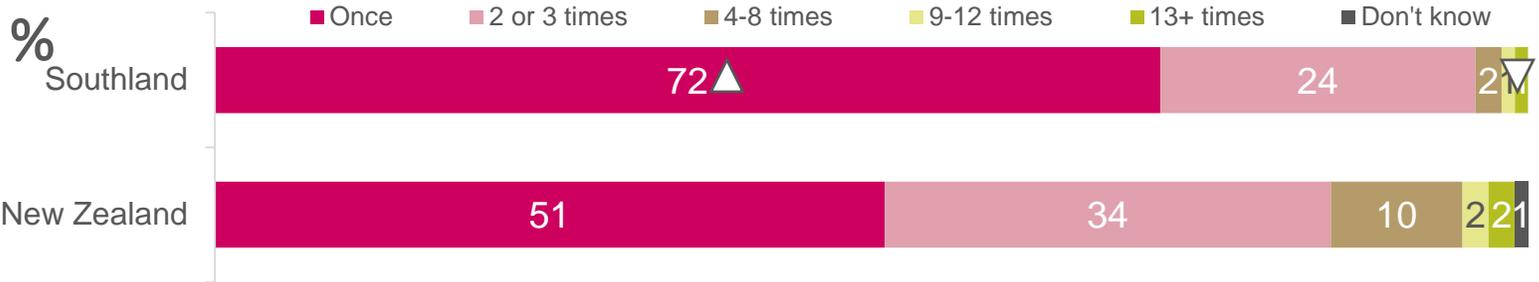
# Pacific arts attendance

**Q** Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Southland (381); 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 - Southland (77); New Zealand (1,067)

▲▼ = significantly higher / lower than New Zealand

Eighteen percent of Southland 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 (96%) of those who have attended have done so between one and three times. Southland residents are more likely than the national average to have attended a Pacific arts events once (72% vs. 51%).

**Sub-group differences in Southland:**

The following groups are more likely than average (18%) to have attended a Pacific arts event in the last 12 months:

- Women (22%)/

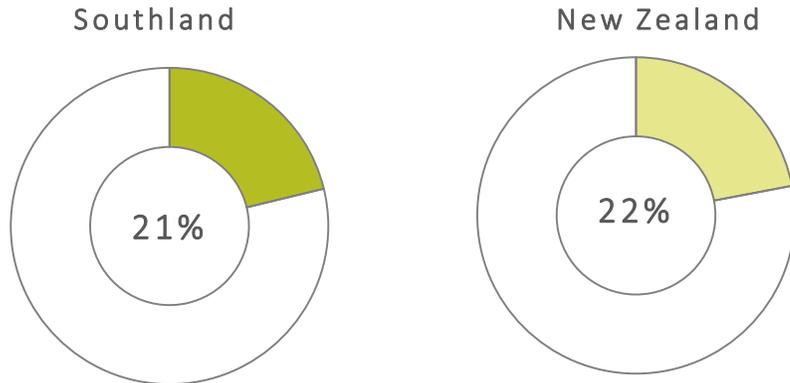
Households with an annual income of up to \$30,000 are less likely than average to have attended a Pacific arts event in the last 12 months (6% vs. 18%).

There are no sub-group differences in the frequency of attendance to the Pacific arts.

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

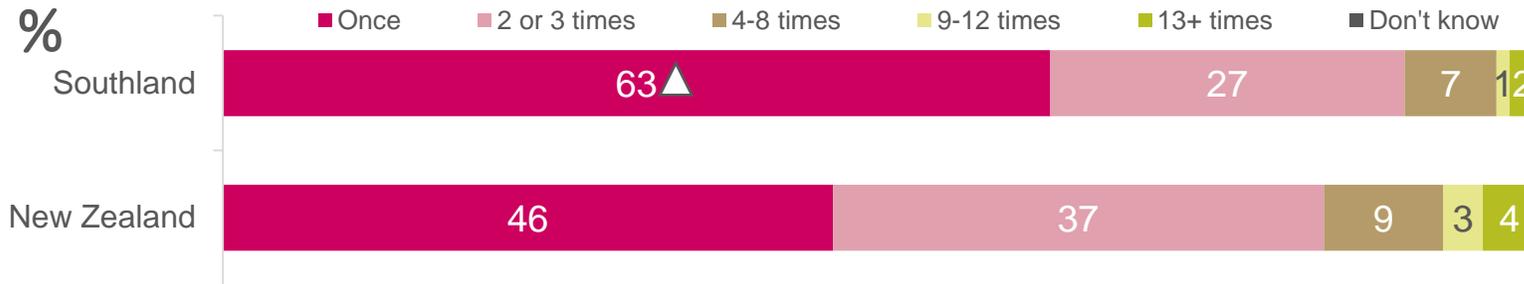
# Māori arts attendance

**Q** Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by **Māori people or groups** in the last 12 months?



Base: All respondents: Southland (381); New Zealand (6,101)

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



Base: All who have attended Maori arts - Southland (84); New Zealand (1,318)

▲▼ = significantly higher / lower than New Zealand

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

Ninety percent of those who have attended have done so between one and three times. Southland residents are more likely than the national average to have attended Māori arts once (63% vs. 46%).

### Sub-group differences in Southland:

The following groups are more likely than average (21%) to have attended a Māori arts event in the last 12 months:

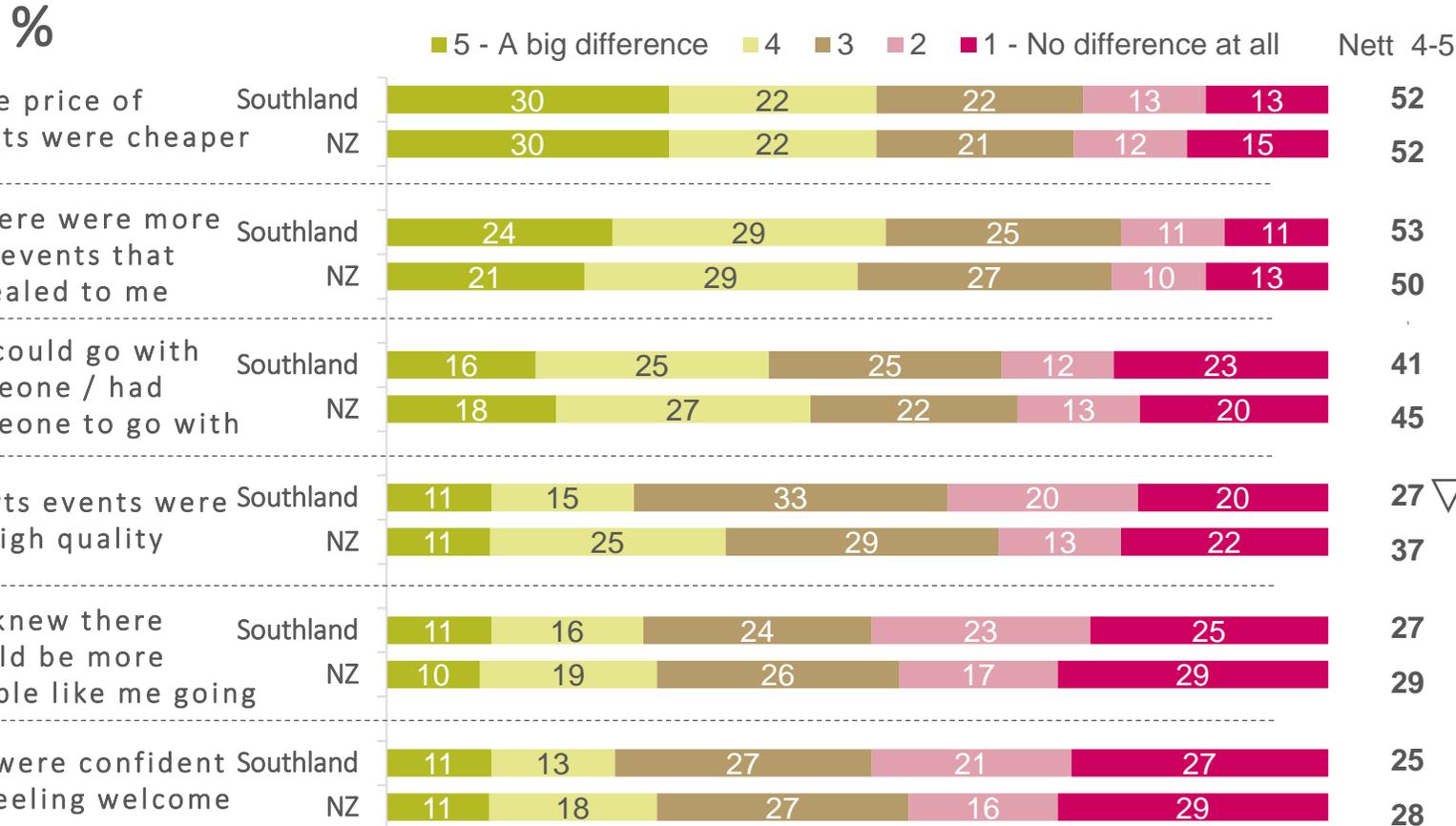
- Māori (39%)
- Young people, aged 30-39 (35%).

In contrast, older people, aged 70+, are less likely than average to have attended a Māori arts event in the last 12 months (8% vs. 21%).

There are no sub-group differences in the frequency of attendance to the Māori arts.

# Encouraging greater attendance in the arts

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



Three in five Southland residents (63%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and price emerged as key barriers. More than half (53%) of respondents indicated that a greater range of events that appealed to them would make a big difference. In addition, a similar proportion (52%) indicated that reducing the price of tickets would make a big difference to their likelihood to attending.

Social isolation can also prove a barrier; 41% indicated having someone to go with would make a big difference.

Compared to the national average, Southland residents are less likely to be influenced by higher quality events (27% vs. 37%).

Finally, there is evidence a minority find the arts elitist. One in four (27%) indicate that knowing there were more people like them going would make a big difference, while 25% point to being made to feeling welcome.

### Sub-group differences in Southland:

Young people, aged 30-39, are more likely than average to indicate that more appealing events would encourage them to attend more arts events (74% vs. 53%).

They are also more likely to indicate that being confident of feeling welcome to events would encourage them to attend more of the arts (39% vs. 25%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Southland (247); New Zealand (3,822)

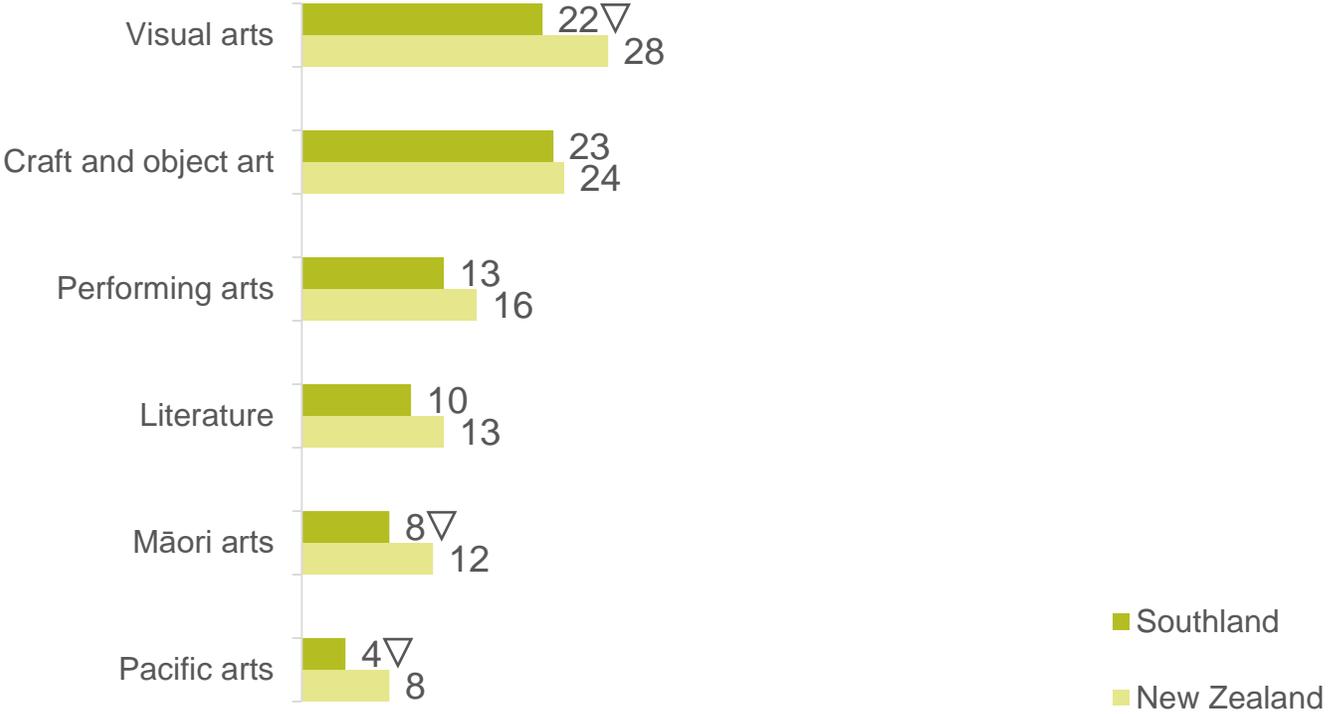


# PARTICIPATION BY ARTFORM

# Participation by art form

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

%



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

The most popular art forms for participation are craft and object art and visual arts. Twenty-three percent of Southland residents have participated in craft and object arts and a similar proportion (22%) have participated in the visual arts in the last 12 months, although participation in visual arts is lower than the national average (22% vs. 28%).

Eight percent of Southland residents have participated in Māori arts in the last 12 months, this is lower than the national average (12%).

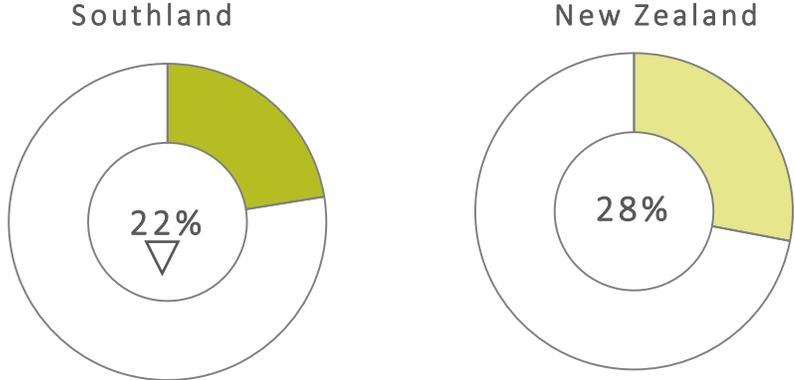
The least popular art form is Pacific arts. Only 4% have participated in Pacific arts in the last 12 months. This is also lower than the average for all New Zealanders (8%).

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: Southland (381); New Zealand (6,101)

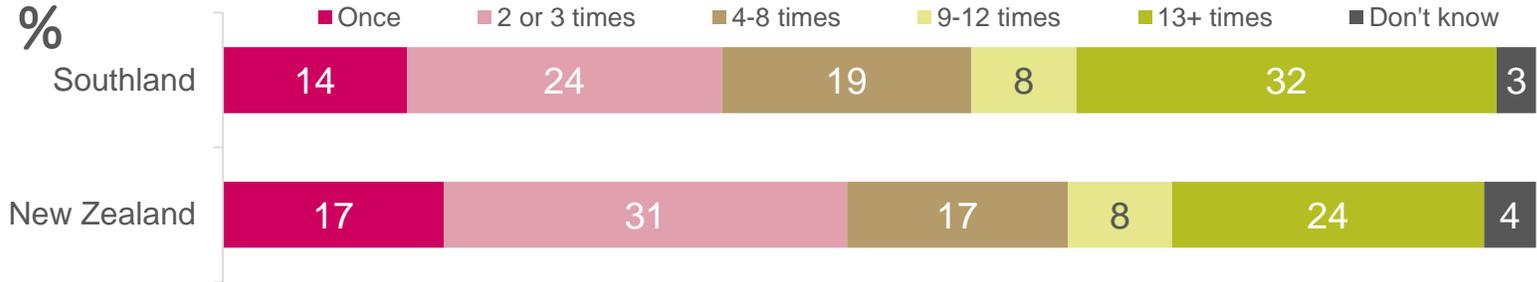
# Visual arts participation

**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: Southland (381); 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 - Southland (74); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Twenty two percent of Southland residents have participated in the visual arts in the last 12 months. This is lower than the average for all New Zealanders (28%).

Of those who participate, 40% do so on a regular basis (at least nine times in the last 12 months). The difference in frequency of attendance between Southland residents and all New Zealanders is not statistically significant (40% vs. 32%).

**Sub-group differences in Southland:**

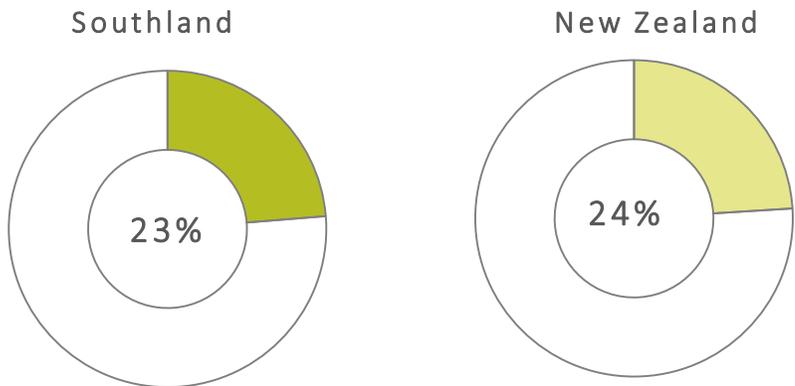
Young people, aged 15-29, are more likely than the average to have participated in visual arts in the last 12 months (41% vs. 22%).

Two person households are less likely than average to have participated in visual arts in the last 12 months (11% vs. 22%).

There are no sub-group differences of note for frequency of participation for the visual arts.

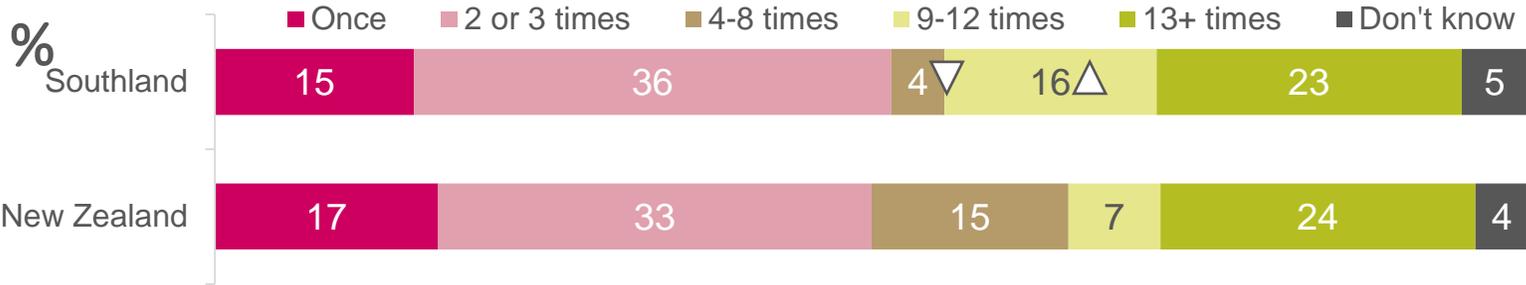
# Craft and object art participation

**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: Southland (381); 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 - Southland (98); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Twenty three percent of Southland residents have participated in craft and object art in the last 12 months. This is in line with the average for all New Zealanders (24%).

Of those who participate, 39% do so on a regular basis (at least nine times in the last 12 months). This is largely consistent with the national average (31%). Southland residents are more likely than the average to have participated between 9-12 times (16% vs. 7%).

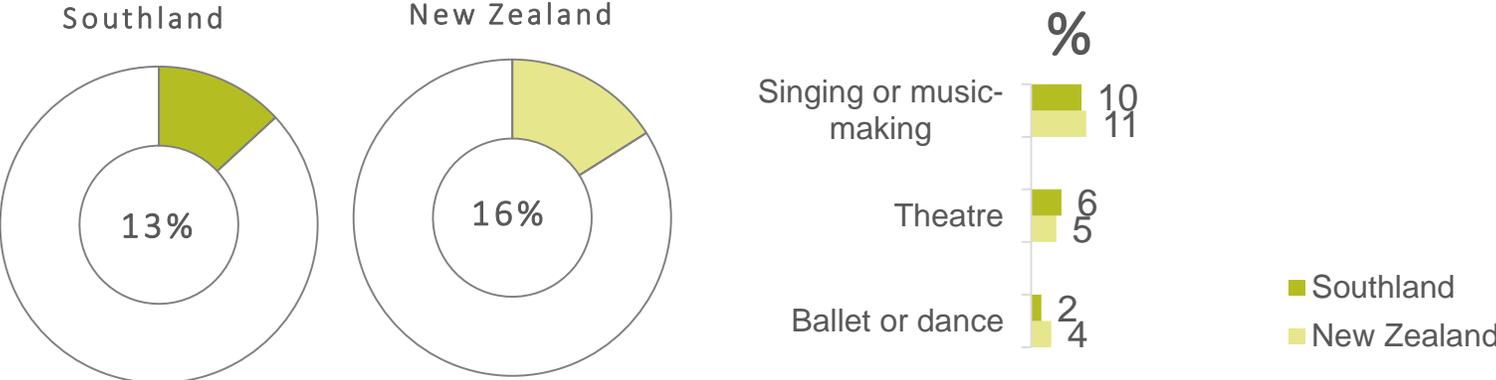
**Sub-group differences in Southland:**

Women are more likely than average to have participated in a craft or object art event in the last 12 months (34% vs. 23%). Conversely, men are less likely than average to have participated in a craft or object art event in the last 12 months (13% vs. 23%).

There are no sub-group differences of note for frequency of participation for craft and object arts.

# 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?



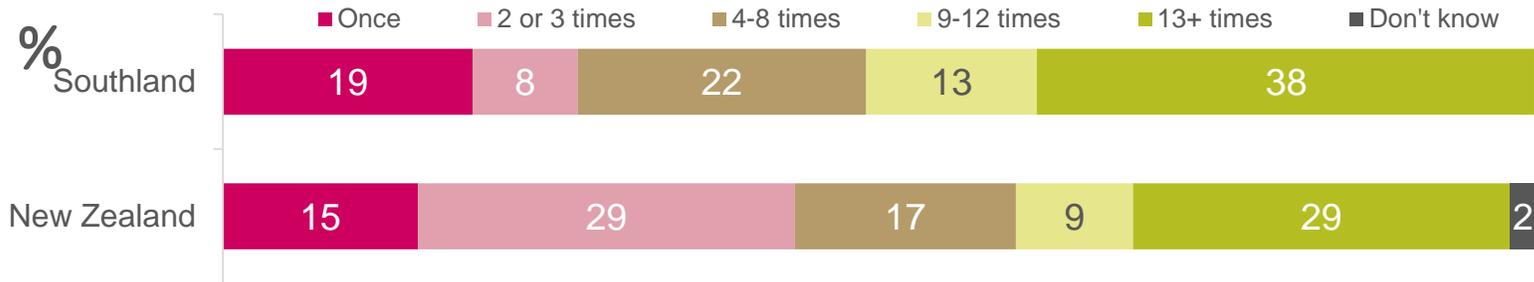
Base: All respondents: Southland (381); New Zealand (6,101)

Thirteen percent of Southland 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 10% of Southland residents have participated in singing or music making, while 6% have participated in the theatre and 2% ballet or some other form of dance.

Of those who participate in the performing arts, 51% do so on a regular basis (at least nine times in the last 12 months). This compares to 38% for all New Zealanders although the difference is not statistically significant.

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



Base: All those who have participated in the performance arts - Southland (43); New Zealand (896)

**Sub-group differences in Southland:**

Two person households are less likely than average to have participated in the performing arts in the last 12 months (8% vs. 13%).

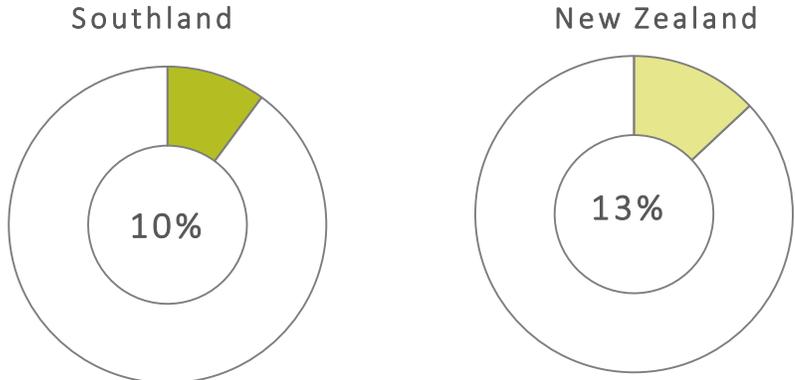
Households with an annual income of more than \$120,000 are more likely than average to have participated in the theatre (20% vs. 6%).

There are no sub-group differences of note for frequency of participation in the performing arts.

△▽ = significantly higher / lower than New Zealand

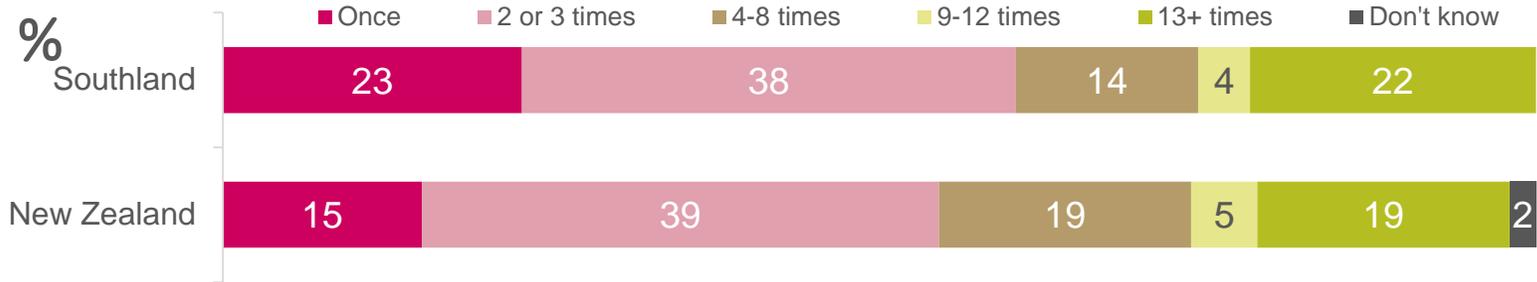
# Literary arts participation

**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: Southland (381); 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 - Southland (29); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

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

Of those who participate in the literary arts, 26% do so on a regular basis (at least nine times in the last 12 months), this compares to 24% for all New Zealanders. The finding for Southland should also be treated with caution due to the low base size (29 respondents).

**Sub-group differences in Southland:**

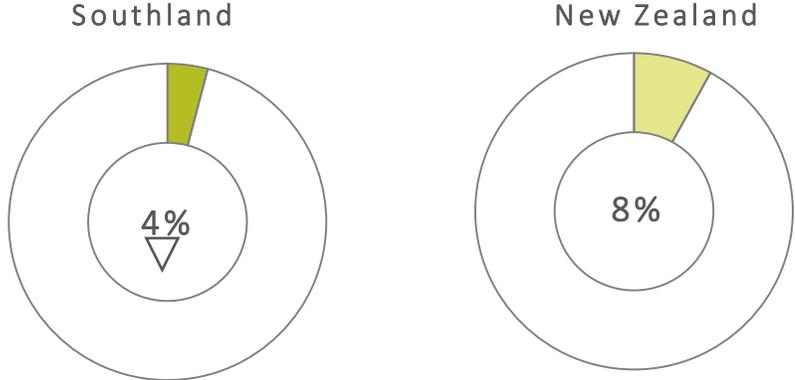
Young people, aged 15-29, are more likely than the average to have participated in literary arts in the last 12 months (24% vs. 10%).

In contrast, households with an annual income of between \$30,001-\$50,000 are less likely than average to have participated in literary arts (2% vs. 10%).

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

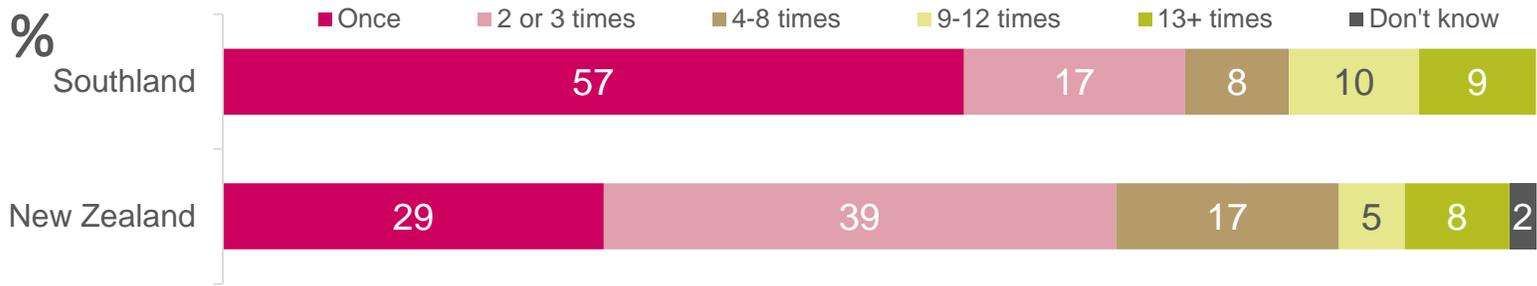
# Pacific arts participation

**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: Southland (381); New Zealand (6,101)

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



Base: All those who have participated in the Pacific arts - Southland (16); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

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

Only sixteen respondents in Southland reported having participated in the Pacific arts in the last 12 months. As such the results for frequency of attendance need to be treated with extreme caution, and cannot be tested for statistical significance against the average. Of those who participate, 19% do so on a regular basis (at least nine times in the last 12 months).

**Sub-group differences in Southland:**

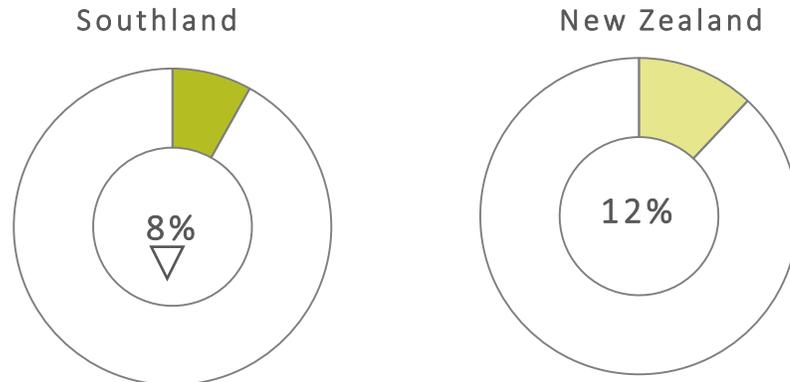
Middle aged people, aged 40-49, are more likely than average to have participated in Pacific arts in the last 12 months (10% vs. 4%).

There are no sub-group differences of note for frequency of Pacific arts participation.

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

# Māori arts participation

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



Eight percent of Southland residents have participated in Māori arts in the last 12 months. This is lower than the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 16% do so on a regular basis (at least nine times in the last 12 months). This compares to 20% of all New Zealanders, however the difference is not significant.

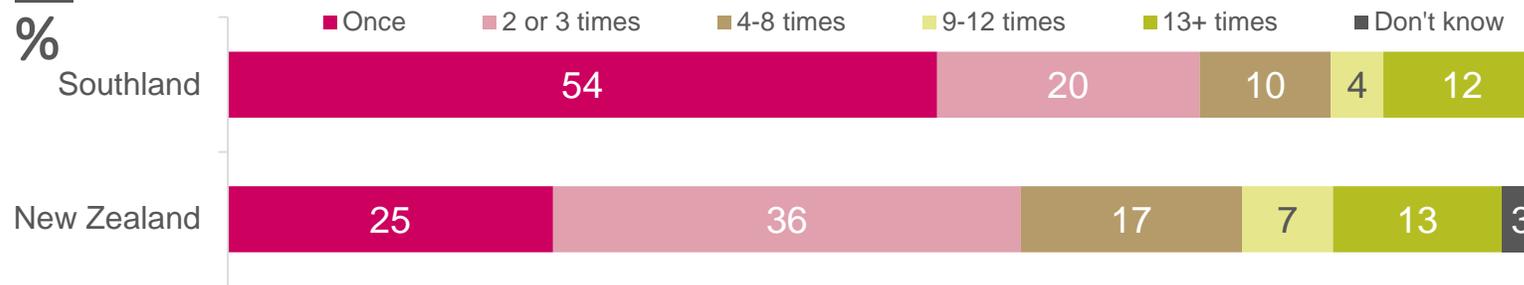
### Sub-group differences in Southland:

Women are more likely than average to have participated in Māori arts in the last 12 months (11% vs. 8%).

There are no sub-group differences of note for frequency of Māori arts participation.

Base: All respondents: Southland (381); New Zealand (6,101)

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

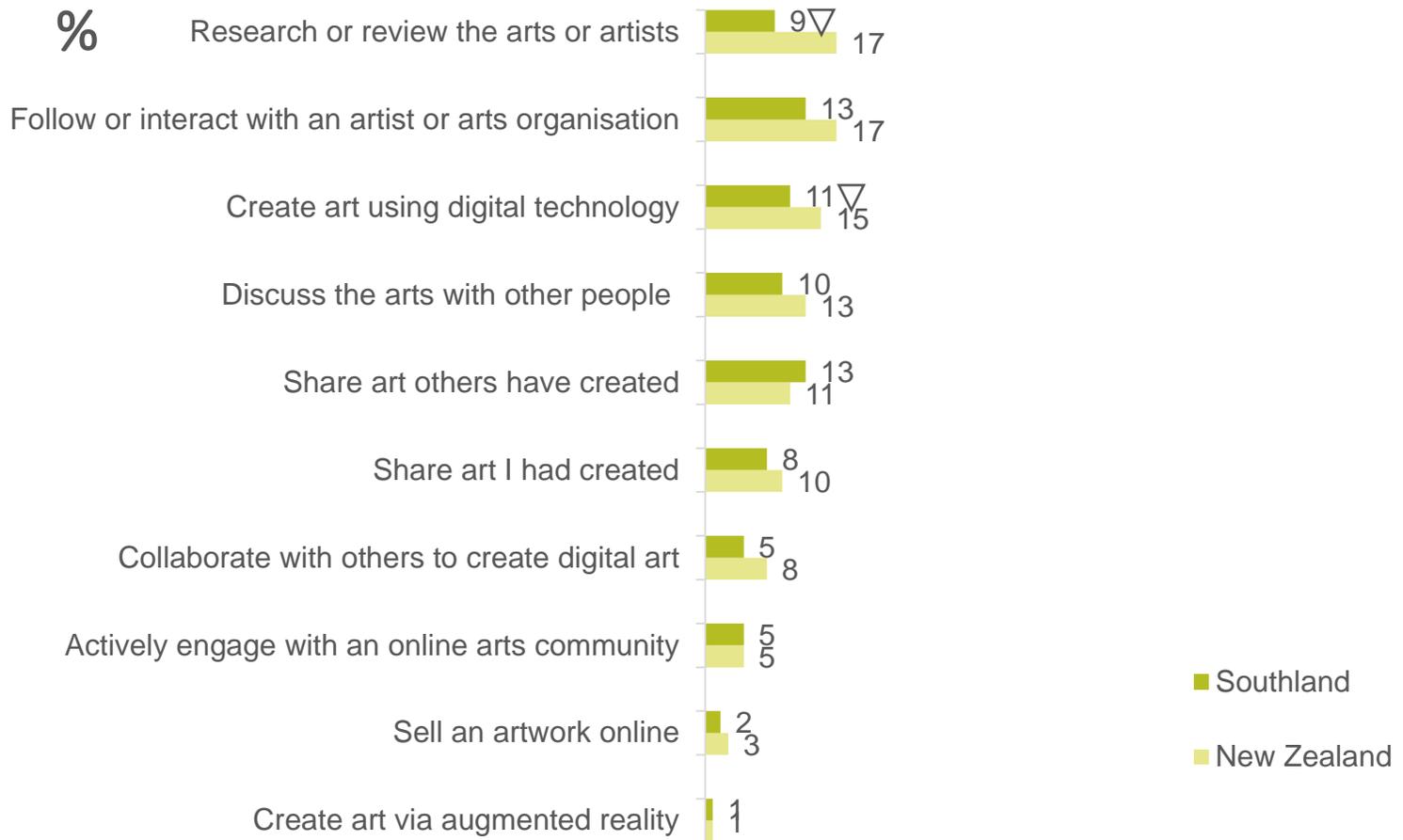


Base: All those who have participated in the visual arts - Southland (34); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

# Use of digital technology for arts activities

**Q** In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



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

The most popular activities are following or interacting with artists or arts organisations (13%) and sharing arts others have created (13%).

Southland residents are less likely than all New Zealanders to have, researched or reviewed arts or artists (9% vs. 17%), or to create art using digital technology (11% vs. 15%).

**Sub-group differences in Southland:**  
Older people, aged 70+, are less likely than average to have used digital technology in the last 12 months (18% vs. 32%).

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Southland (381); New Zealand (6,101)

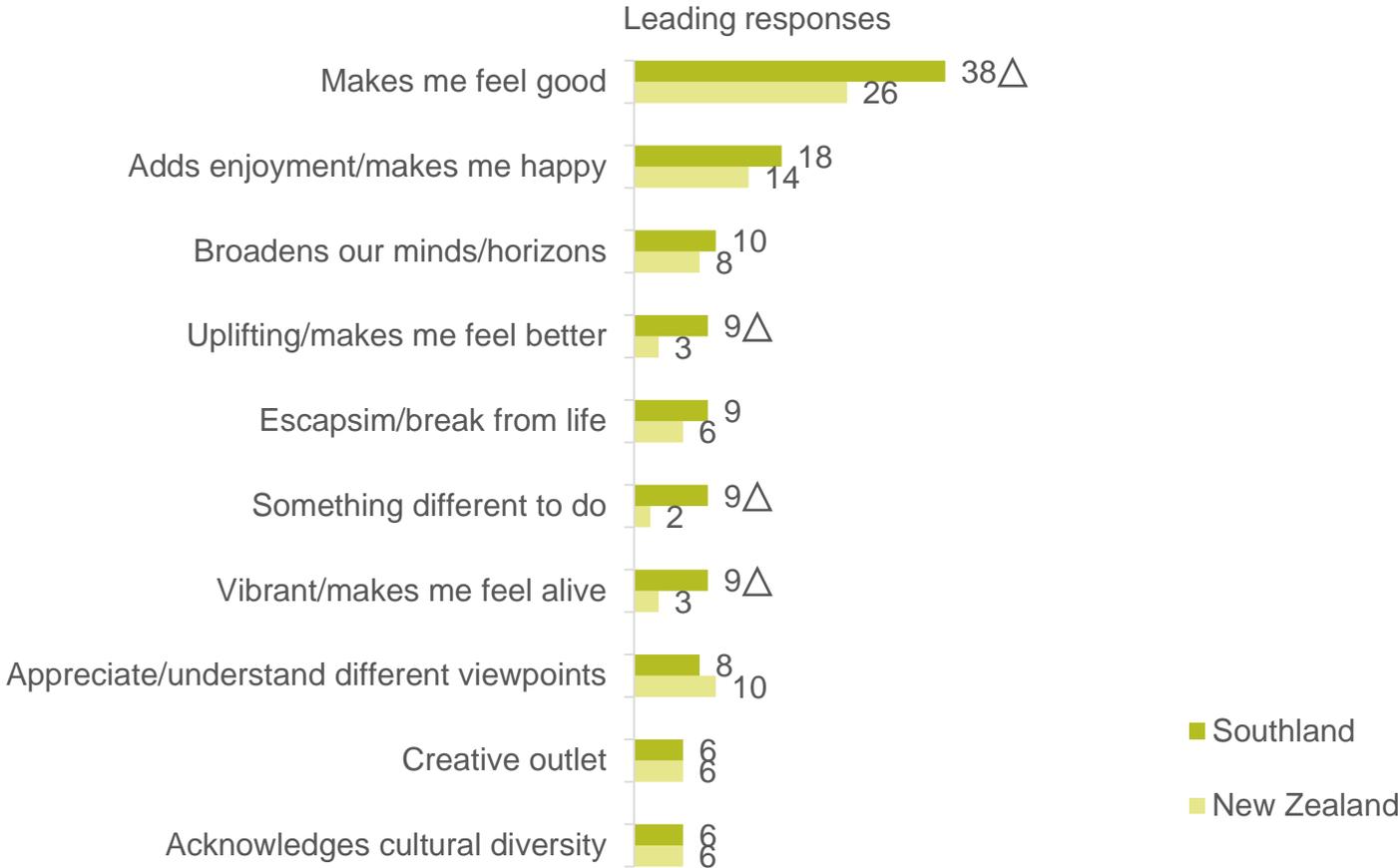


# ADVOCACY OF THE ARTS

# 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 follow-up question.

The chart opposite shows the leading responses. The key reasons why residents in Southland feel the arts improve how they feel about life in general is simply that it makes them feel good (38%). They are more likely than average to indicate this (38% vs. 26%).

Compared to the national average, Southland residents are also more likely to mention that the arts are uplifting (9% vs. 3%), something different to do (9% vs. 2%) and it makes them feel alive (9% vs. 3%).

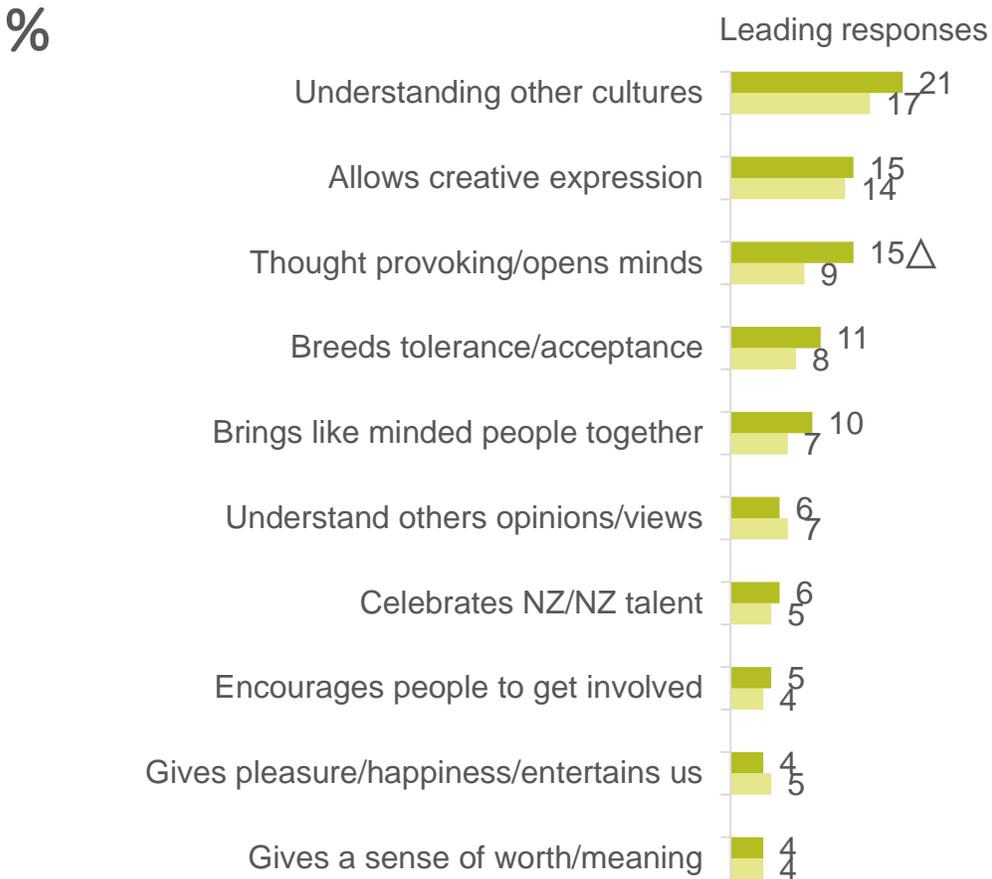
“  
 When you relate to the arts it is uplifting/inspiring.  
 They make me feel reflective on life hence feel better about myself and life.  
 It makes you enjoy life more by giving you a chance to escape every day life also landscape photos of NZ make you realize what a diverse country we live in.  
 They allow me to explore other thoughts and cultures in a safe and expressive way.  
 ”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Southland (72); 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?



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

Base: Respondents who agree the arts help improve New Zealand society - Southland (142); New Zealand (2,323)

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

The key reasons is that they allow the understanding of other cultures (21%) as well as allowing creative expression (15%), and its thought provoking (15%).

Southland residents are more likely than all New Zealanders to mention that arts are thought provoking /open minds (15% vs. 9%).

*They bring people together, provide a creative outlet, allow us to express identity.*

*I enjoy and receive education and peace from visiting our art gallery. It is an enjoyable and affordable way to spend time.*

*The arts are part of our society, as in any society. They bring many people together from all walks of life and has no barriers.*

*A little culture helps us to think outside of our own little world and appreciate other ethnic groups.*



# SOUTHLAND REGION

Questions in this section of the report were  
designed specifically for Arts Murihiku

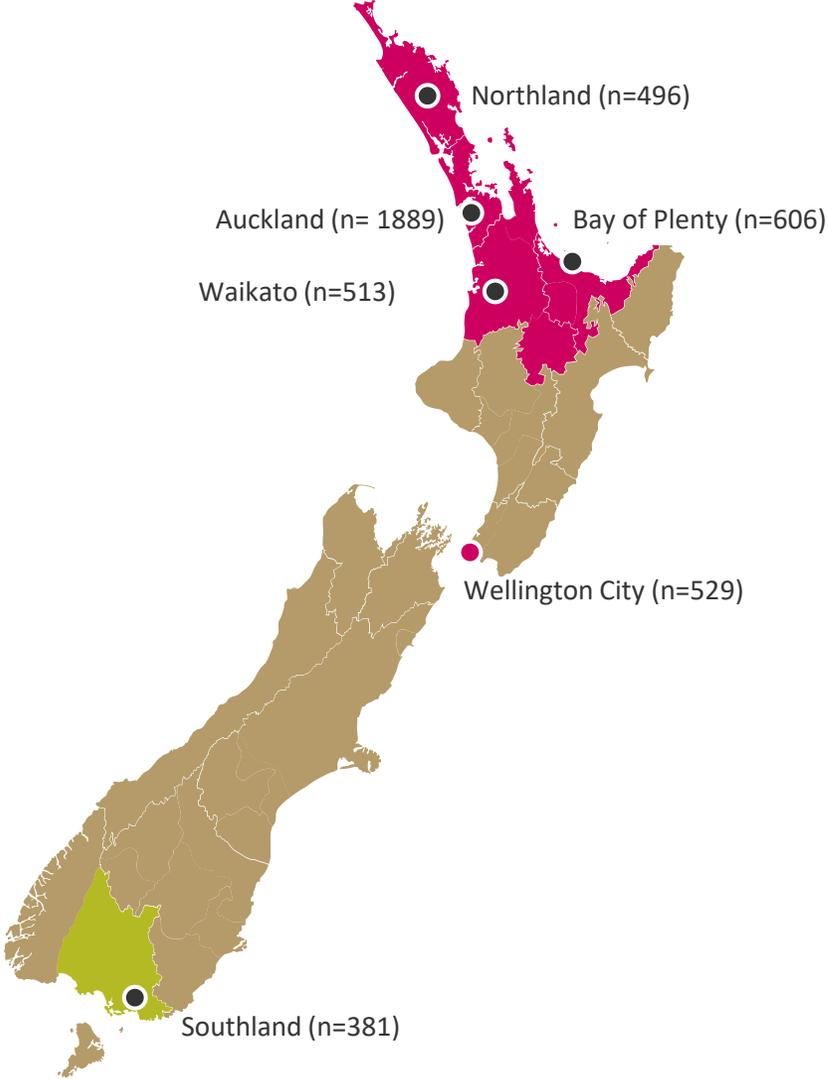
# Southland region questions

## HOW TO INTERPRET THIS SECTION

The Southland is one of six regions or cities (including Northland, Auckland, Waikato, Bay of Plenty, and Wellington City) that commissioned additional questions to the main survey to further explore how residents engage with the arts. This section of the report presents the findings of these additional questions.

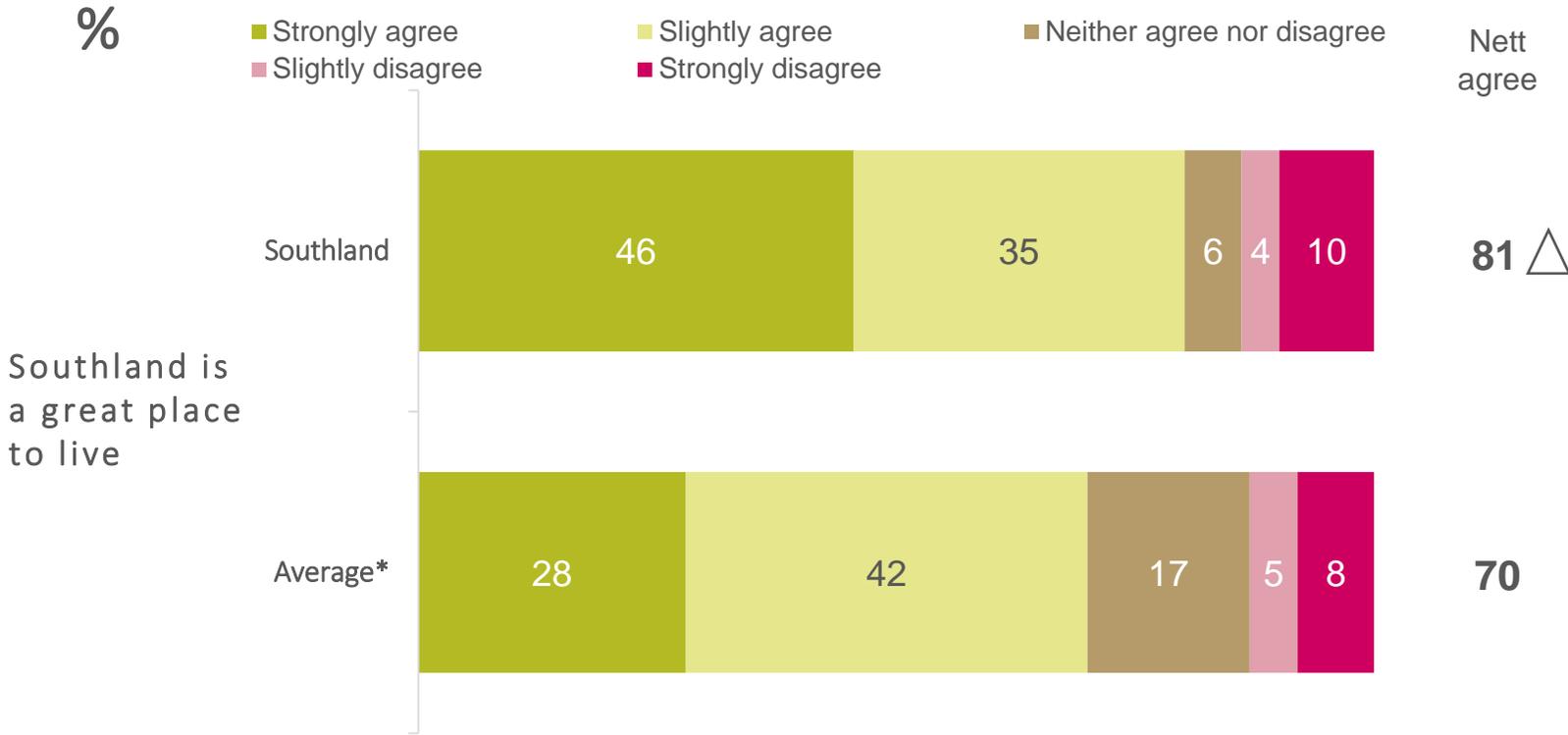
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities asked the same question. The specific regions or cities included in the averages are detailed on each slide.

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



# Place attachment to Southland

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



Residents were asked to what extent they felt that Southland was a great place to live.

Over four in five Southland residents believe that the region is a great place to live. This is higher compared to the average (81% vs. 70%).

**Sub-group differences in Southland:**

Two person households are more likely than average to agree that Southland is a great place to live (84% vs, 81%).

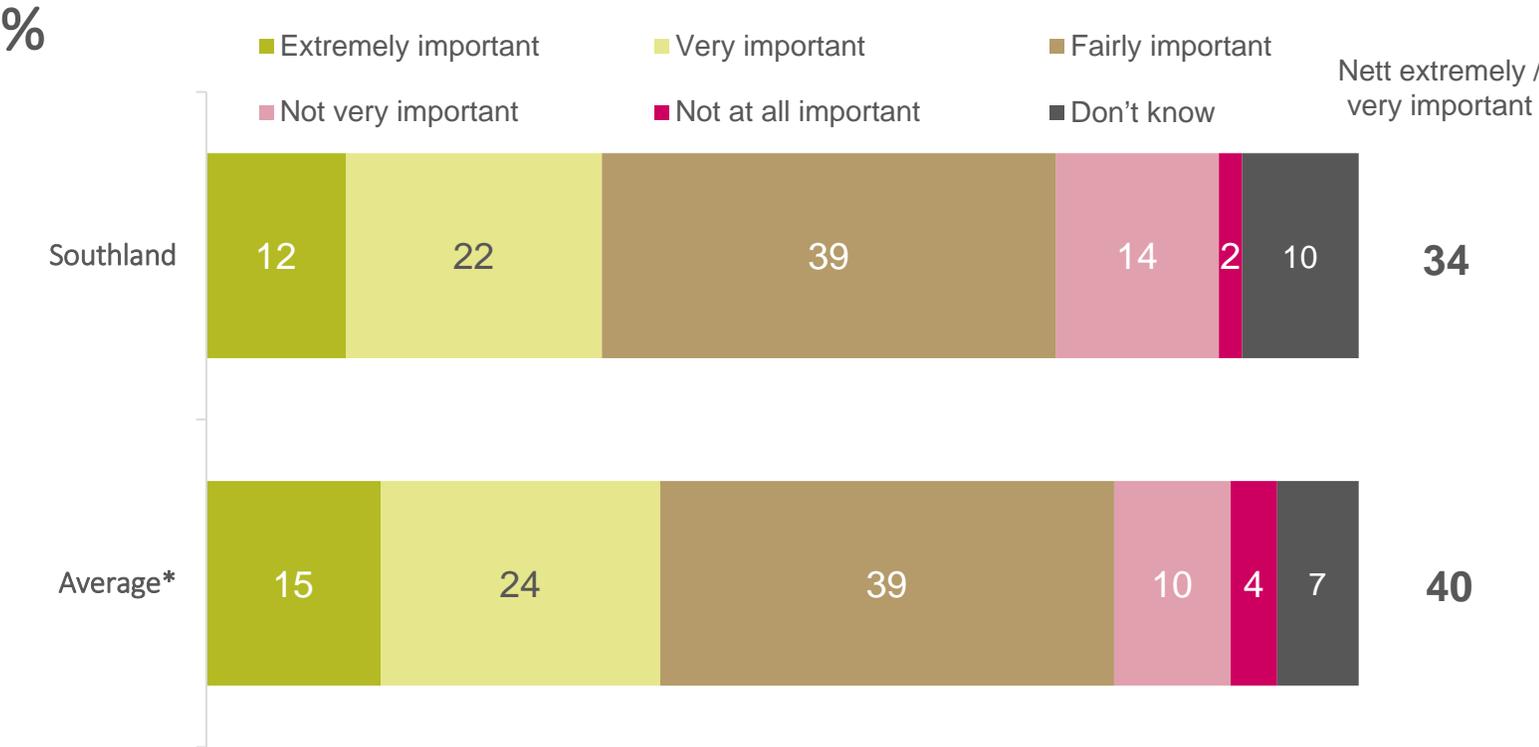
\*Average include; Northland, Auckland, Waikato, Bay of Plenty, Southland

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

Base: All respondents: Southland (381); Average (3,885)

# The importance of the arts to regional identity

**Q** How important are the arts and culture to Southland’s identity as a region?



Residents were asked how important the arts and culture are to Southland’s identity.

One third (34%) of all Southland residents feel that the arts and culture are (very or extremely) important to the region’s identity. This compares to 40% for the average, however the difference is not statistically significant.

A small minority do not feel that the arts are important to Southland’s identity (16%). These people may view other things (such as the environment) as more important to the regions identity.

**Sub-group differences in Southland:**

Young people, aged 15-29, are more likely than average to indicate that the arts are not important to the region’s identity (36% vs. 16%).

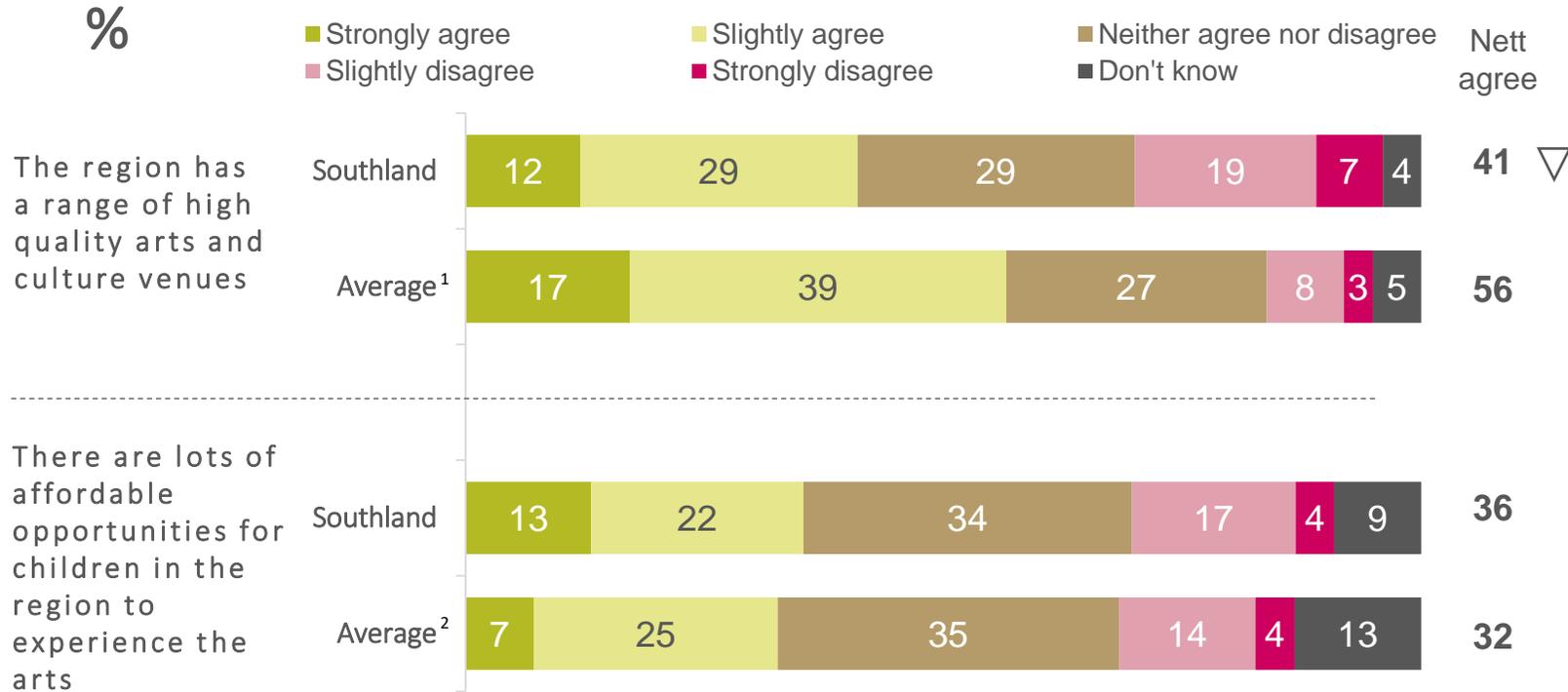
\*Average include; Northland, Waikato, Bay of Plenty, Southland

△▽ = significantly higher / lower than Average\*

Base: All respondents: Southland (381); Average (1,996)

# Accessibility of arts

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



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

△ ▽ = significantly higher / lower than Average

Base: All respondents: Southland (381); Average (1,102 to 3,372)

Two in five (41%) residents agree that the region has a range of high quality arts and culture venues. This is lower than the average (41% vs. 56%).

Thirty six percent of residents agree that there are lots of affordable opportunities available for children to experience arts within Southland. This is in line with the average (32%).

**Sub-group differences in Southland:**

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

- Households with an annual income of more than \$120,000 (55%)
- Those living outside of Invercargill (46%).

In contrast, those living in Invercargill are less likely than average to agree that there are affordable arts opportunities available for children to experience (30% vs. 36%).

The following groups are more likely than average (41%) to agree that the region has a range of high quality arts and culture venues:

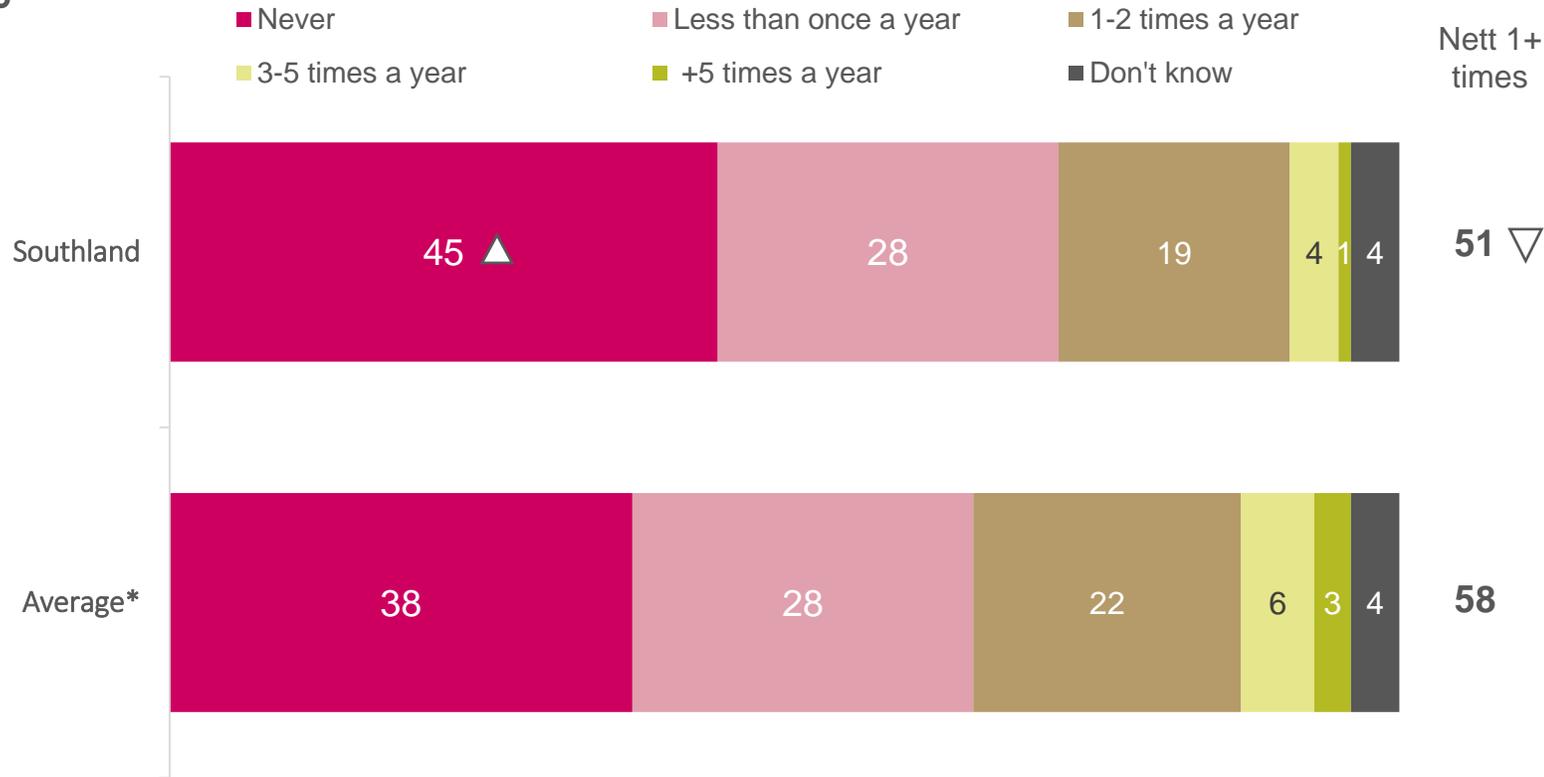
- Households with an annual income between \$30,001-\$50,000 (57%)
- Older people, aged 70+ (57%) and aged 60-69 (54%)
- Those living outside of Invercargill (54%).

In contrast, young people, aged 15-29 (22%) and those living in Invercargill (34%) are less likely to agree that the region has a range of high quality arts and culture venues (41%).

# Travelling outside for the arts

**Q** How often do you travel out of Southland for arts events?

%



Over half of Southland residents (51%) travel outside of the region for the arts. However this is lower than the average (58%).

The majority of those who do travel outside of Southland for an arts event do so infrequently (less than once a year).

**Sub-group differences in Southland:**

Households with an annual income of more than \$120,000 are more likely than average to have travelled outside of the region for the arts (76% vs. 51%).

The following groups are less likely than average (51%) to have travelled outside of Southland for the arts:

- Households with an annual income between \$50,001 and \$80,000 (39%)
- Māori (32%).

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

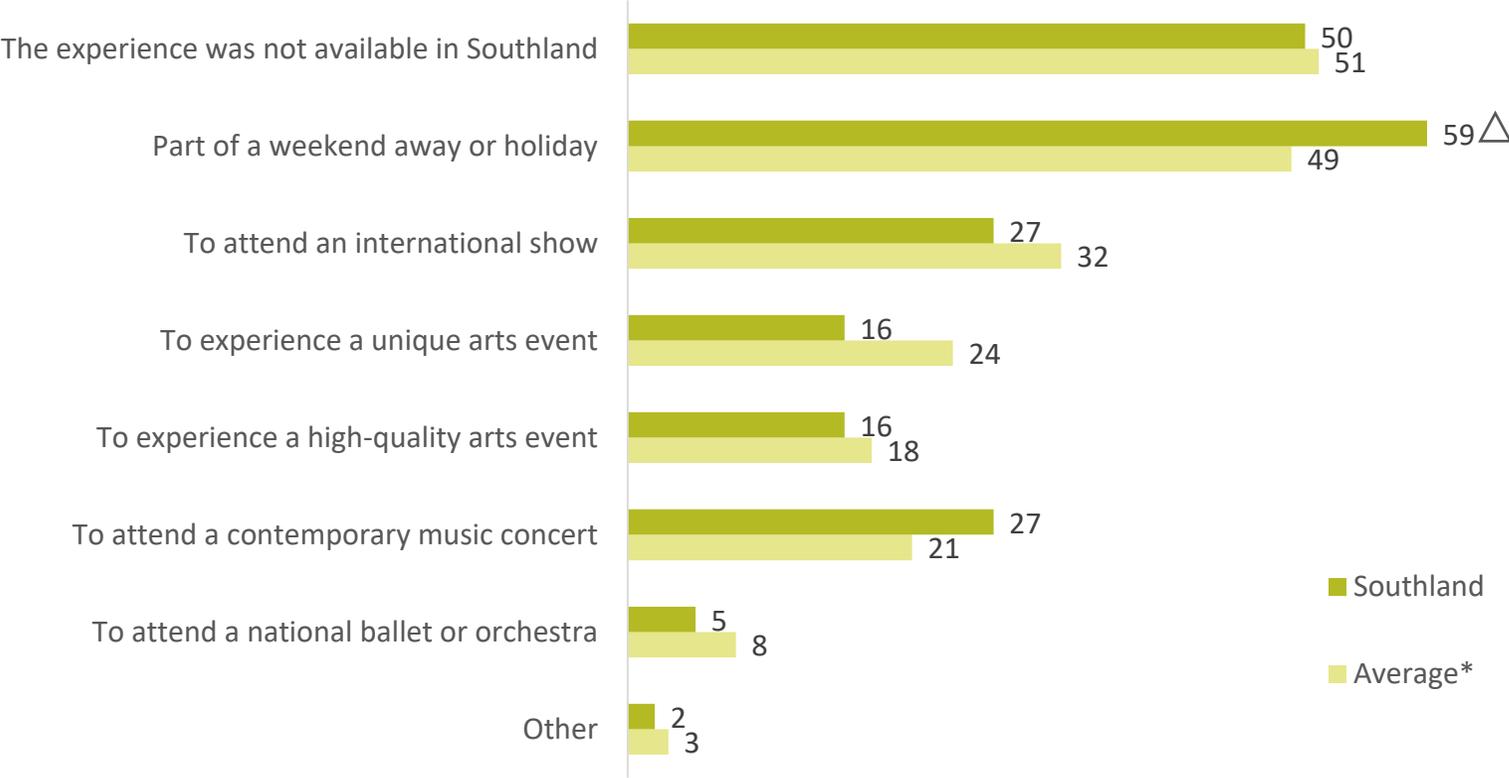
▲▼ = significantly higher / lower than Average

Base: All respondents: Southland (381); Average (1,996)

# Frequency of travel for arts events

**Q** Why do you travel outside of Southland for arts events?

%



Of the 51% of Southland residents who travel for arts events, close to three in five (59%) residents do so as part of a weekend or holiday away. This is higher than the average (49%).

Additionally, half of Southland residents who travel for the arts do so as the experience is not available within their region.

**Sub-group differences in Southland:**  
 Women are less likely than average to travel outside of the region, as part of a weekend away or holiday (54% vs. 59%) or to attend an international show (21% vs. 27%).

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

△▽ = significantly higher / lower than Average\*

Base: All respondents who travel outside of the region they live in for arts events: Southland (188); Average (1143)

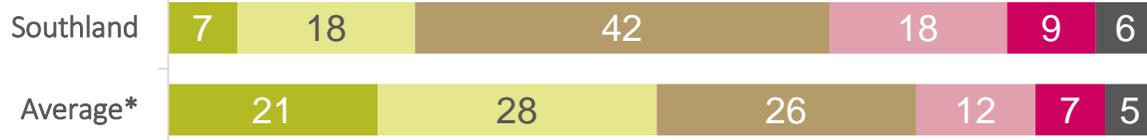
# Impact of the arts on tourism

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

%

■ Strongly agree     ■ Slightly agree     ■ Neither agree nor disagree  
■ Slightly disagree     ■ Strongly disagree     ■ Don't know

Māori arts and culture help attract visitors to the region



Nett agree

25 ▽

50

The arts have encouraged overseas tourists to visit the region



30 ▽

45

The arts have encouraged other New Zealanders to visit the region



33 ▽

42

Southland residents are less likely than the average to agree that the arts drive tourism in the region.

One third (33%) of residents agree the arts encourage New Zealanders to visit the region. This is lower than the average (33% vs. 42%).

Thirty percent agree that the arts in Southland encourage overseas tourists to the region. Again, this is lower than the average (30% vs. 45%).

In addition, one in four (25%) residents agree that Māori arts and culture help attract visitors. This is lower than the average (25% vs. 50%).

### Sub-group differences in Southland:

Households with an annual income between \$80,001-\$120,000 are more likely than average to agree that the arts have encouraged other New Zealanders to visit the Southland region (46% vs. 33%).

Those living outside of Invercargill are more likely than average to agree that the arts encourage overseas tourists to visit the region (38% vs. 30%).

Young people, aged 15-29, are more likely than average to disagree that Māori arts and culture encourage visitors to the region (46% vs. 27%) and that other New Zealanders are encouraged to visit Southland because of the arts (44% vs. 22%).

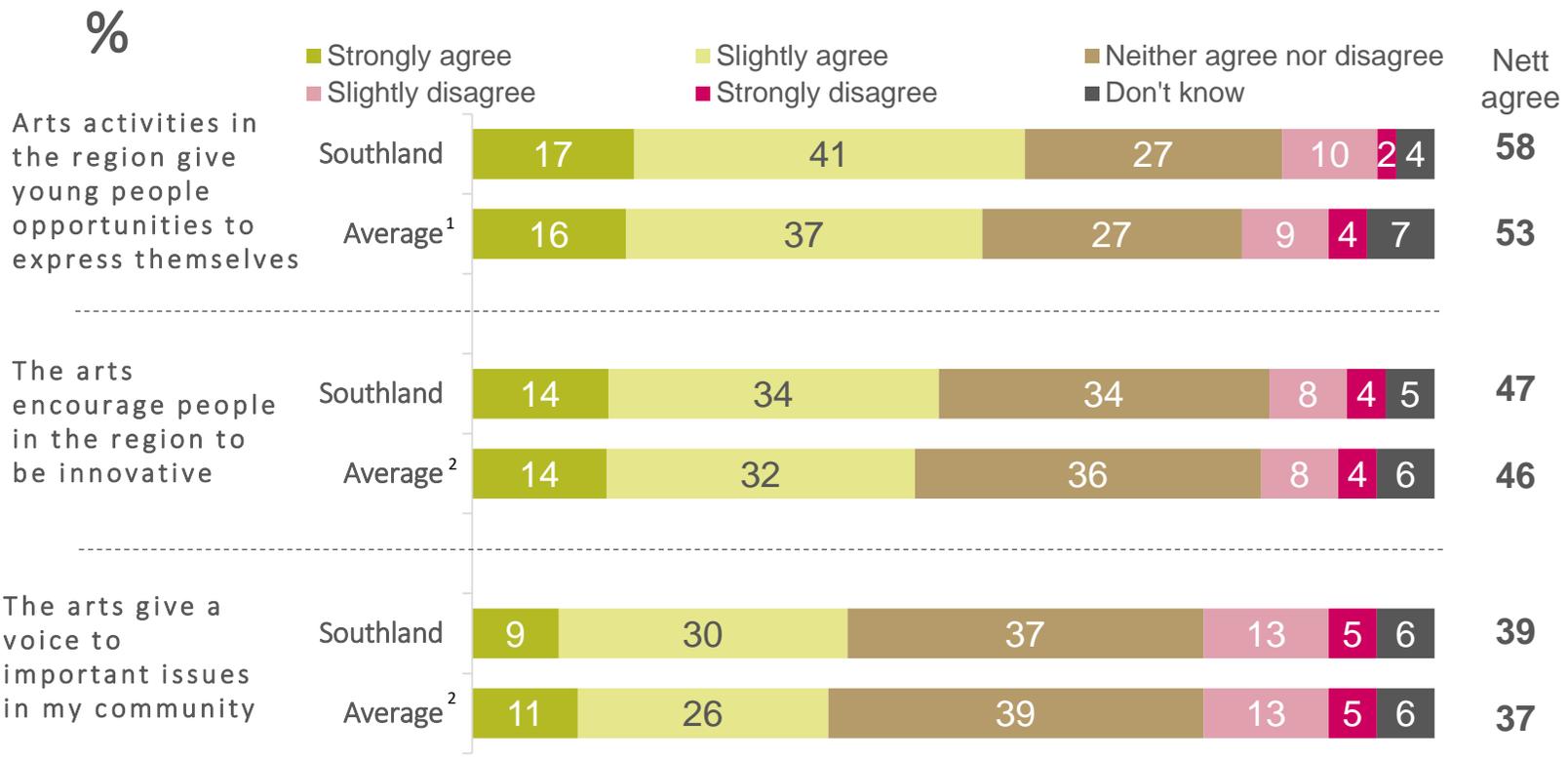
\*Average include; Northland, Bay of Plenty, Southland

△ ▽ = significantly higher / lower than Average

Base: All respondents: Southland (381); Average (1,102 to 1,483)

# Impact of the arts on the community

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



Southlanders see value in the arts in terms of the impact on the community.

Three in five (58%) Southland residents agree that the arts give young people an opportunity to express themselves.

In addition, two in five (39%) agree that the arts give a voice to important issues in the community.

Just under half of Southland residents agree (47%) that the arts encourage people in the region to be innovative.

**Sub-group differences in Southland:**

Older people, aged 60-69, are more likely than average to agree that the arts in the region give young people opportunities to express themselves (74% vs. 58%).

In contrast, the following groups are more likely to disagree (12%) that the arts in the region give young people opportunities to express themselves:

- Households with an annual income of between \$50,001-\$80,000 (21%)
- Younger people, aged 30-39 (20%).

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

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

△▽ = significantly higher / lower than Average

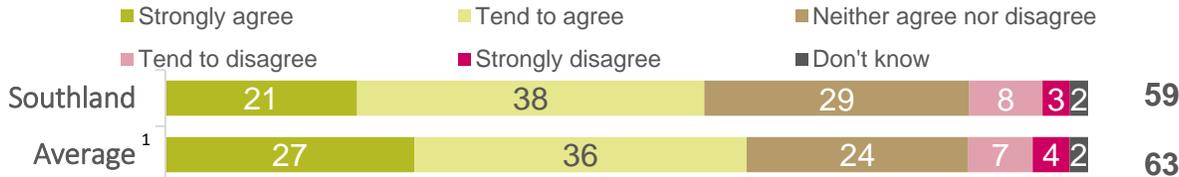
Base: All respondents: Southland (381); Average (1,102 to 1,483)

# Quality and diversity of the arts scene

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

%

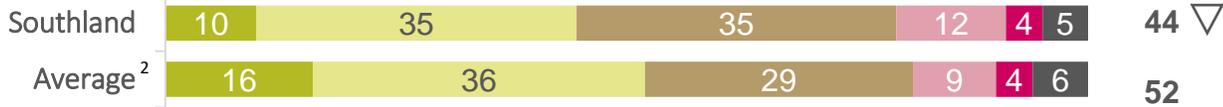
It's important that the arts have a strong presence in the region



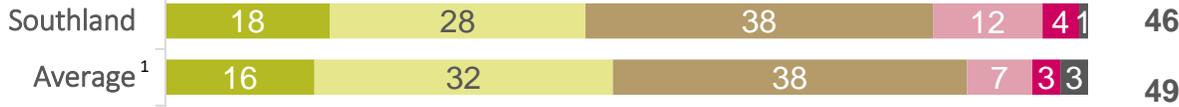
The range of arts events and activities on offer reflect the diversity of the region's communities



Māori culture, identity and stories are celebrated in the region



I am proud of the arts in the region



Overall, arts in the region are of high quality



There is a gap between residents' perceptions of the importance of the arts to the region and their quality. Three in five (59%) feel it is important the arts have a strong presence, but less than half are proud of the arts in the region (46%) or feel they are of high quality (46%).

This also indicates that Southlanders are less positive about the quality of the arts in their region than they are the quality of the arts nationally (60% agree they are of high quality in New Zealand, vs. 46% in Southland).

The arts are felt to be less reflective of the region's diversity than the average and less likely to celebrate Māori culture. Thirty-nine percent agree they reflect the diversity of the region's communities (vs. 55% on average), while 44% agree they celebrate Māori culture (vs. 44% on average).

**Sub-group differences in Southland:**

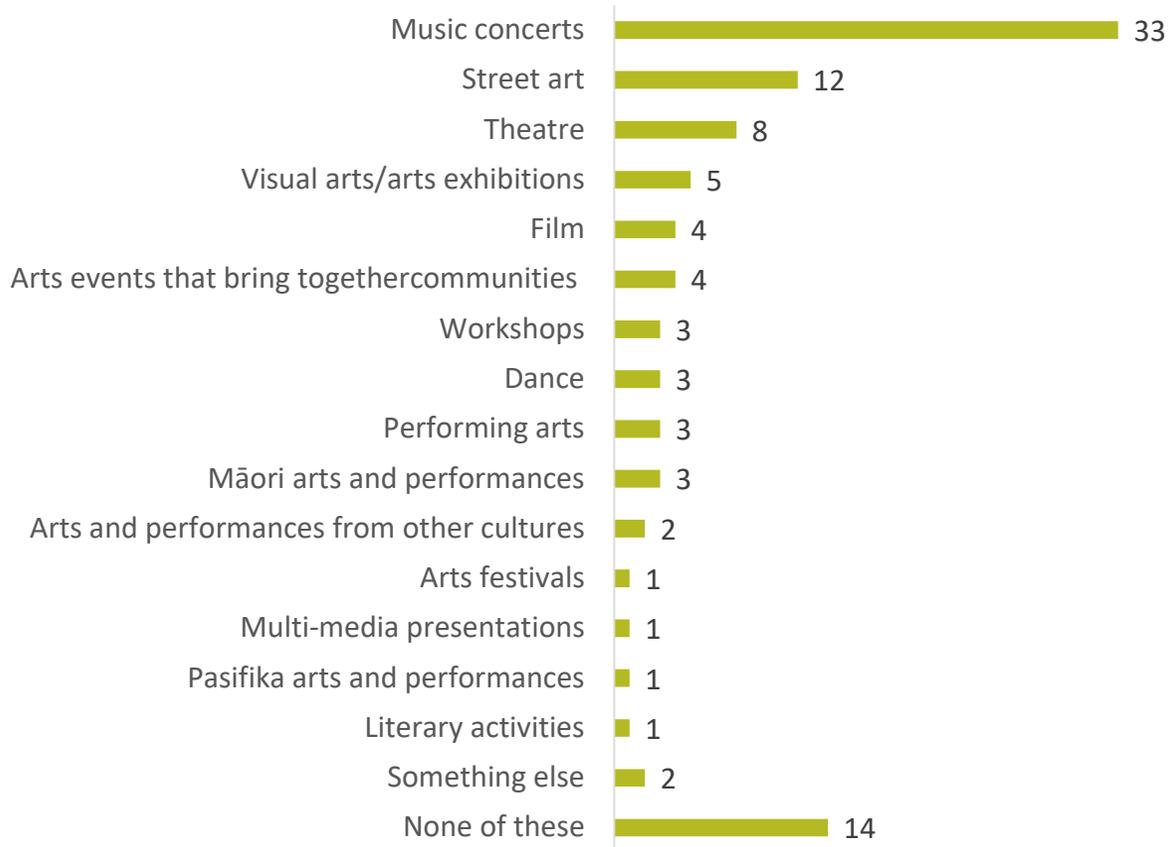
- Older people, aged 60-69, are more likely than average to agree that arts in the region are of high quality (61% vs. 46%).
- In contrast, young people aged 15-29 are less likely than average (46%) to agree that arts in the region are of high quality.
- The following groups are more likely than average (39%) to agree that the range of arts and events on offer reflect the diversity of the region:
  - Older people, aged 60-69 (58%)
  - Those living outside of Invercargill (47%)
  - Women (45%).
- One person households are more likely than average to agree that they are proud of the arts in the region (58% vs. 46%). Conversely, young people, aged 15-29, are less likely to agree they are proud of the arts in the region (26% vs. 46%).

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

△ ▽ = significantly higher / lower than Average  
 Base: All respondents: Southland (381); Average (1,996 to 3,885)

# What Southlanders would like to see more of in terms of the arts scene

**Q** Thinking about arts and culture, what would you like to see more of in Southland?



Southland residents were asked what they would like to see more of in arts and culture within their region.

One third of residents (33%) indicated that they would like to see more music concerts, followed by 12% of residents who would like to see more street art i.e. murals and sculptures.

**Sub-group differences in Southland:**

Women are more likely than the average to indicate that they would like to see more music concerts in the Southland region (37% vs. 33%).

Women are also more likely to mention they want to see more Māori arts and performances (5% vs. 3%).

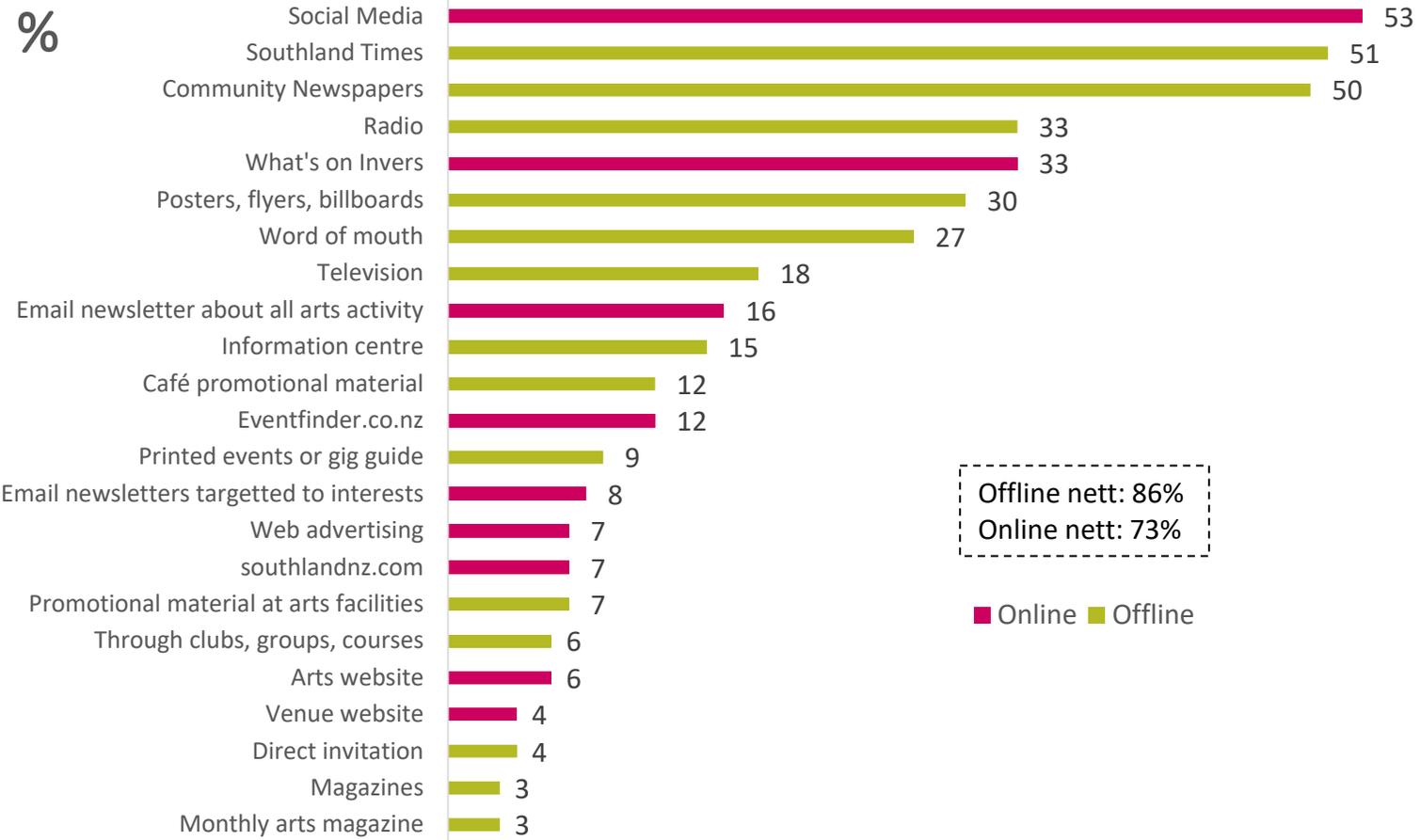
Older people, aged 60-69, are more likely than the average to indicate they would like to see more arts events that bring together communities (i.e. the young and old) (10% vs. 4%).

Those living outside of Invercargill are more likely than average to mention they would like to see more film in the Southland region (8% vs. 4%).

Base: All respondents: Southland (381)

# Preference for finding out about arts events and activities

**Q** How would you prefer to find out about arts events and activities in Southland?



There is greatest preference for finding out about arts events and activities through social media (53%), this is followed by The Southland Times (51%) and other community newspapers (50%).

In total, 86% of Southland residents would like to find out about arts events and activities through at least one of the offline options (e.g. community newspaper), and 73% would like to find out through at least one of the online options.

**Sub-group differences in Southland:**

Women are more likely than average to want to find out about arts events and activities through at least one online channel (78% vs. 73%). Conversely, older people, aged 60-69 (58%) and 70+ (54%) are less likely than average to want to find out about arts events through online channels.

The following groups are more likely than average (86%) to want to find out about arts events and activities through at least one offline channel:

- Older people, aged 60-69 (95%)
- Households with an annual income of between \$30,001-\$50,000 (94%)
- Women (89%)
- Two person households (89%).

The following groups are more likely than average (53%) to want to find out about arts and activities through social media:

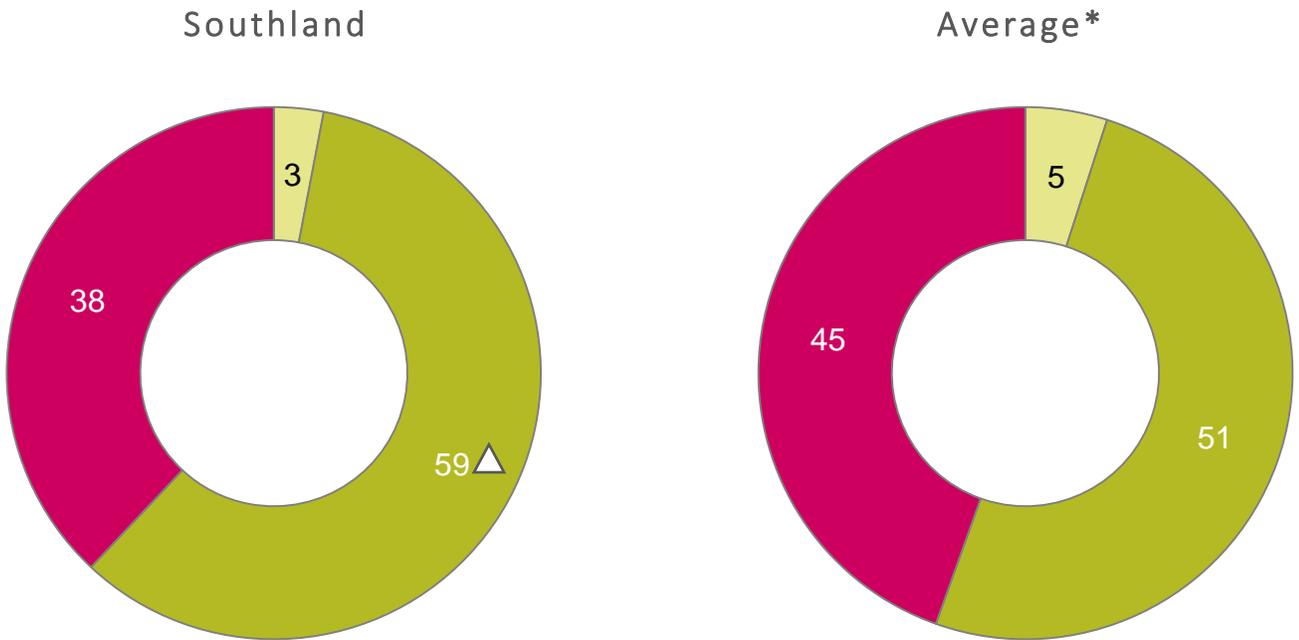
- Young people, aged 30-39 (71%).

Base: All respondents: Southland (381)

# Scope for greater participation in the arts

**Q** Would you say you take part in the creative arts...

%



■ More than you would like 
 ■ About as much as you would like 
 ■ Less than you would like

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

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

Base: All respondents: Southland (381); Average (1996)

There is potential to both broaden and deepen participation in the arts in Southland.

Thirty-eight percent of Southland residents take part in the arts less than they would like to. There is an opportunity to broaden participation, as 40% of those who do not currently participate would like to become involved. There is also an opportunity to deepen participation, as 36% of those currently participating would like to be more involved.

Around three in five (59%) Southland residents are taking part in the arts as much as they desire, this is higher than the average (51%). Very few residents are participating in the arts more than they desire (3%).

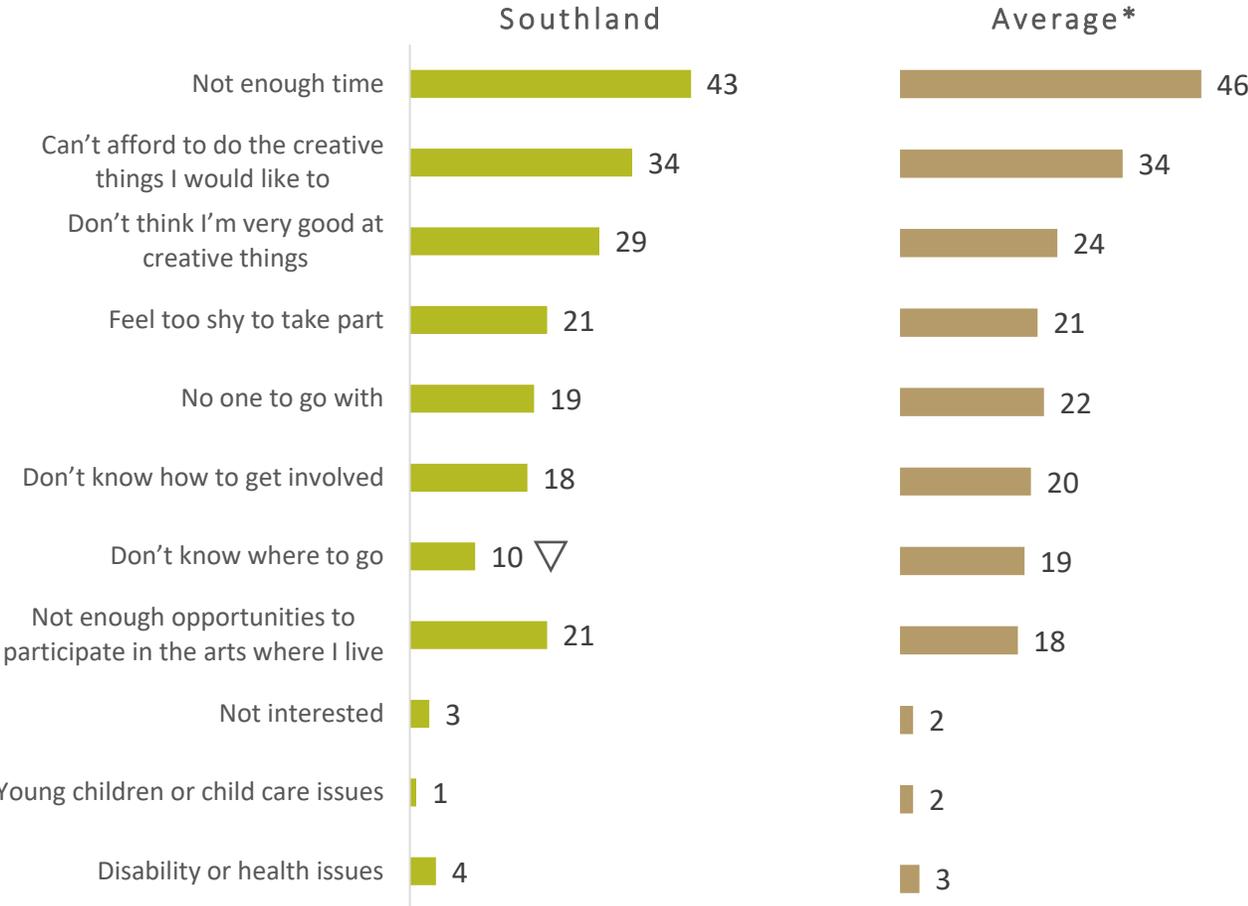
**Sub-group differences in Southland:**

Women are more likely than average to indicate that they are participating in the arts less than they would like (47% vs. 38%). In contrast, men are less likely to indicate that they are participating in the arts less than they would like (30% vs. 38%).

# Barriers to involvement in the arts

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

%



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

▾ = significantly higher / lower than Average

Base: All respondents who take part in the arts less often than they would like: Southland (165); Average (914)

Residents that participate in the arts less than they would like were asked what stops them from taking part more often.

The main barrier to being more involved is not having enough time (43%), followed by affordability (34%), and self-doubt about creative ability (29%).

Southland residents are less likely than the average to feel discouraged from taking part in the arts because they don't know where to go (10% vs. 19%).

**Sub-group differences in Southland:**

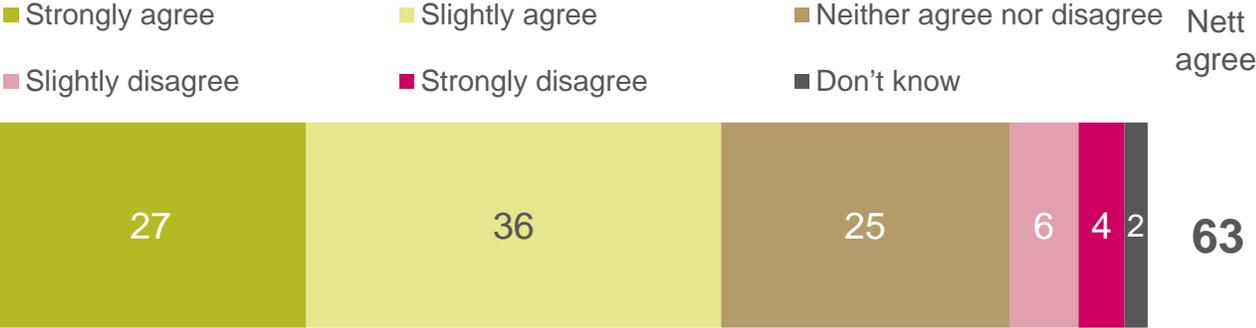
Women are more likely than the average to indicate that they can't afford to do creative things (40% vs. 34%), that they have no one to go with (27% vs. 19%) and that they don't know where to go (14% vs. 10%).

Men are less likely than the average to be discouraged from taking part in the arts because they have no one to go with (7% vs. 19%).

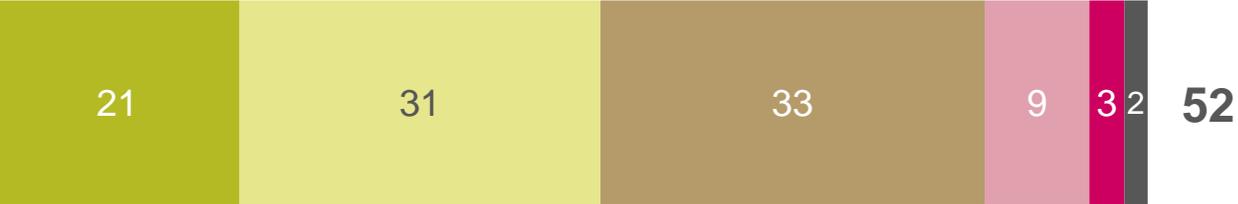
# Value of Arts Murihiku

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

%



It is important to have an organisation that supports, promotes and advocates for the arts in Southland



It is important that an arts strategy is developed for the region to increase Southland's liveability and vibrancy

The majority of Southland residents agree that there is value in the role of Arts Murihiku.

More than three in five (63%) Southland residents agree that it is important that the region has an organisation that supports, promotes and advocates for the arts. Additionally over half (52%) agree in the importance in developing an arts strategy to increase the liveability and vibrancy of Southland.

**Sub-group differences in Southland:**

The following groups are more likely than average (63%) to agree in the importance of having an organisation that advocates, promotes and supports arts within the region:

- Older people, aged 60-69 (76%)
- Women (68%).

The following groups are more likely than average (52%) to agree in the importance of developing an arts strategy to increase the liveability and vibrancy of Southland as a region:

- One person households (66%)
- Households with an annual income between \$80,001-\$120,000 (66%)
- Women (58%).

Base: All respondents: Southland (381)



FOR FURTHER  
INFORMATION  
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